

The Declining Impact of Product Advertising Photography on Consumer Purchase Decisions

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Received: 12/7/2023

Revised: 11/10/2023

Accepted: 25/1/2024

Published online: 19/12/2024

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Citation Harsanto, P. W.,
Wisetrotomo, S., & Prasetya, H. B.
(2024). The Declining Impact of
Product Advertising Photography on
Consumer Purchase
Decisions. *Dirasat: Human and
Social Sciences*, 52(2), 316–327.
<https://doi.org/10.35516/hum.v52i2.5203>



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Abstract

Objectives: The visual phenomenon in the digital era makes the issue of public perception of advertising necessary to re-read its effectiveness. Photography, which has long been believed to be a medium that can form a positive image in the minds of consumers, has experienced a decline in influence. This paper aims to describe and analyze the degradation of the influence of photography in advertising on consumer purchasing decisions.

Methods: The study uses a quasi-experimental method with a causal and descriptive format in continuity with aesthetic analysis (design appeal). Data collection was carried out using observation, interviews, and questionnaires. Causality study is an effort to test the truth of this causal relationship (cause-and-effect), namely the relationship between the independent variable (which influences) and the dependent variable (which is influenced) in purchasing decisions.

Results: The study results show that videography for advertising is able to present the quality and specifications of products compared to the visuality of photography.

Conclusion: With the ability of advertising videography which has elements of images, sounds, and movements, which means become more capable of persuading purchasing decisions than still photography. Therefore, photography for advertising can no longer persuade and influence someone's decision to make a purchase (Specifically, that advertising photography on social media and digitalization era is only a conveyor of product reminder messages).

Keywords: decline of impact, advertising photography, purchase decisions, digital era, social media platforms.

انخفاض تأثير التصوير الفوتوغرافي لإعلان المنتج على قرارات الشراء لدى المستهلك

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ملخص

الأهداف: إن الظاهرة المرئية في العصر الرقمي تبين أهمية إعادة النظر في مسألة الإدراك العام للإعلان للتأكد من فعاليته. وبينما كان يُعتقد أن التصوير الفوتوغرافي هو وسيلة قادرة على تكوين صورة إيجابية في أذهان المستهلكين، فإنها تشهد الآن انخفاضاً في تأثيرها على المستهلك. الهدف من هذا البحث وصف وتحليل التدهور في أثر التصوير الفوتوغرافي في الإعلان على قرارات الشراء لدى المستهلك.

الطريقة: يستخدم البحث المنهج شبه التجريبي بالنسق السببي والوصفي مع التحليل الجمالي (الجاذبية التصميمية). وتم جمع البيانات باستخدام الملاحظة والمقابلات والاستبيانات. وقد تمت دراسة السببية باعتبارها محاولة لاختبار حقيقة العلاقات السببية (السبب-المسبب)، وهي العلاقة بين المتغيرات المستقلة (التي تؤثر) مع المتغيرات التابعة (التي تتأثر) في قرارات الشراء.

النتيجة: أظهرت نتائج البحث أن التصوير بالفيديو للإعلان قادر على تقديم جودة المنتج ومواصفاته مقارنة بقدرة التصوير الفوتوغرافي.

الخلاصة: مع قدرة تصوير الفيديو الإعلانية، الذي يحتوي على عناصر الصور والأصوات والحركات، فإنه يصبح أكثر قدرة على إقناع القرارات الشرائية من التصوير الفوتوغرافي الثابت. لذلك، لا يمكن للتصوير الفوتوغرافي في الإعلانات أن يؤثر بعد الآن في قرار شخص ما بشراء منتج (وبشكل خاص فإن التصوير الإعلاني على وسائل التواصل الاجتماعي وفي عصر الرقمنة يعد مجرد ناقل لرسائل التذكير بالمنتج).

الكلمات الدالة: انخفاض التأثير، التصوير الإعلاني، قرارات الشراء، العصر الرقمي، منصات التواصل الاجتماعي.

