

The Influence Of Cosmetics Advertisement On Instagram Towards Teenage Girls' Attitude And Consumptive Behavior In Yogyakarta

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Abstract

The internet is currently in great demand as a medium for people to communicate. With the internet, people can connect with each other without being limited by space and time. The development of the internet as a mean of communication is the presence of social media. The presence of social media has more or less influence in various aspects of life. One of them is in the business fields. This research aims to know the influence of cosmetics advertisement on Instagram towards teenage girls' attitude and consumptive behavior in Yogyakarta. Population used in this research are SMKN 4 Yogyakarta aged 15 to 18 years who has marger of This research method using Quantitative research methods of empirical research methods by means of Surveys using a questionnaire to respondents. The number of samples from this research is as much as 68 students from 212 class 2 and class 3 Department of Hairstyling and Hairstyling Skin SMKN 4 Yogyakarta and the relevant theory used in this research is the theory of the S-R and Theory AIDDA.

The results of this study are Amount between t count the effect of X on Y1 and X on Y2, that is $(4.899 + 2,559) / 2 = 3.724$ and the sum of the value of p $(+ 0,000 0.013) / 2 = 0.006$. Thus, the value of t obtained in synchronous (F) is 3.724 and p 0.006. With p 0,0006 <0,05, it means that there is a significant influence between cosmetic advertisements on Instagram towards teenage girls' attitude and consumptive behavior in Yogyakarta.

Keyword : Influence, Cosmetic Advertisement On Instagram, Attitude, Consumer Behavior Cosmetics.

Introduction

In the past few decades, there have been many developments in information and communication technology. One of them is the development of the internet as a development of technology and information. The internet is currently in great demand as a medium for people to communicate. Even for some fields, the internet has been used as the main interaction communication tool for most people. With the internet, people can connect with each other without being limited by space and time. The development of the internet as a means of communication is the presence of social media. The presence of social media has more or less influence in various aspects of life. One of them is in the business field.

Many business people today use social media as a promotional media for the products they sell. The main reason for business people to use social media as a media campaign is the fact that the level of social media users is increasing from time to time. In the research conducted by We Are Social and Hootsuite, it was revealed that Indonesian people are active users of various social media, such as Facebook, Twitter and Instagram. According to data obtained from the research of We Are Social and Hootsuite, there are more than 130 million Indonesians as active users on social media and on average spend more than 3 hours to access social media (Haryanto, 2018). In the data submitted by We Are Social and Hootsuite it is also known using YouTube, 41% using Facebook, 40% using WhatsApp, 38% using Instagram, 33% using Line, 28% using BBM and 27% using Twitter. In other data released by the Indonesian Internet Service Providers Association in 2016, it was found that most social media users, or 62%, used social media to conduct online business transactions (Hidayat, 2016).

Seeing the facts as mentioned above, makes business people use social media as a "tool" to introduce products or services that they sell in the form of advertisements that are displayed on social media that are currently available. Business people, advertise products and services on social media with a certain intensity of time, with the hope that the product or service offered can be widely known by its customers. One of the social media used to advertise the products or services offered is Instagram.

In some previous studies mentioned that, there is an influence between the influence of cosmetics advertisement on Instagram towards teenage girls' attitude and consumptive behavior in Yogyakarta to buy products offered. The research conducted by Daniella on students in one of the junior high schools in South Tangerang stated that there was a very significant influence between online shop customers on social media towards the consumptive behavior of the students (Islamy, 2015). This research was also strengthened by research conducted by Nidya Nur Fauziah on students who access the Lazada marketplace in Indonesia. In his research, Fauziah tried to examine how "The Effect of Indonesian Digital Marketing Lazada on Brand Awareness and Consumer Purchase Interest". The research conducted by Fauziah found that there was a positive influence between digital marketing and consumer buying interest and brand awareness of the respondents. Whereas in the research conducted by Umi Hidayatun it was found that, there was a positive influence on the intensity of the use of social media on consumptive behavior of adolescents (Hidayatun, 2015).

From several studies that have been done before as explained above, it can be seen that there is a very significant influence between the level of intensity of someone accessing an ad on social media with the level of customer attitude of a product offered and also influences consumer behavior from the product offered.

