

# Antecedent dan Outcomes dari Nostalgia yang Dibangkitkan oleh Iklan di Facebook dan Instagram pada Konsumen Milenial Indonesia = Antecedent and Outcomes of Ad-Evoked Nostalgia on Facebook and Instagram among Indonesian Millennial Consumers

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## Abstrak

Advertising clutter di media sosial dapat memicu respons negatif dan mengurangi efektivitas iklan digital. Namun, nostalgia yang ditimbulkan oleh iklan di media sosial diketahui dapat membangkitkan tanggapan positif konsumen terhadap brand yang diiklankan. Nostalgia pada iklan digital telah banyak digunakan oleh brand di seluruh dunia dan telah diteliti sebelumnya. Meskipun demikian, masih belum jelas bagaimana nostalgia dapat membangkitkan tanggapan positif pada tipe media sosial yang berbeda. Penelitian ini menggunakan teori nostalgia dan consumer-brand relationship untuk menguji efek moderasi tipe media sosial pada hubungan antecedent (need to belong, nostalgia proneness, dan social media intensity) dan outcomes (self-brand connection & social media engagement) dari iklan nostalgia di Facebook dan Instagram. Data dikumpulkan dari pengguna Facebook & Instagram melalui survei online dan dianalisis menggunakan structural equation modeling dengan multiple-group analysis. Hasilnya menunjukkan bahwa ada efek yang signifikan pada pengaruh need to belong terhadap nostalgia proneness, social media intensity terhadap ad-evoked nostalgia, ad-evoked nostalgia terhadap self-brand connection, serta self-brand connection terhadap social media engagement pada Instagram dan Facebook. Sedangkan efek moderasi tipe media sosial signifikan pada pengaruh need to belong terhadap ad-evoked nostalgia, need to belong terhadap nostalgia proneness, nostalgia proneness terhadap ad-evoked nostalgia, serta nostalgia proneness terhadap social media intensity.

.....Advertising clutter on social media can trigger negative responses and reduce the effectiveness of digital advertising. However, nostalgia evoked by advertising on social media is known to evoke positive consumer responses to the advertised brand. Nostalgia appeal on digital advertisements has been widely used by brands around the world and has been studied before. Nonetheless, it remains unclear how nostalgia can evoke positive responses on the different social media types. The current research used the theory of nostalgia and consumer-brand relationship to examine the moderating effect of social media types on the antecedent (need to belong, nostalgia proneness, and social media intensity) and outcomes (self-brand connection & social media engagement) of ad-evoked nostalgia on Facebook & Instagram. The data were collected from Facebook & Instagram millennial users through online surveys and analyzed using structural equation modeling with multiple-group analysis. The results show that there is a significant effect of need to belong to nostalgia proneness, social media intensity to ad-evoked nostalgia, ad-evoked nostalgia to self-brand connection, and self-brand connection to social media engagement on Instagram and Facebook. Meanwhile, the moderating effect of social media type is significant on the effect of need to belong to ad-evoked nostalgia, need to belong to nostalgia proneness, nostalgia proneness to ad-evoked nostalgia, and nostalgia proneness to social media intensity.