

SURVEY OF MILLENNIAL AND GENERATION Z RESPONSE TO NATIVE ADVERTISING TRENDS IN ONLINE NEWS PORTAL

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Abstract

Native advertising is a commercial message wrapped in an informative article that borrows the credibility of the newsroom, which is a crucial issue in the realm of journalism and advertising. This research aims to determine the trend of audience response in the Millennial generation and Z generation in responding to native advertising content on online news portals. Using the Persuasion Knowledge Model theory, this study used a quantitative approach by surveying 401 respondents. The research results show that the audience response is positive towards native advertising, with a percentage of 76.16%. In addition, respondents also provided support for native advertising as an innovation in the field of advertising to continue to develop in Indonesia.

Keywords: Audience Survey, Generation Z, Millennials, Native Advertising

Abstract

Native advertising adalah pesan komersial dibalut artikel informatif yang meminjam kredibilitas ruang redaksi yang menjadi isu krusial dalam ranah jurnalisme dan periklanan. Tujuan penelitian ini adalah untuk mengetahui kecenderungan respons audiens pada generasi Milenial dan generasi Z dalam menanggapi konten native advertising di portal berita daring. Dengan menggunakan teori Model Pengetahuan Persuasi, penelitian ini menggunakan pendekatan kuantitatif dengan melakukan survei kepada 401 responden. Hasil penelitian menunjukkan bahwa respons audiens positif terhadap native advertising dengan persentase sebesar 76,16%. Selain itu, responden turut memberi dukungan bagi native advertising sebagai inovasi dalam bidang periklanan untuk terus berkembang di Indonesia.

Kata Kunci: Generasi Z, Milenial, Native Advertising, Survei Audiens

Introductions

The development of the information system continues to increase, either in production, public reach or even in terms of the diversity of presentation forms. The trend of online information portals allows the public to easily access news in the palm of their hands anywhere and anytime. Secretary General of The Association of Indonesian Internet Service Provider (APJII), Henry Kasyfi Soemartono, explained that internet user penetration in 2019-2020 amounted 73.7%, this figure increased from 2018, which amounted to 64.8% (Kementerian Komunikasi dan Informatika, 2020). Meanwhile, Nielsen data in August 2020 stated that online media readers reached 6 million, while printed media readers were 4.5 million (Ekarina, 2020). Press within the media cannot always be guaranteed that any content published is completely free from any partiality and interruption from other interested parties. The financial problem is one of the main factors that have contributed to maintaining the viability of the media if the media moves independently. The one strategy which has been considered correct to do is that the media give advertisers the opportunity to promote their products and services.

The presence of native advertising as one of the advertising marketing techniques is now gathering debate among academics, publishers, journalists, and advertisers. As native advertising evolves towards a more targeted product of the public in the form of editorial content, publishers become more active in playing a role in this activity, even tend to take the role as the primary agent in the campaigns (Laursen, 2017). Based on GetCraft's research, entitled "Indonesia Native Advertising and Influencer Marketing Report 2018," native advertising has surpassed the display advertising trend in Indonesia, as shown by the brand owners who allocated a third of the marketing budget for native advertising in digital media. The result also involved 43 brands, 30 publishers, 30 influencers, and emails used by professionals, showing that 88% of brand owners use native advertising to create brand awareness, while the remaining 51% use it for brand building.

Editorial independence is a big challenge today. Journalism is required to maintain independence and integrity, but ironically, digital news publishers that are not publicly funded must try to find funds independently to survive. Pew Research (Hunt, 2017) said the credibility of journalism is believed to be capable of building public loyalty, and loyalty delivers economic success. The potentially diminished journalistic credibility

caused by native advertising is supposed to be at the point of concern for journalists. Sustainable growth and expansion of native advertising can lead to a reduced clear line between editorial content and advertising (Wojdyski, 2016).

Today, online media are targeting younger generations as their potential target market. The categories and content presented are becoming more and more diverse to follow current trends. The presence of native advertising, which is able to threaten the independence and integrity of journalism, is also often questioned by audiences who are pretty sensitive to the changes that occur.

Disclosure labels on native advertising content often confuse consumers, such as with the phrase “partner studio,” “brand publishing,” OR “brand voice,” because these labels do not explicitly indicate that the content is actual advertising (Hunt, 2017). Moreover, the separation wall between editorial and advertising is often no longer effective (Cornwell & Rubin, 2017). Native advertising content has various types of frames, such as association, experience, emotional imagery, social significance, and interaction. The selection of the kind and the accompanying elements is a decision on the editorial policy of each media (Tara, 2018). Through native advertising, an institution can also create sponsored content on social media, such as Instagram and Facebook.

The exciting thing about native advertising is that the audience’s response is very diverse; some may support, and others may oppose it. The public discussion about the potentially deceptive nature of native advertising seems to be one of the important reasons why a study has obtained a more negative result in exposure to native advertising in the content they read (Harms et al., 2019).

A series of previous studies conducted by the majority shows that the existence of native advertising has not been fully understood by the public. The ignorance of the audience coupled with the lack of clarity of the signs is then considered to be a form of successful native advertising hiding behind a disguise. This research has similar urgency, which focuses on efforts to explore further native advertising that is being successful and coveted by advertisers and publishers. The difference presented in this study lies in the point of view that focuses on the audience locus, specifically for Millennials and Generation Z as generations that are “Born to be Digital,” with the hope that different perspectives will emerge, creating new reviews and records worthy of further study.