In this study explained that what is meant by the intensity or exposure of the media is the activity of listening, seeing, reading messages carried out by individuals to a media. The intensity of viewing the media is trying to find audience data about the use of media in this study are the Instagram, frequency, and duration. Frequency is about how often people are exposed to advertising exposure. While the duration is about how long people are exposed to advertising exposure. The assumption obtained is that the longer and the more often someone is exposed to exposure to advertising in the media, the more likely someone is to get influence from advertising (Islamy, 2015). In addition to the frequency and duration of viewing advertisements in the media that make it possible for someone to get influence from advertising. Attention is way that is actively carried out to process a number of information provided by the senses, stored memory, and by other cognitive processes.

The influence of advertising on consumer behavior in addition to being seen in terms of economic impact, advertising also raises the impact of communication psychology for men and women covering affective, cognitive, and conative aspects both individually and together. The influence of communication psychology that is in the cognitive area can foster an audience's attention to something higher than others. Such attention will lead to increasing consumer attitude about the products offered. In addition to cognitive aspects, advertising provides psychological impact on the affective aspects. Influence on this aspect can be seen in a person's behavior in the community. Because the influence of advertising in the end, society shapes certain behaviors. Among other things, feel more comfortable and feel more confident by using certain products (of course what has been advertised). This means that this affective aspect occurs when someone has taken action from what he saw. Next goes to the conative aspects. Conative is the stage where advertising has made someone over-implement goods and services such as shopping for items advertised far above what they need. In this aspect a person's consumptive behavior emerges (Widyatama, 2009).

The effect of the intensity of viewing advertisements will affect the level of one's attitude of the goods or services advertised, even the intensity of viewing advertisements can have an impact on the emergence of consumer behavior, namely the waste of purchasing goods due to the desire to be like what is advertised.

According to Mahfudin Shalahudin (Ali, 2009) it is said that the level of attitude or level of intelligence is the ability to lay relationships from thought processes. So unlike the case with Jean Piaget (Ali, 2009) defining the level of attitude is reason based on cognitive aspects. The level of attitude will affect behavior change, meaning that the more attitude is known, the greater the potential for behavior to change according to that attitude.

From what has been described above, the research hypothesis can be taken as follows :

- a) There is an influence between The Influence Of Cosmetics Advertisement On Instagram (X) Towards Teenage Girls' Attitude (Y1)
- b) There is an influence between The Influence Of Cosmetics Advertisement On Instagram (X) and Consumptive Behavior In Yogyakarta (Y2)
- c) There is an influence between The Influence Of Cosmetics Advertisement On Instagram (X) Towards Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2)

Research Methods

In this study the authors used the positivism paradigm. Positivism has a very strong influence on scientific disciplines. The method in this study uses quantitative research methods that are deductive because the research is carried out from the general to the special, to answer the formulation of the problem used concepts or theories so that hypotheses can be formulated. The hypotheses that have been formulated are then tested through field data collection.

The type of research used in this study is a type of explanatory survey research. Type of explanation is intended to explain a sample of the population or the influence of one variable with another variable. In the survey explanation format, the researcher constructs the research hypothesis and tests it in the field because the format of this study aims to find a causal relationship of the variables studied.

In this study, the population of the object of the research was all teenage girls who were students of SMKN 4 Yogyakarta, which were as many as 212 people. As it is known that, SMKN 4 Yogyakarta has 2 (two) choices of majors namely Department of Skin Beauty and Department of Hair Beauty. This population selection is based on the assumption that students who attend this school have a high level of attitude and level of need for cosmetic products that are the object of this research.

To get a significant result, the authors take a sample of the existing population which could be represented as respondents from this study. The sampling technique used is Purposive Sampling which is a sampling technique that allows the author to take samples according to what is needed in this study. This technique is used in research that prioritizes research objectives rather than the nature of the population in determining research samples (Bungin, 2005).

Results and Discussion

1. The Influence of Cosmetics Ads on Instagram

The results showed that respondents with a score on the intensity variable seeing cosmetic ads on Instagram were considered in the high and medium categories with a frequency of 20 people (29.41%), which had a very high score category of 8 people (11.76%), there are 16 low categories (23.53%) and those with very low categories are 4 people (5.88%). This is if the average intensity of seeing cosmetic advertisements on Instagram for students of SMKN 4 Yogyakarta is in the good category. This is because students who major in skin and hair beauty make them want to understand the various types and prices of existing cosmetic cosmetics and skin cosmetics. The activity of looking for information about cosmetics is of course other than being used for personal attitude, also for attitude that supports his expertise in learning at school. Instagram is one of the social media that is loved by young people. So through this Instagram they often access attitude about cosmetics.

