

Pengaruh Ad-Context Congruence terhadap Intention To Engage pada Konten Native Advertising di Media Sosial: Studi Eksperimen Iklan Produk Non-Olahraga di Akun Instagram Klub Sepakbola = The Influence of Ad-Context Congruence on Intention To Engage with Native Advertising Content on Social Media: An Experimental Study of Non-Sports Product Advertising on Football Club's Instagram Account

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Abstrak

Tesis ini menyelidiki pengaruh ad-context congruence terhadap intention to engage pada konten native advertising produk non-olahraga di akun Instagram klub sepakbola. Schema congruity menjadi landasan teori dalam penelitian ini. Studi dilakukan dengan metode eksperimen di mana terdapat tiga kelompok yang diberi paparan native advertising dengan ad-context congruence yang berbeda, yaitu berbasis hedonic, berbasis utilitarian, dan kontrol. Eksperimen dilaksanakan secara daring pada 120 orang subjek penelitian yang merupakan penggemar klub sepakbola PSIS Semarang. Dilakukan pengujian one-way ANOVA untuk menganalisis hubungan kausal antara kedua variabel. Hasil penelitian menunjukkan bahwa ad-context congruence secara signifikan memberikan pengaruh terhadap intention to engage pada native advertising. Terdapat perbedaan intention to engage yang signifikan antara kelompok yang terpapar oleh ad-context congruence berbasis utilitarian dengan kelompok kontrol. Temuan ini sejalan dengan beberapa hasil studi terdahulu tentang native advertising, namun temuan ini adalah yang pertama dalam hal penggunaan native advertising di konteks media sosial terkait olahraga. Sifat konsumsi dan interaksi penggemar olahraga di media sosial serta keunikan konteks media olahraga menjadi hal yang membedakan hasil penelitian ini dengan penelitian-penelitian sebelumnya mengenai native advertising. Melalui studi ini, diketahui bahwa sikap pada native advertising memiliki hubungan covariate dalam pengaruh yang diberikan oleh ad-context congruence terhadap intention to engage pada konten native advertising. Sikap pada native advertising dan ad-context congruence secara simultan memberikan pengaruh yang lebih besar terhadap intention to engage. Pada native advertising dengan ad-context congruence yang berbasis utilitarian, sikap pada native advertising yang lebih positif akan mendorong intention to engage yang lebih baik. Di sisi lain, tidak ditemukan hubungan linier antara perceived ad-intrusiveness dan intention to engage pada native advertising dalam penelitian ini. Penelitian ini berkontribusi dalam memperkaya kajian mengenai native advertising di media sosial, terutama berkaitan dengan teori schema congruity di bidang komunikasi pemasaran. Sebagai refleksi atas temuan empiris yang diperoleh dari penelitian ini, teori uses & gratification dan elaboration likelihood model direkomendasikan sebagai pendukung dalam implementasi teori schema congruity di penelitian selanjutnya mengenai native advertising. Beberapa rekomendasi lain juga diberikan oleh peneliti, baik dari segi akademis, metodologis, maupun praktis.

.....This thesis examines the influence of ad-context congruence on intention to engage with native advertising content for non-sports products on football club Instagram accounts. Schema congruity is used as the basis theory. The study was conducted using an experimental method, where three groups were exposed to native advertising with different ad-context congruence, which are hedonic-based, utilitarian-based, and control. The experiment was carried out online on 120 research subjects who were fans of the

PSIS Semarang football club. One-way ANOVA testing was carried out to analyze the causal relationship between the two variables. The research results show that ad-context congruence significantly influences the intention to engage in native advertising. There is a significant difference in intention to engage between the group exposed to utilitarian-based ad-context congruence and the control group. These findings are in line with the results of several previous studies on native advertising, but these findings are the first regarding the use of native advertising in the context of sports-related social media. The nature of media consumption and interaction of sports fans on social media as well as the unique context of sports media are things that differentiate the results of this research from previous studies on native advertising. Through this research, it is known that attitude towards native advertising have a covariate relationship in the influence exerted by ad-context congruence on intention to engage with native advertising. Attitudes towards native advertising and ad-context congruence simultaneously have a greater influence on intention to engage. In native advertising with utilitarian-based ad-context congruence, a more positive attitude towards native advertising will encourage better intention to engage. On the other hand, no linear relationship was found between perceived ad-intrusiveness and intention to engage with native advertising in this study. This research contributes to enriching the study of native advertising on social media, especially in relation to schema congruity theory in the field of marketing communications. As a reflection of the empirical findings obtained from this research, uses & gratification theory and the elaboration likelihood model are recommended as supports in implementing schema congruity theory in further research on native advertising. Several recommendations were also made by researchers, both from an academic, methodological and practical perspective.