Native advertising itself is defined as the practice of leveraging publisher content by serving paid content using the same format and location as the publisher's original content (Wojdyski & Golan, 2016). The International News Association (INMA) and the Native Advertising Institute explain the definition of native advertising as paid advertising where advertising is tailored to the form, taste, function, and quality of the media content where the ad appears. Advertising content is often not directly about the advertiser's brand but rather about topics that have low relevance or support topics that can create a "halo effect" on the brand (Laursen & Stone, 2016). Native advertising is defined as the practice of borrowing the credibility of content publishers by serving paid content using the same format ad and location as the publisher's original content (Wojdyski & Golan, 2016).

In order to connect the concepts that have been said with the analysis of this research, the author saw the relevance of the Persuasion Knowledge Model with these findings. The theory of the Persuasion Knowledge Model states that when consumers know there is a persuasive effort, there will be a change in the meaning of how consumers look at advertisers and how to respond to advertisements (Friestad & Wright, 1994). The persuasion approach proposes that the recipient of a persuasive communication may not necessarily be able to draw logical conclusions about the problem presented in the message. Persuasion knowledge focuses on knowledge and beliefs about how persuasion works, how people persuade, and how to effectively respond to the persuasion attempt (Campbell & Kirmani, 2008). Knowledge of persuasion has an important component, namely beliefs.

Meanwhile, according to Friestad and Wright (1994), marketer behavior can be considered a tactic to achieve goals if a change of meaning is formed. Changes in meaning occur when consumers become aware of tactics to persuade the target. This change can also occur due to external influences, such as providing information about the actions of marketers in the use of tactics, which can influence consumers to view these actions as a form of persuasion (Campbell & Kirmani, 2008).

Regarding native advertising/sponsored content, Boerman et al. (2014) explain that previous studies have shown that this hidden persuasion motive leads to a more positive evaluation in terms of addressing brands communicated in native advertising. This is due to the lack of signs indicating that the content presented is an advertisement.

The sign is often just a label that says, “sponsored by” or “paid content.” As a result, Boerman et al. (2014) explain that audience defense mechanisms are at a lower level than when they are exposed to advertisements with clearly stated brand information, such as through banners. However, this theory is also influenced by the depth and breadth of the audience’s experience. Evan and Park (2015) explain that what is meant by experience depth is the amount of exposure to persuasive tactics, third-party observations, and audience knowledge of certain ad formats. Meanwhile, breadth of experience is defined as understanding the differences in the form of ad execution and marketing across different ad formats. In other words, the depth of experience contributes to a persuasive understanding of advertising in certain formats or media, for example television commercials. Meanwhile, the breadth of experience contributes to the persuasive understanding of advertising across all formats or media.

The exposure that repeatedly occurs in consumers can increase brand awareness, affecting consumer choice behavior in the future (Schebesta, 2018). There is a tendency for consumers to trust the opinions of other consumers more than the information produced by the related company itself. It can be underlined later that the internet, social networks, and interactive technology empower Millennials to be more active in creating and advancing products and brands (Naumovska, 2017).

Naumovska (2017) also adds that advertisers must be able to apply positive and emotionally meaningful concepts, words, and images. One of the benefits of using digital media is its ability to offer consumers a personalized relationship with strong graphics and visual communication elements. Hence, an integrated marketing communication model that successfully targets Generation Y is based on a mix of media with digital and dominant social platforms.

In terms of wording, creative designers must be storytelling language and wording that challenges actions (Naumovska, 2017) and according to Spencer (Naumovska, 2017), content is the most important thing for generation Y. Creative messages are as personal and emotional as possible whenever possible. It also contains elements of fun and humor, including clever visuals and graphics. So, it can be said that current marketing must contain clear objectives and greater advocacy than just selling products.

Turning to Generation Z, Bashford (Naumovska, 2017) says this generation has witnessed economic recessions, global crises, and parallel negative trends leading to

childhood loss. Nevertheless, Naumovska (2017) adds that Generation Z individuals can control themselves, are aware, and take responsibility. This generation is very attached to the use of technology and the internet; every day is used to explore the latest things the internet offers. This also becomes one reason why this generation is considered the most disloyal to the company or brand. In addition, marketers must realize that generation that generation Z is easily manipulated by technological devices and therefore intensively exposed to digital media and social media. The three main characteristics of Generation Z, according to William and Page, are instant gratification, measurable success, and open-minded social values (Naumovska, 2017).

This generation is far less tolerant of invasive ad formats that do not provide user controls, such as non-skippable pre-rolls and pop-ups. However, Generation Z is much more open to new forms of content, such as native advertising and sponsored lenses or filters. Generation Z seems to appreciate this creative and subtle marketing approach much more than marketing with other formats (Interactive Advertising Bureau Europe, 2017).