1. Introduction

The impact of advertising photography in driving consumer purchasing decisions has decreased. According to Harwani & Fauziyah (2020), consumer decisions are not only influenced by visual representation but are also influenced by product quality. In recent study conducted by Hestia Rahajeng (2021), it was revealed that the effectiveness of social media advertising, especially on the YouTube platform, plays an essential role in driving consumer decisions. 78.1% of consumers reported its impact on their decisions. This impact is partly due to the broad reach of advertising videos on YouTube, as highlighted by Sanjaya & Yulianto (2021). Visual advertising, especially videography and audio accompaniment has extraordinary power thanks to the interaction of the visual and auditory senses, facilitating extraordinary creativity and the ability to represent products and services realistically and dramatically (Belch, 2009). Therefore, advertising videos on social media platforms such as YouTube, Instagram, and Facebook have great potential to influence and shape consumer purchasing decisions.

So far, study on product advertising photography has focused on three perspectives. First, the quality of photography has been carefully scrutinized, as inadequate quality can result in a significant reduction in impact (Aditia, 2021; Prihatmojo & Badawi, 2020; Sari & Irena, 2021; Vohlidal, 2021). Sari & Irena (2021) suggest that this degradation can impact understanding the physical and non-physical meaning conveyed through photography. Second, advertising photography to improve message delivery is seen from the increasing needs of industry or institutions (Bukit, 2016; Harsanto, 2018; Soedjono, 2019; Susanti et al., 2022). Susanti et al. explained that photographic work in visual communication design or graphic design is used as an illustration element in print media because it has persuasive value in influencing consumer purchasing decisions. Third, advertising photography is analyzed for its influence on consumer decision-making (Davenport, 2015; Luhmann, 2018; Tjader et al., 2014). However, these three perspectives must consider shifts in audiences' media consumption habits in the digital era that may impact individual decision-making and require further study.

This study aims to address the need for more study on the influence of audience involvement on increasing trust in photographic images as a means of promotion (commercial advertising) in the era of digital information technology. This study aims to analyze the decrease in the influence of advertising photography on consumer purchasing decisions. Before advances in digital information technology (analog era), photography was evidence that could strengthen the existence of a product and improve the quality of advertising design. The use of photography in advertising can be significant in shaping a product's meaning and image, thereby impacting consumers' emotional responses, knowledge, beliefs, attitudes, opinions, and decisions.

This article argues that the appeal of photography in advertising in the digital era has decreased, impacting consumer behavior in product purchasing decisions. With the proliferation of products on the market, consumers are now able to differentiate functions and features, making traditional photography less effective in conveying product specifications and evoking an emotional response by stimulating multiple senses. In response, advertising has evolved to include videography, which combines audio-visual elements to create a more immersive experience. In addition, this marketing approach exploits technological tools, including social media platforms, as an efficient means of accessing and interacting with consumers.

2. Literature Review

2.1 Impact Reduction

Decline refers to the process or change where something of higher quality or value is changed into something of lower quality or value (Prihatmojo & Badawi, 2020). This decline can also occur due to influences not in line with desires (Aditia, 2021) and can also be said to be a simplification or shift (Montazer et al., 2020). The causes of decline are complex and varied (Vohlidal, 2021). For example, a decrease in the impact of photography quality can be caused by inadequate photo quality, so that the photo taken becomes blurry and reduces the artistic value of the photo. The use of different lenses is a very vulnerable factor that can be targeted by users and significantly reduce photographic impact (Cintaningtya et al., 2020; Talakua, 2020). Thus, impact reduction involves a decrease in the quality of the captured object due to inappropriate use or non-compliance with established guidelines.

This reduction in impact can be realized both physically and non-physically. For example, a decrease in the physical impact of photography quality occurs when an image experiences pixelation. At the same time, a decrease in non-physical impact occurs when the quality of the camera lens used is compromised (Harsanto, 2018). This reduction in impact can be detected through the structured elements and details of the captured image, especially those that can be captured by the senses, especially the eyes. These visual elements include lines, planes, shapes, colors, and various principles of visual composition (Zuki, 2020). A decrease in impact indicates a decrease in the audience's understanding of photography (Sari & Irena, 2021). It is essential to become familiar with photography's artistic and technical aspects to mitigate the decline in the impact of photography. The consequences of reducing the impact on photography can damage the quality of artistic expression in shooting (Wadu et al., 2021).

