

# The Effectiveness of Wardah Cosmetic Television Advertising on Women

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## Abstract

This research was conducted to determine the effectiveness of Wardah's Cosmetic Television Advertisement "Feel the Beauty". This type of research is descriptive with descriptive data analysis techniques and cross tabulation (crosstabs). In this study, the sampling technique used was purposive sampling technique. With the data obtained from the results of distributing questionnaires with respondents, STIE Mandala Jember students with Strata 1 (S1) criteria and aged 17-25 years described descriptively. The data processing method in this study uses the analysis method of research indicator tests, namely validity testing and reliability testing using the help of SPSS 25 software. Furthermore, cross tabulations (crosstabs) are used to see the relationship and explain the data findings. From the results of the study, it is known that the effectiveness of Wardah's Cosmetic Television Advertisement "Feel the Beauty" performance given by the company PT. Paragon Technology and Innovation has exceeded the average value of consumer expectations and was declared effective. The results of the Customer Response Index (CRI) at each response stage in this study indicate that all the response stage values are almost 100%. It can be concluded that Wardah Cosmetics Advertisement "Feel the Beauty" has a positive effect, namely gaining consumer awareness so that they are interested in making purchases.

**Keywords:** Advertising Effectiveness, Television Advertising, Customer Response Index (CRI), Wardah Cosmetics

## Introduction

According to Kotler and Keller (2007: 6) marketing is an organizational function and a set of processes for creating, communication and delivering value to customers and managing customer relationships in ways that benefit the organization and its shareholders. The marketer's job is to plan the marketing task and assemble a fully integrated marketing program to create, communicate and deliver value for consumers. To reach as many consumers as possible, a company is required to have a competitive strategy. Advertising (Advertising) is a promotional mix that is easily found in various media which is a form of presenting non-personal information and promotion of ideas, goods and or services by certain sponsors who must be paid.

One of the media used by producers to introduce their products to the public is television. Television is one of the mass communication media that not only provides entertainment to the public, but also as a medium that plays a role in disseminating information. Television is also an audio-visual mass media that has power on two sides, namely the sound and visual side. These advantages make television media have a higher informative and persuasive power than other communication media such as print media or radio. Advertising on television, although expensive, is considered more targeted than other media. Television remains an irreplaceable means of promotion for producers, despite the emergence of the phenomenon

of print media and websites. One of them is a cosmetic wardah advertisement. Advertisements displayed by Wardah can provide the most important information for consumers in choosing a product so that with this advertising media consumers can find out which product is best for themselves in using a product that is feasible or not.

Wardah Kosmetik offers various advantages with the theme " Feel The Beauty " which provides offers for women in Indonesia, namely cosmetics that are labeled halal. Thus, Muslim Indonesian women do not have to worry about choosing cosmetics. Wardah's advertisement with the theme "Feel the Beauty " gives confidence to women in Indonesia. The ad tells that whoever you are, whatever you face, you can get through everything. Cosmetics industry players will encourage promotion and sales in various links, both retail and digital. This is because this sector is able to grow well, where last year the cosmetics business was predicted to increase at the level of 9% compared to the previous year. In addition to digital-based promotions, affordable prices are another key to the success of Wardah products in the market.

1. Based on the description above, the problems studied can be formulated as follows:
2. How is the effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" when viewed from the dimension of consciousness (awareness)?
3. How is the effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" when viewed from the comprehension dimension?
4. How is the effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" when viewed from the dimension of interest?
5. How is the effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" when viewed from the dimension of interest (intention)?
6. How is the effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" when viewed from the action dimension?

Based on the formulation of the problem above, the objectives of this study are:

1. To find out the effectiveness of Wardah 's "Feel The Beauty" Cosmetics advertisement, it is seen from the awareness dimension.
2. To find out the level of effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" seen from the understanding dimension (comprehending).
3. To determine the level of effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" seen from the dimension of interest (interest).
4. To determine the effectiveness level of Wardah Cosmetics television advertisement "Feel The Beauty" seen from the dimension of interest (intention).
5. To determine the level of effectiveness of Wardah Cosmetics television advertisement "Feel The Beauty" seen from the action dimension.