There are four elements to attract the attention of Generation Z, although there is no clear and definite formula for creating a good ad. IAB Europe (2017) reveals the elements audiences value most in advertising that have meaning and impact. For example, most AdReaction respondents want ads that can make them laugh. There are four elements. First, music and humor. Generation Z is more likely to demand that the content they consume is matched with good music and humor. Second, design. Generation Z values good design more than previous generations, regardless of display or video ad formats. Third, celebrities. The presence of famous people in the advertisement is not a top priority, but it is seen as more important for Generation Z than the views of previous generations. Generation Z prefers advertising in collaboration with well-known celebrities, such as bloggers and vloggers, who have already achieved fame through social media channels. Fourth, attitude. It is important to note that trying to attract attention across generations is only one consideration for creative development. No ad can be judged by how well it extends its appeal across generations. For many brands, the key lies not in age but in the attitudes and values it takes to connect with people of all generations and ages.

Quoting Benkler, Livingstone, Napoli, and Shirky (Napoli, 2016), currently, the

dynamics of the concept of audience as a consumer as well as a product become more complicated with the presence of interactive digital media, which is rapidly increasing. It allows audiences to act as content producers who can create and share content that has significant value and advantage to other media consumers and advertisers. Dual Product Market is the starting point for media strategy because digitization offers new opportunities for personalization, utilization of digital content stocks, and the dynamics of social media (Pennings, 2011). Therefore, Phalen (Siegert & Rimscha, 2013) cites that research on commercial audiences is fundamental to measure, segment, and assess audiences from past programs and provides forecasts of future audiences.

Carlson (2015) wrote a journal article that shows how Atlantic websites accept huge criticism in various forms for his decision to give some front page to the Church of Scientology's "sponsored content." Many parties considered that Atlantic's credibility had been compromised. Still, some argue (BusinessWeek) that at its best, native advertising is a seamless part of the reading experience. Nevertheless, the assessment is still based on who the reader is. Thus, this new condition requires a new critical perspective on journalistic autonomy.

Hunt (2017) wrote a thesis that analyzes 130 native advertising in online newspapers and reviews according to Federal Trade Commission (FTC) guidelines for placement and proximity, excellence, reputation, and internal language native advertising. Each of the eight online news sources has a choice of language or own words to classify native advertising. The findings of this study indicate a lack of consistency and standards between online news sources and labeling. Frequent disclosure labels confuse consumers, such as the use of the phrases "partner studio," "brand" publishing," or "brand voice", because these labels do not notify that content is an explicit advertisement.

Cornwell and Rubin (2017) conducted research for the conference paper that investigates native advertising in terms of context, characteristics, distinctive features, and their resemblance to editorial content. The biggest difference in content written by journalists before and after the publication of Building Complete Communities is an article that really represents the voice of the developer and includes votes from the Building Industry and Land Development Association (BILD) and Renomark (association of home renovation contractors) more often than usual. So it can be seen that

the dividing wall between editorial and advertising in The Toronto Star is no longer effective.

Tara (2018) researched the structure and identified the types of brand frames for Telkomsel's native advertising content in online media Detik.com and Kompas.com. Researchers found several elements contained in Telkomsel's native advertising, including elements of relevance, information, and credibility. However, Telkomsel does not use entertaining elements at all. Telkomsel messages on Detik.com are framed by association frame types, expertise, emotional imagery, and social significance. While on Kompas.com, the type used include interaction, association, expertise, and social significance.

Harms et al. (2019) studied consumer perceptions of native and banner advertisements. This study provides new and different results regarding the audience's perception of the two types of advertisements. Contrary to previous research, this study reveals that consumers value banner advertising more positively than article-style native advertising in terms of attitude and credibility. Banner advertising is considered to provide a broader understanding of the meaning of the message being delivered. Public discussion of the potentially deceptive nature of native advertising seems to be one of the strong reasons this research is successful. The selection of respondents is also a limitation of the study. This is limited to educated men between the ages of 20 and 40, so it cannot be generalized to other populations without warning or explanation. Audiences who do not understand the media tend to prefer native advertising over banner advertising.

A series of previous studies that have been carried out by the majority showed that the existence of native advertising is not yet fully understood by the audience. The audience's ignorance, coupled with the lack of clarity of the sign, is then judged to be a successful form of native advertising hiding behind a disguise. The research being conducted this time has a similar urgency, which focuses on efforts to explore further native advertising that is being victorious and coveted by advertisers and publishers. The difference presented in this study lies in the point of view that focuses on the audience locus, specifically for the Millennial generation and Generation Z as the "Born to Be Digital" generation, with the hope the emergence of different perspectives will give birth to new reviews and notes worthy of further study.

Based on this background, this research aims to find and see the trend of audience response, especially the millennial generation and generation Z, to native advertising content on the online media platform. It also intends to review whether the news portal mission is aligned with the public's voice in response to the presence of native advertising and the dynamic nature of audiences.

Method

Data were collected quantitatively, and this study used the positivism paradigm. In this case, the existing reality is based on empirical experiences. Quantitative research is based on the breadth of research data and not on the depth of data analysis. Research data can be considered as representations of the entire population that has been determined at an early stage. This study uses a descriptive research method to explain the actual situation. The researcher will focus on survey data obtained from respondents to then be processed, analyzed, and explained in detail related to trends arising from the overall data calculation results. Thus, in this study, the authors did not involve searching or defining the relationship between variables and neither testing hypotheses nor making predictions.

This study uses a non-probability sampling technique, specifically using accidental sampling. Accidental sampling or convenience sampling is used when a participant or respondent was chosen because of its simplicity of finding participants willing to participate in the research (Taherdoost, 2016). In this study, selected respondents were obtained based on the affordability of the questionnaire in reaching potential respondents. The distribution is carried out widely. Therefore, age-appropriate audiences whom having the link and are willing to fill it out will directly become eligible research respondents.