2. Teenage Girls' Attitude

The results also showed respondents with scores on the level of teenage girls' attitude about cosmetics on Instagram included in the good category, seen from the results there were 36 people (52.94%), very good there were 17 people (25.00%), quite good 13 people (19.12) and in the bad category there are 2 people (2.94%). There are no respondents whose scores fall into the very bad category. It can be concluded that the level of teenage girls' attitude about cosmetic advertisements in SMKN 4 Yogyakarta is in the good category. As a result of the influence of cosmetic ads on Instagram that can be said often, then the attitude is good. They realize that attitude of the types and prices of cosmetics is important to support their attitude in learning beauty. Therefore most of them often see information about cosmetics on the internet, one of them on Instagram social media.

3. Cosmetic Consumptive Behavior

The results showed that respondents' scores on consumptive behavioral variables included in the non-consumptive category were 23 people (33.82%), quite consumptive there were 20 people (29.41%), very consumptive there were 18 people (26.47%), good there are 4 people (5.88%), very consumptive 3 people (4.41). This proves that only a few students are able to shop cosmetics and even then within reasonable limits or only for practical purposes. So that consumptive behavior is based on the ability to buy and personal needs and school needs. This means that the consumptive nature is bad.

4. Cross Tabulation

In the cross tabulation test between variables it can be seen that the intersection between the influence of cosmetics advertisement on Instagram towards teenage girls' attitude and consumptive behavior in Yogyakarta. The largest number is in the intensity column, seeing high advertising and good attitude about cosmetics, which is 15 people or 75% of all intensities see high advertising. This means that of the 20 people who have high influence of cosmetic advertisements, there are 15 people (75%) who have good attitude about cosmetics. This shows that the higher the influence of cosmetic advertisements from students of SMKN 4 Yogyakarta, it will increase the level of attitude about cosmetics of SMKN 4 Yogyakarta about cosmetics. Correlation test results support the existing cross tabulation, the relationship between variable the influence of cosmetics advertisement on Instagram cosmetic ads with teenage girls' attitude shows the r count of 0.516 and the significance level of $0.000 < 0.05$, which means that the relationship between the influence of cosmetics advertisement on Instagram and teenage girls' attitude is moderately correlated and significant.

The above proves that a person's level of attitude is influenced by the information he receives. The term attitude according to Chaplin (in Ali, Asrori, 2008: 26) is interpreted as cognitive processes, thought processes, connecting power, ability to judge, and consider. Information becomes important for attitude. This is also in accordance with the theory of S-R Theory which says that the learning process is a response from someone to a stimulus that is given (Dharmesta and Handoko, 2008: 34).

Cross tabulation between the the influence of cosmetics advertisement on Instagram and cosmetic consumptive behavior. The largest amount is in the influence column seeing medium advertisements and cosmetics consumptive behavior is not consumptive, that is 10 people or 50% of all intensities see medium advertisements. This means that of the 20 people who have the the influence of cosmetics advertisement on Instagram, there are 10 people (50%) who have very consumptive cosmetic consumptive behavior. This means that there is a contradictory relationship, from this study it can be concluded that the better the intensity of seeing cosmetic advertisement of SMKN 4 Yogyakarta students has a tendency towards consumptive behavior which is getting worse or increasingly not consumptive. This can prove that the intensity of seeing advertisements often does not necessarily lead to higher or higher consumptive behavior. Because to go to consumptive behavior must be seen other factors such as purchasing ability, level of need, and high interest.

This is also supported by the results of the correlation test, the relationship between the the influence of cosmetics advertisement on Instagram and consumptive behavior in Yogyakarta. shows the r count of 0.300 and a significance level of $0.013 < 0.05$, which means that the intensity of seeing cosmetic advertisements with cosmetic consumptive behavior is weakly correlated and significant. This means that The Influence Of Cosmetics Advertisement on Instagram from SMKN 4 Yogyakarta students has a weak relationship with the cosmetic consumptive behavior of SMKN 4 Yogyakarta.

This can be explained by his theory Augusty Ferdinand (in Hidayat, Elita, Setiaman, Jurnal, 2012: 4) buying interest can be defined as transactional interest, namely the tendency of someone to buy a product. Interest begins with information on products that are owned and usually consumers get from advertisements delivered through various media. The intensity of getting exposure to this advertisement will change the behavior to become consumptive. But in the case of cosmetic consumptive behavior SMKN 4 Yogyakarta, interest in buying is possible but to arrive at consumptive behavior there is little influence. This is estimated because the ability to buy in SMKN 4 Yogyakarta is relatively small, which is indicated by their pocket money, mostly \leq Rp. 10,000, - namely 37 students (54.4%) and between Rp. 11,000 to Rp. 30,000, - there are 28 female students (41.2%).