2.2 Photopraghy

Photography is an activity that combines aesthetic art with technology to document the appearance, moments, and emotions of the object being photographed (Zainnahar & Dwicahyo, 2021). In the beginning, photography techniques only relied on human manual abilities, but as technology developed, photography techniques changed to become completely digital (Harsanto, 2018). Whether obtained manually or digitally, photography as an art still has an intentional relationship between the object and the photographer. This relationship is reflected in the photographer's process, imagination, and creativity in producing photos (Susanto, 2017). Photography as a cultural product functions as an artistic necessity and as a documentation of expression, description, and construction of civilization (R. Setiawan & Bornok, 2015). Agung et al. (2018) stated that photography has a broader impact because it is able to form new ethical ways of viewing reality through visual language. This happens because photography is believed to be a real work of visual art and a form of media representing factual reality (Soedjono, 2019).

In the past, photography functioned as a supporting tool in the world of painting. However, it has undergone significant changes and a revolution to become a medium for artistic expression (A. A. Wibowo, 2015). As a result of this transformation, various industries, companies, and institutions require photographic work to convey messages, both for commercial and non-commercial purposes, such as leaflets, brochures, posters, and newspaper advertisements (Harsanto, 2018). Creating photographic advertisements involves a creative process that includes conceptualization, design, and photography, which are adjusted to meet advertising needs to represent products through specific images (Bukit, 2016). Photographic works are often used in visual communication design or graphic design as illustration elements in print media because they have persuasive value in influencing consumers (Susanti et al., 2022). As an element in visual communication design, photography appears realistic and aims to convince communicants or consumers to choose the right product according to their needs (Harsanto, 2018).

2.3 Decision-making

In academic terms, decision-making refers to a systematic approach to problem-solving (Anwar, 2014). This involves selecting the optimal solution from the available options (Hayati et al., 2021). Decision-making includes selecting one action from several alternatives to solve a problem (Fahriana, 2018). Decision-making allows individuals to choose from several alternative solutions (Davenport, 2015; Tjader et al., 2014). It evaluates and prioritizes different options to identify the most suitable alternative (Putnam et al., 2016). Luhmann (2018) argues that decision-making involves recognizing a problem or opportunity and choosing the appropriate solution. Thus, decision-making involves identifying, selecting, and implementing the optimal solution from various alternatives to overcome a problem.

Birkland (2019) outlines a six-step decision-making process: identifying the problem, generating alternative solutions, assessing each solution, developing alternatives, evaluating alternatives, and selecting the best solution. Decision-making occurs in various contexts, such as career decisions (Alibhai et al., 2022; Hurst & Brantlinger, 2022; Xu, 2021), social decisions (Han, 2022; Kadwe et al., 2022; Wallace & Hofmann, 2021), and consumer purchasing decisions (Aditya et al., 2021; Arianto & Octavia, 2021; Lengkawati, 2021). Today's consumer purchasing decisions are influenced by product

image and quality (Harwani & Fauziyah, 2020; B. Setiawan & Rabuani, 2019; K. A. Wibowo & Prabawani, 2021). Milano et al. (2021) emphasize that product quality is an essential consideration for producers because it is closely related to consumer satisfaction. Therefore, decision-making ability in diverse contexts can be influenced by various factors.

3. Methodology

The main aim of this study is to examine the influence of advertising photography on the decision-making process for purchasing various brands of bath soap in the Indonesian market. The advertisements investigated were found in many print and digital media. A quasi-experimental study approach utilizing continuous causality and descriptive analysis with aesthetic evaluation is used to investigate the attractiveness of advertising design. This study aims to determine the relationship between the independent variable, namely photography used in soap advertisements, and the dependent variable, namely the decision to purchase soap products. These two variables are classified into independent (variable X) and dependent (variable Y). This study aims to verify the causal relationship between these variables.

Data collection for this research included observation, interviews, and questionnaires. The observational aspect involves observing advertisements on various media platforms to evaluate visual elements such as creative concepts, techniques, and presentation. This method aims to provide a comprehensive overview of the photography visualization techniques used in advertising soap products. In addition, interviews with seven informants were also conducted, with a series of predetermined questions to obtain more comprehensive information from the participants.