The population in this study are those who have access to the online news portal with the status of students and workers, while the sample of this study is those who are accessing the online news portal aged 17 to 30 years, without limiting their specific backgrounds, such as coming from a particular city, school/university/workplace, or gender. Based on the Slovin formula, it is found that the ideal number of samples applied in this study is 400 people.

The method used by the researcher to collect the data in this study is a survey. Researchers will distribute online questionnaires using Google Forms because this research was conducted during the COVID-19 pandemic. Google Forms was specially set because of its features that can automatically integrate with Google Sheets and the availability of a summary of the results as a preview in the form of a diagram. Questionnaires are used as guidelines so that the information and data obtained are relevant to the research objectives. Questions posed to respondents will be measured using a Likert Scale. The Likert scale used a number sequence from 1 as “Strongly Disagree” to 5 as “Strongly Agree.”

The research questionnaire consisted of 12 questions, where 3 of them were used to provide brief information about the respondents, including age, gender, and whether or not respondents know about the intent of native advertising. Meanwhile, 9 other questions were used as indicators of trend assessment by using a scale. The time used to distribute the questionnaires to meet the quota of 400 respondents was approximately two months, from June to mid-August.

The results of this study were analyzed descriptively by analyzing quantitative data obtained from survey results through questionnaires. Researchers analyzed the findings by describing the data from the survey to conclude in accordance with the individual limits set at the beginning of the study. The frequency distribution table in the discussion is used as a summary of the overall data for monitoring.

This research has been done through validity and reliability tests. The value of r table with a total of 401 respondents and a significance level of 5% is 0.098. Based on the Pearson Product Moment correlation test results, each point of this research question has a calculated r value greater than the r table (0.098). So, all of the question points can be declared valid. The reliability test of the questionnaire using Cronbach's Alpha showed results of 0.854 with a total of 9 questions. These results prove that the questionnaire is reliable and classified as good, with a value of > 0.8 .

Results and Discussion

Departing from the formulation of the problem described at the beginning, the author seeks to obtain answers through research that has been carried out using a survey of 401 respondents, presented in the form of graphs and tables.

There were 185 female respondents (46%), 211 male respondents (53%), and five

respondents who did not answer (1%). However, the acquisition of data based on gender is only present as an addition and is not used as the main data component to be studied.

Respondents to this research survey are an audience that includes the Millennials and Generation Z, with an age range of 17 to 30 years, coming from various educational and age backgrounds. 17 years old, as many as 10 respondents (3%), age 18 years as many as 10 respondents (3%), age 19 years as many as 19 respondents (5%), age 20 years as many as 34 respondents (8%), age 21 years as many as 69 respondents (17%), age 22 years as many as 83 respondents (21%), age 23 years as many as 46 respondents (11%), age 24 years as many as 27 respondents (7%), age 25 years as many as 24 respondents (6%), age 26 years old as many as 14 respondents (3%), age 27 years as many as 22 respondents (5%), age 28 years as many as 11 respondents (3%), age 29 years as many as 17 respondents (4%), and age 30 years as many as 15 respondents (4%).

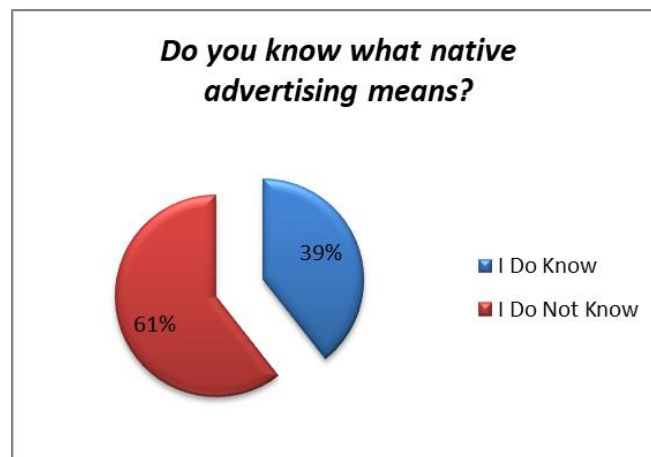


Figure 1. Survey Results Based on Respondents' Knowledge

The dimension of the first question does not refer to any specific knowledge scale to be measured, this query is not a sub-indicator, but instead purely to figure out the most basic dimension of the response, which is referring only to "I know" and "I do not know" answer. It can be seen from the poll above that the number of respondents who do not know the concept of native advertising is more than the number of respondents who do. The number of respondents who know is 158 (39%), and those who do not know are 243 (61%). This figure shows that most are still unaware that the content they often encounter when accessing news is classified as native advertising.