## Literature Review

### a. Marketing

According to Harman Malau (2017:1) marketing is an activity of exchanging value transactions owned by each party, for example the exchange of products owned by the company for money owned by customers. This shows that the customer wants something from the company and the company wants something from the customer.

### b. Advertising

In Putri Deliva Amru and Erni Martini (2017: 2472) advertising is the main element and is one of the elements of the marketing communications program . One definition of advertising is a paid, mass mediated effort to persuade. Advertising is also a very important promotional tool, especially for companies that have products for a wide market.

### **c. Advertising Effectiveness**

In Putri Delifa Amru and Erni Martini (2017: 2474) the effectiveness of a good and effective advertisement contains an ideal message that can attract attention, arouse further curiosity, arouse desire, and take concrete action. Effective and efficient advertising, companies need to assess which ones are the most influential and leave experiences and impressions from the stages of the buying process so that they can contribute to creating awareness.

### **d. Television Advertising Media**

Television is one of the media that is included in the above the line category. In Ilona Oisina Situmeang (2017:116) According to the character, television commercials contain elements of sound, image, and motion. Therefore, the message conveyed through this media is very attractive and impressive. It's no wonder that advertisements are currently crowding television shows, especially programs that are watched a lot or aired at prime time. Television media is considered the media that has the most potential to remind the message conveyed in the advertisement.

### **e. Visual Engineering on Television**

According to Thomas Russel in Gesty Ernestivita (2016:144), For advertisements on television, there are several visual techniques used in making television advertisements, those techniques are:

1. Spoken person  
A technique in which a person is directly faced with a camera that displays his views or opinions about a product to television viewers.
2. Testimonials  
This technique uses the artist to testify after using a product.
3. Demonstration  
Advertising using this technique clearly illustrates how a product works.
4. Close-ups  
A technique that makes images come alive, this advertisement is usually used for a food product, in order to describe the delicacy of the food in the photo, so that it looks more beautiful.
5. Storyline  
Advertisements using this technique are made in the form of short stories to describe the advertised brand.

### **f. Television Advertising Attributes**

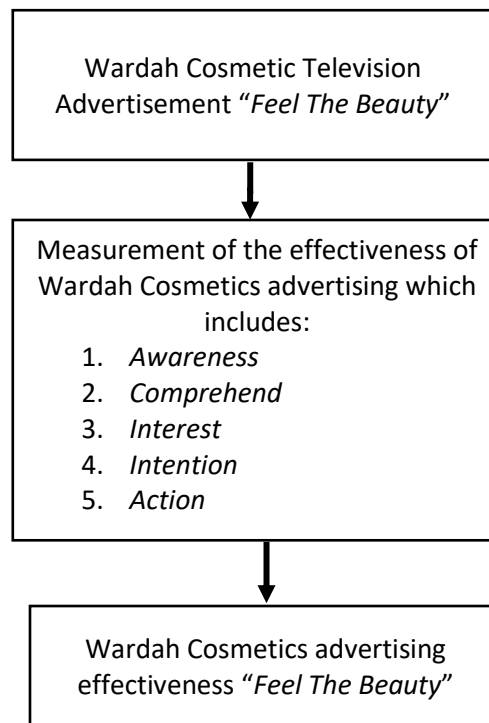
According to Kotler and Keller in Tani Yosephine Aiwan (2013: 298) every brand has attributes. These attributes need to be managed and created so that customers can know for sure what attributes are contained in a brand. In addition to attributes, brands also have a series of benefits. Consumers don't buy attributes, they buy benefits. Producers must be able to translate attributes into functional and emotional benefits. One of the communication tools to translate brand attributes is through television advertisements.