5. Regression Test

Based on the results of research on the effect of regression (regression), there is a significant effect on The Influence Of Cosmetics Advertisement on Instagram Towards Teenage Girls' Attitude And Consumptive Behavior In Yogyakarta. This is evidenced by the value of t count 4.899 with a significance of 0,000 which means significance < 0.05 so it can be concluded that there is a significant effect on the influence of cosmetics advertisement on Instagram towards teenage girls' attitude.

The results of these studies can explain how the influence of advertising on attitude. Advertising itself has many objectives, especially affecting consumers to buy goods or services. This is consistent with the opinion that advertising aims to increase the reaction of potential buyers or potential buyers to the company and the company's product offerings. Advertising is designed to increase product sales and company profits. (Sangadji, Sopiah, 2013: 225). To achieve these goals, advertising is designed in such an interesting way to attract attention. The media used also plays an important role related to the target market.

The intensity or exposure of media which contains advertisements is the activity of listening, seeing, reading messages carried out by individuals on a media. The intensity of viewing the media is trying to find audience data about the use of media in this study are the Instagram, frequency, and duration of use. Frequency is about how often people are exposed to advertising exposure. While the duration is about how long people are exposed to advertising exposure. The assumption of this is that the longer and more often a person is exposed to exposure to advertising in the media, the more likely someone is to get influence from the ad. In addition to the frequency and duration of viewing advertisements in the media that make it possible for someone to get influence from advertising, the emergence of attention or attention to the media in this case is Instagram. Advertisements will cause concern or attention to products in advertisements, so that people who are exposed to children's advertisements remember information. So that intensity indicators will enter into attitude because advertising is basically a message / information delivery agent.

The level of one's attitude of anything is influenced by the information he receives. The term attitude according to Chaplin (in Ali, Asrori, 2008: 26) is defined as cognitive processes, thought processes, connecting power, ability to judge, and consider. Information becomes important for attitude. So in the world of advertising information is conveyed to the public to know that there are products like this. Then attitude will affect behavior change, meaning that the more information is known, the greater the potential for behavior to change according to that information. In the personality of a prospective consumer, consumer attitude is defined as the elements that fill the mind and nature of a conscious human soul in his brain. This will lead to a picture, observation (perception), concepts and fantasies about everything that is received through the senses so that it can influence changes in consumer behavior. (Dharmmesta and Handoko, 2008: 89).

This is in accordance with the theory of S-R Theory which says that the learning process is a response from someone to a stimulus that is given. This theory is widely used in the field of advertising, the reason is because if the company wants to get a response from prospective customers about its products, then the company must hold advertising continuously. Because when advertisements often appear, the advertised product is expected to be easily remembered by prospective buyers. (Dharmmesta and Handoko, 2008: 34). Technological advances and social media trends are growing rapidly allowing products to be marketed through social media nets such as facebook and instagram. This is reinforced that the market for teenage products such as cosmetics is more for teenagers, most of whom are active on social media.

The results of this study also prove that there is a significant influence between the the influence of cosmetics advertisement on Instagram and consumptive behavior in yogyakarta. Can be seen from the value of t count 2.559 with a significance of 0.013. The significance value calculated is <0.05 , meaning that there is a significant effect on the influence of cosmetics advertisement on Instagram on consumptive behavior in yogyakarta. Consumptive behavior means attitude, or behavior that likes to buy goods to get prestige in society. Consumptive behavior can also be interpreted as a lifestyle that is luxurious. Consumptive behavior is wasteful behavior with excessive shopping benchmarks, which prefer precedence not needs or do not set priorities. This symptom can be said to be a symptom of consumerism.

This consumptive behavior is caused by interest. According to Augusty Ferdinand (in Hidayat, Elita, Setiaman, Jurnal, 2012: 4) buying interest can be defined as transactional interest, namely the tendency of someone to buy a product. And of course interest begins with the information that the product has. Usually consumers get from advertisements delivered through various media. The intensity of getting exposure to this advertisement will change the behavior to become consumptive. Consumer purchasing behavior is often preceded and influenced by many external stimuli, both in the form of marketing stimuli and from the environment. These stimuli are then processed in themselves according to their personal characteristics. Before finally making a purchase decision. The personal characteristics of consumers used to process these stimuli are very complex, and one of them is consumer motivation for buyers.