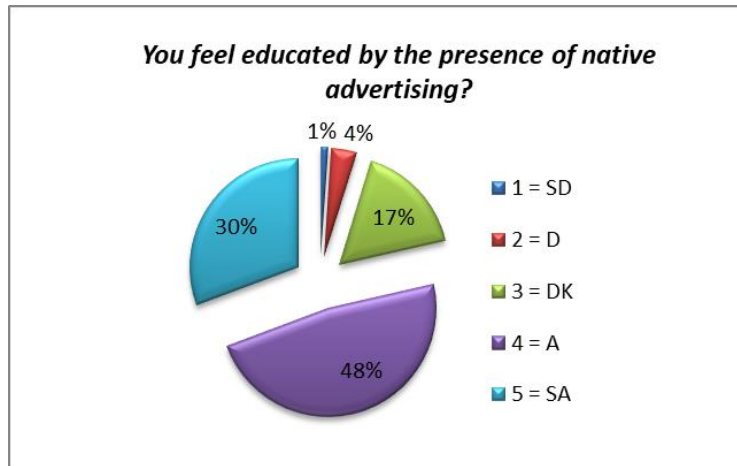


Figure 2. Survey Result Based on Respondents' Behavior

The first statement with the keyword “educated” is linked to how advertising content which so far has been seen solely as a means of promotion, is now presented with innovations in the form of articles, containing a substance that is able to educate the readers. This part obtained the highest number of Agree options (4) as many as 192 respondents (48%), followed by the second-highest number in Strongly Agree (5) as many as 123 respondents (30%), the third position was occupied by choice Don't Know (3) as many as 67 respondents (17%), and followed by Disagree (2) as many as 15 respondents (4%) and Strongly Disagree (1) with 4 respondents (1%).

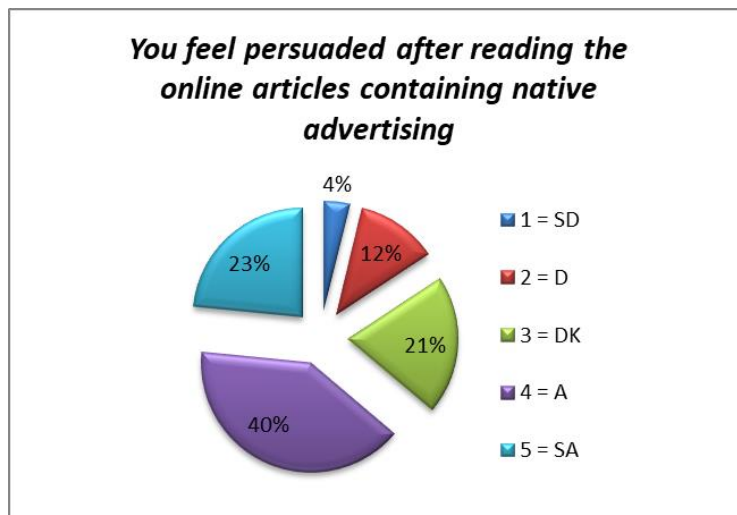


Figure 3. Survey Result Based on Respondents' Behavior

The second statement with the keyword “persuaded” does not necessarily mean that the audience will immediately buy the products presented. What is meant by being

persuaded in this context is how advertising packaging in the form of articles can convince readers to pay attention to the product being advertised positively. This statement obtained the highest score in the Agree (4) option as many as 162 respondents (40%), the Strongly Agree and Don't Know options obtained the percentage with a slight difference, namely 23% and 21%. The percentage gain of the two lowest options is held by the Disagree (12%) and Strongly Disagree (4%).

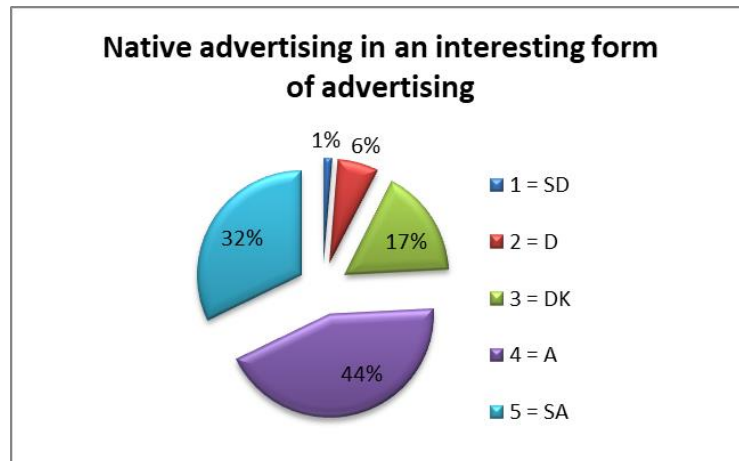


Figure 4. Survey Result Based on Respondents' Behavior

The third statement with the keyword “interesting” is meant covering the content as a whole, how does the audience see the article as a unified piece of content to come to a conclusion, stating that they agree with the assessment on the presumption of attractive advertising forms. Based on the result, it is still occupied the Agree (4) option as the most chosen option with 175 respondents (44%), followed by Strongly Agree (5) with 129 respondents (32%) and Don't Know (3) with quite far gains compared to the previous choice, namely as many as 67 respondents (17%), then followed by the option Disagree (2) as many as 25 respondents (6%), and finally Strongly Disagree (1) as many as 5 respondents (1%).