### **g. Customer Response Index (CRI)**

According to Roger Best in Thania Yosephine Aiwan (2013:301) the Customer Response Index aims to increase company awareness and communicate services or products within the company. CRI elements are taken from the response of the advertising audience, namely awareness, understanding, interest, intention, and action.

### **h. Conceptual Framework**

The conceptual framework is prepared based on a review of the theory which is the main source in a research. The following is an overview in the form of a conceptual framework to help complete the direction of solving and analyzing the problems encountered:



Based on the conceptual framework above, namely awareness by recalling the Wardah brand in the minds of consumers, understanding consumers of Wardah Cosmetic Television Advertisements " Feel the Beauty ", consumer interest in the Wardah brand, interest (intention) is supported by factors product values that can be tried, and buying actions that consumers can take. The effectiveness of Wardah Cosmetics " Feel the Beauty" advertisement given by the company PT. Paragon Technology and Innovation can be seen from the average and the calculation of consumer responses in these 5 dimensions based on the Likert scale. An effective advertisement is if an advertisement can be received deeply in the minds of consumers and consumers look at it from the right point of view. According to Kotler and Keller in Tania Yosephine Aiwan (2013: 298) a good and effective advertisement contains an ideal message that can attract attention, arouse further curiosity, arouse desire, and take concrete action.

## Method

According to Sugiyono (2016: 80) population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. The population in this study were women in Jember (students of STIE Mandala) with a total of 628 people.

According to Sugiyono (2018:118) the sample is a part of the whole as well as the characteristics possessed by a population. In this study, the sampling technique was purposive sampling. Sugiyono (2012:126) explains that Purposive Sampling is a sampling technique with certain considerations with certain criteria included in the Non-Probability Sampling technique (Non-Random Sample), in this study the criteria taken were those who had watched Wardah Cosmetics Television Commercials. " Feel the Beauty " and a woman in Jember (student STIE Mandala) Strata 1 with the age of 17-25 years. So based on the data that has been obtained, the number of samples using the sampling technique is 87 people.

## Results and Discussion

### Results

To determine the quality of the instrument (questionnaire), validity and reliability tests were conducted.

#### a. Validity test

Validity test is conducted to determine whether the items in the questionnaire are worthy of being distributed in other words valid or not worthy of being distributed to respondents in other words invalid. Questionnaire items are said to be valid if the correlation results are less than 0.05 (5%). The following table presents the test results, namely:

**Table 1.** Validity Test Results

No	Variables / Indicators	Sig		Cut Point	Information
<b>Awareness</b>					
1	X1.1	0.000	<	0.05	Valid
2	X1.2	0.000	<	0.05	Valid
3	X1.3	0.000	<	0.05	Valid
<b>Comprehend</b>					
1	X2.1	0.000	<	0.05	Valid
2	X2.2	0.000	<	0.05	Valid
3	X2.3	0.000	<	0.05	Valid
<b>Interest</b>					
1	X3.1	0.000	<	0.05	Valid
2	X3.2	0.000	<	0.05	Valid
3	X3.3	0.000	<	0.05	Valid
<b>Intention</b>					
1	X4.1	0.000	<	0.05	Valid
2	X4.2	0.000	<	0.05	Valid
3	X4.3	0.000	<	0.05	Valid
<b>Action</b>					
1	X5.1	0.000	<	0.05	Valid
2	X5.2	0.000	<	0.05	Valid
3	X5.3	0.000	<	0.05	Valid

Based on Table 1, it can be seen that all each dimension indicator has a sig (2- tailed ) value of 0.000 <0.05, so it can be concluded that the data can be said to be valid or feasible to be distributed.