6. Previous Research

This research is in accordance with the results of a study conducted by Nidya Nur Fauziah (2015) showing a positive influence between consumer buying interest and digital marketing. In accordance with the study of Daniella Putri Islamy (2015) which shows a positive influence between online shop on social media Instagram on teenage consumer behavior. This study also supports Regina C.M's research results. Chita, Lydia David, and Cicilia Pali in 2015 where there is a relationship between self control on consumer behavior of online shop for student fashion products. In addition, this study also corroborates the results of research conducted by Umi Hidayatun (2015) which shows a significant influence between the intensity of social media use on adolescent consumptive behavior.

This study simultaneously also proved that there was an influence between The Influence Of Cosmetics Advertisement on Instagram (X) Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2). This is evidenced by t simultaneous / F of 3.724 and p 0.006. The results of this study support the communication strategy theory which states that communicators play more roles than communicants. Every thing that is done by a communicator will have an effect on the communicant. Communication experts see that in smoothing the communication process an A-A Procedure or from Attention to Action Procedure must be carried out. This is a simplification of the theory abbreviated as AIDDA. AIDDA is a theory that stands for: A = Attention or Attention, I = Interest or Interest, D = Desire or desire, D = Decision or Decision, A = Action or Activity. In the era of mass communication and digitalization of communication as it is today, communicators can convey various messages through various media, including social media. When the communicator is able to arouse the attention of the communicant, it is a good start for the creation of effective and profitable communication. This is because when the attention (attention) has appeared in the mind of the communicant, then it is easy for communicators to grow interest (interest), generate desire (desire), followed by the arrival of a decision (decision) to carry out an activity (action). (Effendy, 2000: 304).

Conclusion

Based on what has been described above, conclusions can be taken as follows:

- a) This study simultaneously also proved that there was an influence between The Influence Of Cosmetics Advertisement on Instagram (X) Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2). This is evidenced by the value of t count 4.899 with a significance of 0,000. The effect is positive and significant with a determination coefficient of 26.7% which means that the intensity of seeing cosmetic ads is able to explain attitude about cosmetics by 26.7%. Thus the research hypothesis which states that there is an influence between This study simultaneously also proved that there was an influence between The Influence Of Cosmetics Advertisement on Instagram (X) Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2) accepted. This is in accordance with the theory of S-R Theory which says that the learning process is a response from someone to a stimulus that is given. If the company wants to get a response from prospective customers about its products, then the company must hold advertising continuously. Because when advertisements often appear, the advertised product is expected to be easily remembered by prospective buyers. This means that the intensity of information received can affect the level of one's attitude of anything, including cosmetics.
- b) This study simultaneously also proved that there was an influence between The Influence Of Cosmetics Advertisement on Instagram (X) Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2). This is evidenced by the value of t count 2.559 with a significance of 0.013. The effect is positive and significant with a determination coefficient of 9% which means that the intensity of seeing cosmetic advertisements is able to explain cosmetic consumptive behavior by 9%. Thus the research hypothesis which states that there is an influence between the intensity of seeing cosmetics buying and selling advertisements on Instagram (X) with consumptive (Y2) cosmetic behavior of adolescent teenage girls is accepted. Theoretically consumptive behavior is caused because interests and interests begin with information on the product they have. In the personality of a prospective consumer, consumer attitude is defined as the elements that fill the mind and nature of a conscious human soul in his brain. This will lead to a picture, observation (perception), concepts and fantasies about everything that is received through the senses so that it can influence changes in consumer behavior. This means that the intensity of information received can influence the consumer consumer's consumptive behavior.
- c) This study simultaneously also proved that there was an influence between The Influence Of Cosmetics Advertisement on Instagram (X) Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2).. This is evidenced by the sum of t values of 3.724 and p 0.006. Thus the research hypothesis which states that there is an influence between This study simultaneously also proved that there was an influence between The Influence Of Cosmetics Advertisement on Instagram (X) Teenage Girls' Attitude (Y1) and Consumptive Behavior In Yogyakarta (Y2) is accepted. This can be explained by a theory that states that everything that is done by a communicator will have an effect on the communicant. The A-A Procedure approach or from Attention to Action Procedure which is a simplification of the AIDDA theory (Attention, Interest, D = Desire, Decision, Action) in accordance with the results of this study. When the communicator is able to arouse the attention of the communicant, it will create effective communication that makes the attention (attention) appear in the mind of the communicant, it will foster interest (interest), generate desire (desire), followed by the decision (decision) to carry out an activity (action). So that the intensity of seeing advertisements (information) will affect consumer attitude and consumer behavior to buy.

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