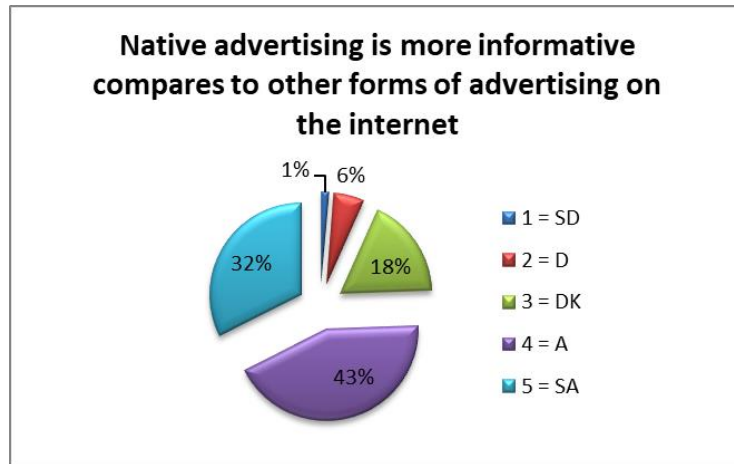


Figure 5. Survey Result Based on Respondents' Behavior

The fourth statement with the keyword “informative” is how the article provides a valuable content that the reader can get something to gain other than a mere promotion to share. Again, it excels in the Agree option (4), chosen by 173 respondents (45%), followed by the Strongly Agree option (5) with as many as 130 respondents (34%), the Don't Know option (3) as many as 71 respondents (18%), Disagree (2) as many as 22 respondents (6%), and finally, 5 respondents (1%) chose Strongly Disagree (1).

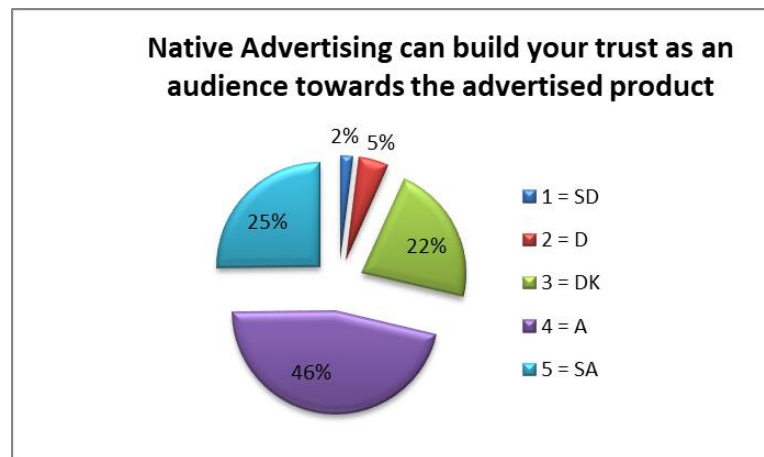


Figure 6. Survey Result Based on Respondents' Behavior

The fifth statement with the keyword “build trust” means that native advertising can positively create a form of reader trust in the products advertised and explained in the article. The obtained results were almost balanced between the choices Strongly Agree (5) and Don't Know (3). Even so, the highest score was still held by the Agree (4) option for as many as 185 respondents, or equivalent to 46%. The lowest achievement was also

held by the option Strongly Disagree (1), with the number of respondents choosing only 8 people (2%).

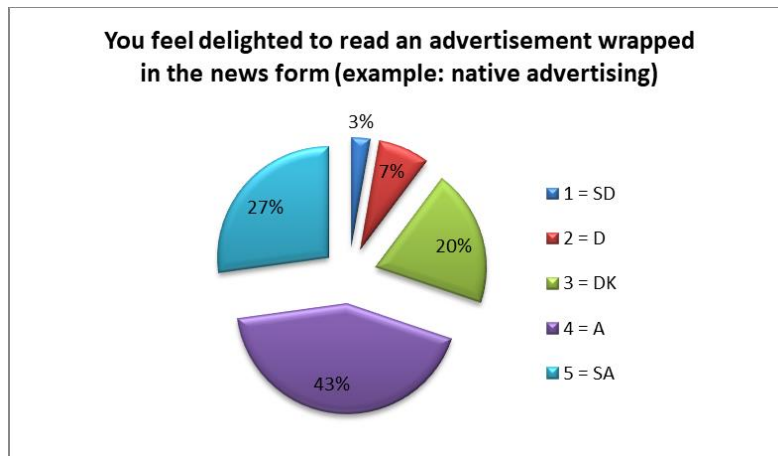


Figure 7. Survey Result Based on Respondents' Behavior

The sixth statement with the keyword “happy” in this context, is how the audience can feel when an advertisement wrapped in writing as a news article has given a different impression which is fun to consume as a whole compared to most advertisements which explicitly show themselves as they are. The obtained results differed greatly from the previous statement; The Strongly Agree and Don't Know options hold nearly equal percentage gains. The Agree option (4) still scored the highest percentage score by being the choice of the most respondents, which was 171 votes or equal to 43%.