#### b. Reliability Test

Reliability test is carried out to show the extent to which a measuring instrument can be trusted or reliable. The results for reliability testing are as follows:

**Table 2.** Reliability Test Results

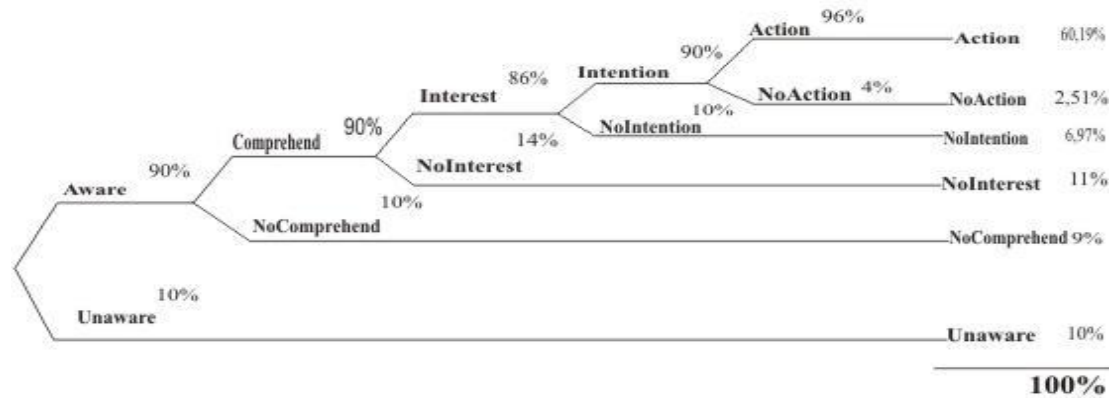
No	Variables/Indicators	Alpha Cronbach		Cut Point	Information
1	Awareness	0.906	>	0.60	Reliable
2	Comprehend	0.907	>	0.60	Reliable
3	Interest	0.902	>	0.60	Reliable
4	Intention	0.899	>	0.60	Reliable
5	Action	0.907	>	0.60	Reliable

Based on Table 4.10 the data obtained is reliable, because the rcount value of each dimension is awareness 0.906, comprehending 0.907, interest 0.902, intention 0.899, action

0.907 > 0.60 so that the data obtained can be declared reliable or feasible as a data collection tool.

### Customer Response Index (CRI)

Based on the results of data distributed to 87 respondents, the results of the percentage of the Customer Response Index (CRI) for Wardah Cosmetic Television Advertisement "Feel the Beauty" are as follows:



**Figure 1.** Percentage of Wardah Cosmetics Customer Response Index (CRI) for Women

Figure 1 above shows that the acquisition of each percentage of respondents' answers in each response stage is quite large, except for the interest stage which has the lowest value compared to the other response stages.

### The Effectiveness of Wardah's "Feel the Beauty" Cosmetic Television Advertisement

This average value is used to analyze the effectiveness of television advertisements by Wardah Cosmetics "Feel the Beauty". The following presents the average value of the effectiveness of Wardah Cosmetics television advertisement "Feel the Beauty".

**Table 3.** Average Value of Wardah Cosmetic Television Advertisement "Feel the Beauty"

No.	The Effectiveness of Wardah's "Feel the Beauty" Cosmetics Advertisement Dimension	Mean	%	N	Information
1.	Awareness	3,2950	90	81	Effective
2.	Comprehend	3.1966	90	71	Effective
3.	Interest	3.1143	86	70	Effective
4.	Intention	3.1611	90	60	Effective
5.	Action	3.2840	96	54	Effective

In Table 3 shows that the percentage of more than 50% indicates that more than half of the respondents and can be declared Effective.

### Discussion

#### 1. The Effectiveness of Wardah's "Feel the Beauty" Cosmetic Television Advertisement on the Awareness Dimension

From the results of the average Customer Response Index (CRI) it shows that the audience is aware of Wardah Cosmetic Television Ads. It can be seen from the respondents who are aware (Awareness) have a percentage of 90% and are not aware (Unawareness) 10% as many as 81 respondents with a mean value of 3.2950. With the final output of the multiplication formula of the Customer Response Index (CRI) unawareness as much as 10%. (H1 accepted)

#### 2. The Effectiveness of Wardah's "Feel the Beauty" Cosmetic Television Advertisement on the Dimension of Understanding (Comprehend)