The questionnaire was created based on the description of the problems formulated in the research questions. To ensure the sample size was appropriate to achieve validity, this study consisted of 40 participants, consisting of 20 men and 20 women. Eligible participants meet specific criteria, including 20–30 years old, students or young family members residing in the Special Region of Yogyakarta, Indonesia, and having seen advertisements for bath soap or its designs. Researchers identify and categorize variables and aspects of visual appeal in advertising photography that influence product purchasing decisions, which include visual appeal, communication messages (i.e. audience perceptions and responses to verbal and visual messages), and actions (i.e., attitudes and behavior). Related to purchasing decisions) and product availability on the market. Researchers designed three questions per variable to measure these variables, considering the four aspects explained above. This research aims to provide a comprehensive and in-depth analysis of the subject matter. Questionnaire responses were assessed using a Likert scale of four levels (scores 1–4). The value given to each response is based on the nature of the statement, whether favorable or unfavorable. The answer choices given were "strongly disagree," "disagree," "agree," and "strongly agree." The exclusion of the "neutral" response option was done intentionally considering the uninformative nature of this option.

Statistical processing was carried out after obtaining data from the items presented to respondents. Data tabulation or assessment is carried out using a Likert scale, which functions as a tool to measure attitudes, opinions, and perceptions of individuals or groups towards a particular phenomenon. The regression method is one way to identify cause-and-effect relationships between variables. A linear regression model is applied to display the correlation between one dependent variable and one independent variable. Furthermore, this analysis includes assessing and consolidating the phenomena in the text to support qualitative research (Rose, 2001).

4. Results

4.1 Decreasing the appeal of photography in product advertising

Based on the results of distributing questionnaires, information was recorded as data showing respondents' responses to the effectiveness of photography used in advertisements as a visual attraction. Survey data on 40 respondents as follows: Based on the results of the questionnaire, it shows that advertising displays are able to provide photographic appeal = 36%; the advertising message conveyed can be understood by respondents = 30%; product presence on the market is accessible to find = 28%; and the action of buying a product = 6%.

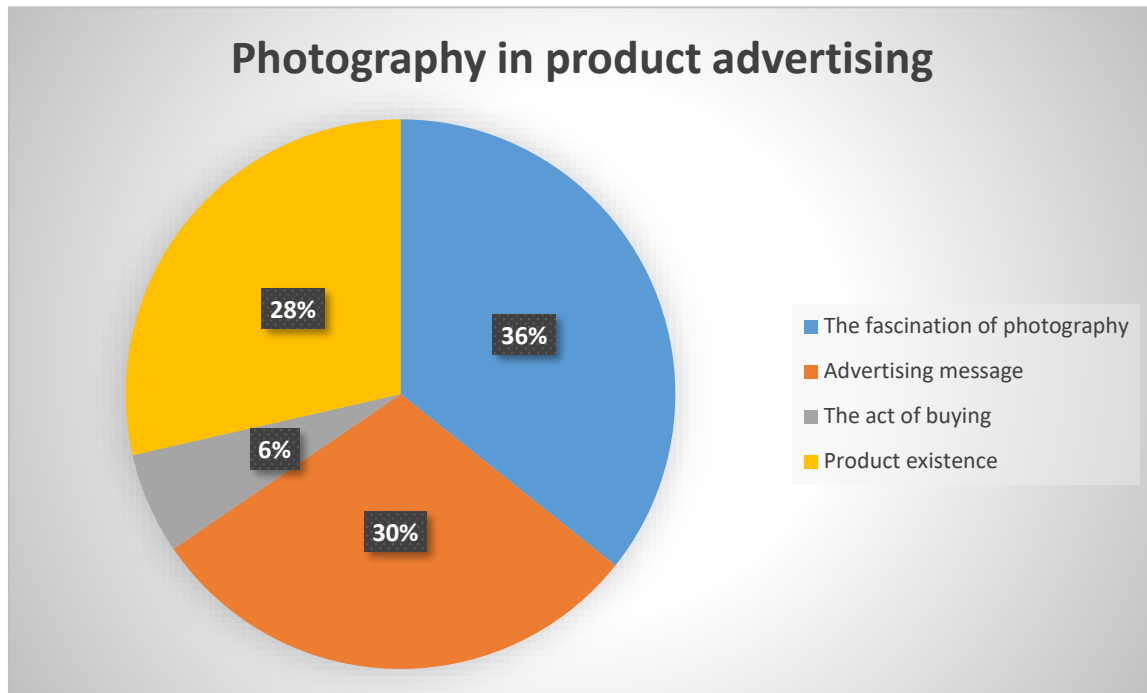


Figure 1. Survey data table selected by respondents (Source: Survey Data, 2022)

The data above shows that photography in advertising does not ultimately influence purchasing decisions. As expressed by KN (20 years old), a consumer, as follows:

"I buy products by looking for references from advertisements on social media (YouTube), while deciding to buy according to the function and needs that suit my skin/body" (Interview, 2 July 2022)

What KN revealed shows that buyers' preferences in choosing products from advertisements displayed on social media are more influenced by the needs and function of the product. This is confirmed by the statement of NZ (25 years old) who has known the Lux soap brand for a long time from seeing its advertisements. However, NZ did not buy products from this brand because it did not suit her skin and the fragrance, which she expressed as follows:

"There are currently quite a lot of bath soap brands and there are many variations... of which I know that the Lux soap brand is the oldest and I often see advertisements for it which is attractive, the models are beautiful. But I don't use the product because it doesn't suit me or the fragrance doesn't suit my taste..." (Interview, July 3, 2022)

MPA (28) also said the same thing, but his/her parents (his/her mother) used Lux soap products, saying the following:

"...my mother has long used and is fanatical about the Unilever brand, namely Lux, whose advertisements have consistently used photos of film stars. In this digital era, the appearance of advertisements is glamorous and imaginative" (Interview, 7 July 2022)

Based on the data and information above, product purchasing actions are not only influenced by the attractiveness of the advertising visuals. However, many aspects influence it, such as product quality, specifications, and brand loyalty. Likewise, in line with the development of digital communication technology, it also shows changes in how consumers obtain product information, which is the basis for purchasing decisions.

4.2 The nature of photography which is unable to visualize product specifications is in line with diverse needs

Based on research results, the photographic display in soap advertisements can provide a strong visual appeal. This was

shown by 30 out of 40 respondents filling out the questionnaire who strongly agreed according to the variables that indicate the attractiveness of photography (see Figure 1). However, the static nature of photography makes it unable to convey detailed product information according to the individual needs of potential consumers. As expressed by RA (25 years old) as follows:

"...the photography used for advertising today is very interesting, imaginative because of technological intervention. Sometimes it can be confusing for those who see it, what ad is this? Because there are advertisements that do not show the product. If there is only a small one, so the message to identify the product is not quickly captured. The display of advertisements seems to be just for fun..." (Interview, 5 July 2022)

What RA revealed shows that the photographic message in the advertisement is not comprehensive. In line with HA's opinion (25 years old) who said:

"Advertising that uses photos is visually very interesting, imaginative because it is influenced by digital technology.... but the advertisement cannot convey complete information about the product" (Interview, 10 July 2022).

This is confirmed by the opinion of NJ (25 years old) as follows:

"The appearance of print advertisements (in mass media, billboards, etc.) is visually very attractive and persuasive. But when I want to buy certain items, from cheap to expensive, I'm not sure if I haven't seen product review video advertisements on YouTube. Even though the item already has a brand that I have known for a long time..." (Interview, July 9, 2022).

NJ's opinion emphasizes that information from various advertising media is needed to determine the decision to purchase a product. Thus, the nature of photography makes it unable to visualize the specifications of various products in detail. Product advertising photography is indeed able to represent a visual message, but consumers cannot capture the product message.



Figure 2, 3 & 4. Photography in advertisements for Lux, GIV, and Lifebuoy soap. Photography as an illustration in advertising is two-dimensional, static and general (Source: bing.com).

4.3. Digitalization and the diversity of media mean that photography is not the only choice for presenting reality.

In the current digital era, videos for product advertisements displayed via the internet are increasingly widespread along with the development of digital information technology. This video can be found on various digital platforms, including YouTube videos, Instagram stories, and social media posts. The emotional potential of product advertising videos can be attributed to the combination of moving images, sound, and text that work in harmony to convey a persuasive message that influences consumer purchasing decisions.



Figure 5,6 & 7. Soap Advertisement Videos and bath soap product review videos. Videography is used to advertise products, which is a more informative, persuasive and effective strategy, because it is audio-visual, moving and verbal. (source: <https://www.youtube.com/watch?v=tJSIX66fqio>; https://www.youtube.com/watch?v=u6AGu74-u_k & <https://www.youtube.com/watch?v=acfX5V4NBCE>)

In today's advertising practice, photography is no longer the only medium to convey the reality of a product. On the other hand, other media, such as videography, have emerged as an effective alternative in displaying and promoting products, as expressed by DD (25 years old):