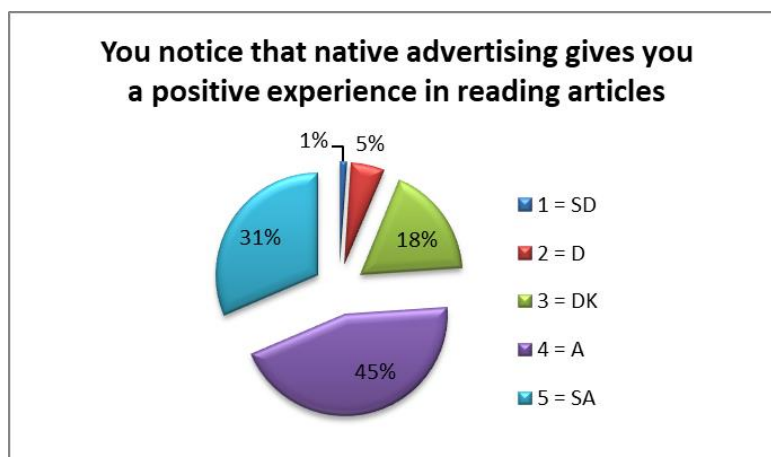


Figure 8. Survey Result Based on Respondents' Behavior

The seventh statement with the keyword “positive experience” is referring to how the audience perceives native advertising as a new breakthrough in the field of

advertising, offers unique experiences in narratively promoting products instead of using delivery that is often considered disturbing. It can be seen from the acquisition of the top percentage points achieved by the Agree option as many as 179 respondents (45%) and the Strongly Agree option as many as 126 respondents (31%). The rest are then followed by the Don't Know (18%), Disagree (5%), and Strongly Disagree (1%).

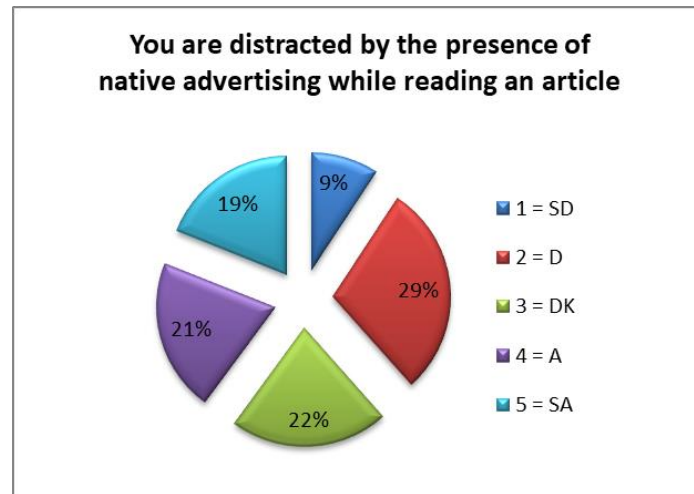


Figure 9. Survey Result Based on Respondents' Behavior

The eighth statement with the keyword “disturbing” is how advertising content that has blended well with news content, does not or even causes distraction to the audience's concentration in consuming articles. It obtained a percentage that was not too much different between the available options. The highest number who disagreed that native advertising was disturbing was occupied by the Disagree option (2) with as many as 117 respondents (29%), followed by the Don't Know option (3) with as many as 87 respondents (22%), the Agree option (3) as many as 84 respondents (21%), Strongly Agree (5) as many as 76 respondents (19%), and the last option Strongly Disagree (1) as many as 37 respondents (9%).

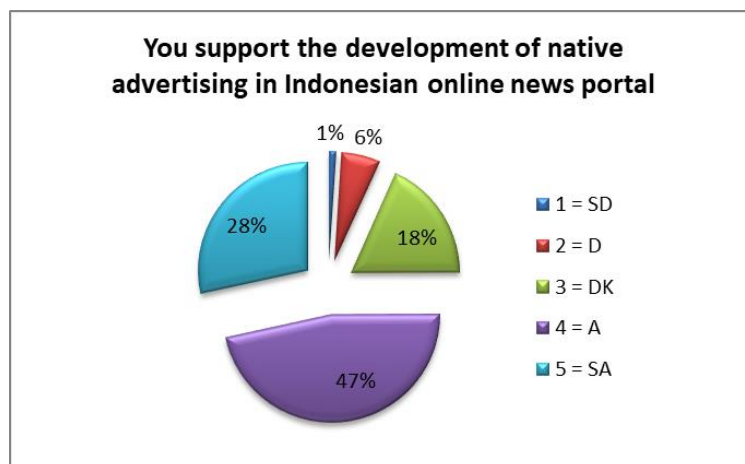


Figure 10. Survey Result Based on Respondents' Behavior

The last statement regarding “support” for the development of native advertising in online news portals in general in Indonesia has received a positive response, it refers to choices regarding the attitude of the audience towards participation in support, given for the continuity and progress of native advertising in Indonesia. This result is evidenced by the Agree option (4), which became the audience's choice with a total of 187 respondents (47%), followed by Strongly Agree (5) as many as 114 respondents (28%), the Don't Know option (3) as many as 73 respondents (18 %), the option Disagree (2) as many as 23 respondents (6%), and finally for the option Strongly Disagree (1) only got as many as 4 respondents (1%).

Reviewing one theory used as a reference for this research, namely the Persuasion Knowledge Model Theory, it is said that when consumers know about persuasion efforts, there will be a change in meaning in a way consumers seeing advertisers and how to respond to advertisements (Friestad & Wright, 1994). The change in question will occur if the audience, or in this discussion can be categorized as consumers, has realized that there are efforts in the form of tactics that are deliberately aimed at persuading the target. This change does not occur only if it is known by personal awareness, external influences, such as information provided by other parties can also be counted as factors that trigger the change in meaning.