The results of the average value of the Customer Response Index (CRI) indicate that the dimension of understanding (Comprehend) is effective. That is, the audience understands the message content of Wardah Cosmetic Television Advertisement "Feel the Beauty". From the results of the study, the percentage of 90% understood (Comprehend) and 10% No Comprehend . A total of 71 respondents with a mean of 3.1966. With the final output of the multiplication formula from the Customer Response Index (CRI) no comprehending method as much as 9%. (H2 accepted)

3. The Effectiveness of Wardah's "Feel the Beauty" Cosmetic Television Advertisement on the Dimension of Interest (Interest)

The third response stage analysis is the analysis of Wardah's "Feel the Beauty" Cosmetic Advertising Effectiveness on the Interest dimension . In this dimension it is known that the mean value is 3.1143 with a percentage of 86% in the Interest dimension and 14% No Interest as many as 70 respondents. With the final output , the Customer Response Index (CRI) No Interest multiplication formula is 11% against Wardah Cosmetics "Feel the Beauty " using almost all of the attributes that attract advertisements that are often used. (H3 accepted)

4. The Effectiveness of Wardah's "Feel the Beauty" Cosmetic Television Advertisement on the Dimension of Interest (Intention)

The results of the average value of the Customer Response Index (CRI) indicate that the dimension of interest (Intention) is effective. It can be seen from the percentage results that the audience is interested in the Wardah Cosmetics brand. From the research results obtained the percentage of 90% interest (Intention) and 10% No Intention . A total of 60 respondents with a mean of 3.1611. With the final output of the multiplication formula of the Customer Response Index (CRI) No Intention method of 6.97%. (H4 accepted)

5. The Effectiveness of Wardah's "Feel the Beauty" Cosmetic Television Advertisement on the Action Dimension

The analysis of the last response stage is the analysis of the Effectiveness of Wardah's Cosmetics Advertisement "Feel the Beauty " on the Action dimension . In this dimension, it is known that the mean value is 3.2840 with a percentage of 96% in the Action dimension and 4% No Action as many as 54 respondents. With the final output , the multiplication formula of the Customer Response Index (CRI) No Action is 2.51% against Wardah Cosmetics Advertisement "Feel the Beauty " which is declared effective. (H5 accepted)

## Conclusion

Based on the results of research that researchers have done regarding the Effectiveness of Wardah Cosmetic Television Advertising "Feel the Beauty", it can be concluded as follows:

1. At the stage of Awareness (Awareness) declared effective. It can be seen from the percentage results from the Customer Response Index (CRI) method that the Awareness dimension is 90% and Unawareness is 10%.
2. At the stage of understanding (Comprehend) declared effective. It can be seen from the percentage results from the Customer Response Index (CRI) method that the Comprehension dimension (Comprehend) is 90% and No Comprehend is 10%.
3. At the Interest stage , it is declared effective. It can be seen from the percentage results from the Customer Response Index (CRI) method that the Interest dimension is 86% and No Interest is 14%.
4. At the stage of interest (Intention) declared effective. It can be seen from the results of the percentage of the Customer Response Index (CRI) method that the dimensions of Interest (Intention) are 90% and No Intention is 10%.
5. At the stage of Action (Action) declared effective. It can be seen from the percentage results from the Customer Response Index (CRI) method that the Action dimension is 96% and No Action is 4%.

6. Based on the calculation results of the multiplication formula of the Customer Response Index (CRI) Unawareness method 10%, No Comprehend 9%, No Interest 11%, No Intention 6.97%, and No Action 2.51%.
7. In the final result or output of the calculation of the Customer Response Index (CRI) method of Effectiveness of Wardah Cosmetic Television Advertising "Feel the Beauty" the audience who made a purchase or Action was 60.19% even though the results of this study did not show perfect results with a percentage of 100%.
8. It can be concluded that the Effectiveness of Wardah Cosmetic Television Advertisement "Feel the Beauty" given by the company PT. Paragon Technology and Innovation can be seen from the average respondent's response dimensions and the effective Action dimension.

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