"The abundance of brands on the market sometimes makes me confused... but I have a way before I decide to buy something, always look for information in various media, especially on social media... I don't miss YouTube in 'product review' videos. This 'product review' is the basis for my decision in determining the choice to 'buy or not'..." (Interview, August 3, 2022)

DD's opinion underlines the importance of videography as a medium for obtaining product information and determining purchasing decisions today. Meanwhile, N (22 years old) said:

"Before using a product, I usually look for information on social media (YouTube, Facebook, Instagram, etc.) about its benefits and uses in detail..." (Interview, 4 August 2022)

N's statement suggests that a thorough understanding of the features and benefits of a product is necessary before deciding to buy it. This information can be easily found on social media platforms. In line with N, HA (25 years old) said the following:

"Nowadays, it's easier to find and check a product, just Google it... Meanwhile, to see the real product and to be sure of the purchase, I looked at the explanation in the video on YouTube..." (Interview, December 25, 2022)

In the era of digital convergence, the representation of reality is no longer limited to photography alone. The emergence of digital information technology has brought changes in perspectives, values, meanings, and sources of influence.

5. Discussion

5.1. Photography in advertising and its influence on purchasing decisions in the era of digital information technology

A product advertisement always involves three important constructions, namely information, identification, and persuasion, to achieve understanding, agreement, and ordinary meaning in conveying the message. As stated by Trout & Rivkin (2010), consumers increasingly place importance on obtaining detailed product information, considering the large number of product brands available on the market with different specifications. For example, if bath soap products had fewer variants in the past, now almost every brand offers a varied choice. As a result, companies are encouraged to create product differentiation by consumer preferences that provide more excellent value than their competitors (Riadi, 2020; Wijayanti, 2017). A product must establish its position among similar products and convey its significance to consumers to stand out in a crowded market. This positioning is closely related to consumers' perceptions of the benefits of a product, both actual and expected (Kotler & Keller, 2016). Therefore, producers must prioritize product attractiveness in meeting consumer wants and needs.

To fulfill expectations for complete product information and instill perception and persuasion, the influence of advertising plays an important role. Advertising is also believed to shape consumer purchasing decisions that sometimes exceed their needs. The emergence of digital information technology has brought new, faster methods for consumers to obtain information from advertising. People used to believe that visuals (photographic images) were enough to show product quality, but now it has shifted to videography. Through advertising videos, information about product quality can be visualized in detail, and this media has a stronger emotional appeal. Advertising videos are an effective marketing strategy in influencing consumer decisions because advertising videos contain various elements such as music, sound effects, movement, text, and images. Meanwhile, in advertising photography, there are only visual and verbal elements, so only the sense of sight can perceive it.

The repositioning of advertising media from static image-based advertising (photography) to moving images (video) has become a practical approach to changing consumer perceptions and building effective communication with potential customers. Repositioning has become a practical approach to changing consumer perceptions and building effective communication with potential customers. Repositioning is a deliberate decision to significantly change consumer perceptions of a product (Indrawati, 2019; Wijayanti, 2017). Adjustment and adaptation are essential to improve product perception and understand competitor perception in the digital era. According to Godin (2020), marketing strategies in the digital era are through empathy, connection, and emotional closeness between producers and buyers. Segmentation strategies are applied in advertising to shift the focus from product features to brand personality. This strategy helps manufacturers develop advertising approaches that align with technological advances and communicate advertising messages to potential consumers. Therefore, photography used in advertising also needs to be repositioned to keep up with current technological developments.

5.2. The nature of photography is not sufficient to describe specifications that can meet various needs

In the digital era, the power of photography in advertising has reduced in influence compared to its dominance in the 1990s. Research shows that 98% of photography is used as illustrations in advertisements in print media (Harsanto, 2015). Despite its visual appeal, photography's ability to drive purchasing decisions has remained the same as digital technology has become more sophisticated and consumers have become more critical. Advertising images (photography) function to attract and persuade, conveying information more quickly than written language (Widiatmoko & Tohir, 2020). Besides increasing visual appeal, images (photos) are a persuasive tool advertisers use to influence consumer purchasing decisions. However, the assumption that 'seeing is believing' through photography in advertising is only partially accurate.

Photography is a two-dimensional medium lacking depth and can only be appreciated visually through sight (Harsanto, 2019; Schmiedl, 2021). Their static nature makes it challenging to describe product specifications that meet various needs. Although photography can capture the visual aspects of a product, it cannot convey the essence or other sensory elements that are important in decision-making. This is different from interactive media, such as videography, animation, and film, which are able to represent reality more comprehensively (Budiman et al., 2022; Nugroho, 2023). In today's digital era, photography's reliance on one moment makes it vulnerable to technological advances and changes in consumer behavior. Therefore, the adage that "seeing is believing" needs to be reconsidered in the context of advertising. Advertising strategies must adapt to technological changes, culture, and trends to remain effective (Bryant & Oliver, 2008).

5.3 The rise of digitalization and diversity of media have reduced the exclusive role of photography in presenting reality

In the digital era, communication on various media platforms has experienced a significant transformation due to the emergence of digital information technology. The Internet has facilitated communication and removed communication barriers, and photography is no longer the only medium used to convey reality. Videography emerged as another means of displaying reality and can now be produced using just one tool, namely a camera and light as the main elements. Moreover, photography and videography can be distributed through various channels on social media platforms such as YouTube,

Instagram, and Facebook. While photography is a single frame, videography involves multiple frames combining audio-visual or moving images. Percy (cited in Budiman et al., 2022) identified six elements of video advertising: heard words and sound effects, music, seen words, pictures, color, and movement. Videography is currently widely used as a marketing strategy and combined with technological advances in gadgets. The increasing number of product brands with various variants and specifications on the market requires a solid strategy to face increasingly fierce competition. Indrawati (2019) and Triyono (2019) The advantages of videography are used as a marketing strategy today and combined with advances in gadget technology. Various product brands with various variants and specifications that are abundant on the market require strategies to face increasingly fierce competition. Indrawati (2019) and Triyono & Warnadi (2019) describe product segmentation as identifying and analyzing potential buyers in the product market grouping them based on various needs, characteristics, or behavior.

Videography is very suitable to answer this challenge because of its capacity as an audio-visual medium. The increasing number of internet users in Indonesia, as evidenced by the 210.03 million recorded by the Indonesian Internet Service Providers Association (APJII, 2022), shows the effectiveness of the videography approach. The survey shows internet use is highest in the 13-18 year age group, with a penetration rate of 99.16%. The 19-34 age group ranks second, with a penetration rate of 98.64% (Bayu, 2022). This data highlights the need for agencies, industries, and individuals to use the latest technology, communications, and multimedia resources to connect with potential consumers in line with advances in digital technology.

Altstiel et al. (2019) suggest that advertising using traditional media should shift to social media, and creatives must be able to adapt to the pace of technological change. Advances in digital information technology have expanded the relationship between video, advertising, and social media. Video advertising is used to arouse the emotions of potential customers because it has the ability to evoke various kinds of feelings (Budiman et al., 2022). By evoking desired emotions, advertising videos become memorable, have a deeper meaning, and are more likely to attract attention. Advertising videos have both functional and aesthetic purposes. Functionally, advertising videos are made to market products and services effectively, while aesthetically, they use digital techniques to improve quality and give a beautiful, attractive, imaginative, and persuasive impression. Through digital technology, creators/industry not only capture and produce reality objects but can also provide aesthetics to match their fantasies. Originality may not be the focus, but the result is crucial for advertising. Therefore, in the era of digital communication, videos used for advertising can provide persuasive and effective product-quality information.

6. Conclusion

The most crucial finding in this research is that products marketed through advertising videos on various digital platforms such as YouTube, Instagram, and Facebook have become a new strategy chosen by marketers/producers. These videos are very effective in influencing consumer decisions due to incorporating various elements, including music, sound effects, motion, text, and images, that create a more substantial emotional impact. On the other hand, advertising photography elements that only rely on visual and verbal components limit perception to the sense of sight. This has led to a decline in the influence of photography in advertising on the power of persuasion, which impacts consumer decisions in purchasing products.

This study of display ads has contributed to understanding and mapping advertising issues in an era of rapid advances in digital information technology. Therefore, marketers are advised to quickly adapt to advertising through media that is no longer limited to conventional media but shifts to advertising based on digital media. The era of internet-based digital information technology has had an impact on changing the way the world of advertising works with innovations, as well as having an impact on user behavior. Media consumption has also changed thanks to the internet, which encourages producers to create advertisements that suit consumer needs (right on target), are appropriate to the context, and are acceptable. Adopting convergence as a strategy is imperative for marketers or producers to create effective and persuasive advertising while working in an integrated manner.

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