Despite the assumption that advertising content always gets a negative response, the results of the author's survey this time reveal findings with positive results and the acceptance of the presence of native advertising, which is well received. The survey conducted on Millennial Generation and Generation Z with an age range of 17 to 30 years

overall gave a positive response to the presence of native advertising content packaged in the articles. Based on the results of the total survey data score, which is 13,743, divided by the highest value, 18,045, multiplied by 100%, then it is found that the tendency of the audience response form of the online news portal regarding its connectivity to native advertising is included in the positive result because it is in the range of categorization values in the Agree option with a trend percentage of 76.16%.

Referring to previous articles and research (Carlson, 2015; Cornwell & Rubin, 2017; Hunt, 2017) that discussed the presence of native advertising and audience responses, the results obtained often lead to positive findings but ironically end up in negative conclusions. This situation has ended because native advertising images have been and continue to be seen as a means of deceiving audiences with commercial messages hidden in related news articles. The generation factor is one of the causes of differences in responding to advertisements, which also has implications for the case of how a media designs and manages article publication standards according to editorial policies to match the predetermined audience segmentation. Inaccurate considerations can create a bad judgment from the audience on media that is considered incompetent in managing content presentation.

Speaking about content, audience segmentation, and response, there is a possibility that the respondent associated the native advertising concept with one they just recently discovered through the survey process, showing how the real native advertising looked like in IDN Times. This study found that the featured content in the scope of native advertising packaging is able to accommodate the needs and desires of the audience through content designed according to the broad audience segmentation, that is Millennials and Generation Z, as well as audience segmentation in narrower scope, namely according to interests which are then limited and set aside through the rubrics in the online portal.

Regarding native advertising, negative responses and criticism that is often circulated, it always revolves around the issue of transparency. Sirrah (2019) states that regulators and publishers consider native advertising ethical only if it is clearly labeled. Thus, the enforcement of clear discourse is based on the assumption that if the audience knows what they are reading as a commercial message because the advertisement is

marked, then native advertising as a practice is no longer classified as deceptive. Then, does the audience's impulsive acceptance of native advertising then only materialize?

The audience's response cannot be generalized to its position as audience, but a requirement for considerations that include age ranges, generational categorization, to one's knowledge of related topics. According to Spencer (Naumovska, 2017), content is the most important thing for generation Y. Therefore, advertisers are required to be able to apply emotionally positive concepts, words, and images, creative messages as much as possible must be wrapped personally with an emotional touch, not forget to include humor, engaging visuals, and clear graphics (Naumovska, 2017). Not much different from generation Z, this generation is those who are tied to technology and the internet (Naumovska, 2017); they are also less tolerant of invasive ad formats that are not equipped with user control but are more open to new forms of content, such as native advertising (Interactive Advertising Bureau Europe, 2017). So, if it is linked with the concepts of generation Y and generation Z, this research survey can be said to have shown consistent results, by the expectations of the two generations who want advertising exposure to be more informative and educative rather than provocative.

In addition, Friestad and Wright's (1994) theory of the Persuasion Knowledge Model which has been modified by Evan and Park (2015) also strengthens the results of the survey conducted. Although the biggest possibility is that skepticism and negative attitudes are the respondents' initial impressions of the information containing commercial messages, but as respondents' study and absorb the content presented, associative learning will occur, ending in decisions that have the opportunity to contain "no change in attitude" or rather, "reduced skepticism".

The results of the survey of the tendency of respondents to give positive overall results indicate that Generation Y and Generation Z are very open, accepting, and even supporting native advertising to continue to grow, leading that interest towards giving a positive response, with a percentage above 40% for the "Agree" option and the second largest number occupying the "Strongly Agree" option for each item.

Audience involvement with native advertising is often based on various reasons, such as not being aware of the content accessed, being interested in engaging content, and being moved by natural curiosity to explore and reap information that is in line with the interests embedded. Regardless of the various underlying reasons, the blame does not

necessarily accompany being delegated to one of the related parties. The advertiser's ambition to expand engagement, supported by the publisher's interest in continuing to increase experimentation in business models, is the condition that underlies the current rapid development of native advertising. However, is native advertising worthy of the title of “swindler”?

Burrell-Stinson (Sirrah, 2019) explains that the barrier between reporters and advertisers is no longer a problem for both parties to be able to tell the story they want to tell. Ethical considerations are also not a barrier because the main goals of branded content and newsrooms are the same, namely, to produce compelling stories, so that practitioners who are in this business do not feel that the boundaries are blurred. On the contrary, there is no reason for brands not to get the same opportunity as news publications in terms of content production.

This research has two limitations. First, the analysis until the conclusion drawn from the entire study is only limited to the respondents' perception as audiences. The author does not involve in-depth content analysis. In addition, the author as a researcher cannot re-verify each respondent's answers personally. Second, the respondents of this study were only intended for Generation Y and Generation Z, with an age range of 17 to 30 years old, and took a limited sample of 401 people. This number is certainly very far from the total number of Generation Y and Generation Z in Indonesia, which reached 144.31 million people.

Conclusion

This research showed that the audience responses to native advertising content in the online news portal tend to be positive. The external influence is given to all respondents in the form of information related to the presentation of content containing commercial messages, which did not affect the attitude of the majority of respondents who responded positively to the native advertising of the online news portal. Each statement point used as a research benchmark received a satisfactory response regarding content presentation to the article's educational value. Advertisement content wrapped in the form of articles can change the audience's perspective on advertisements that have often led to rejection when it comes to invasive advertisements. The tendency for a positive response from the results of this research is certainly built on the online news

portal's efforts to maintain consistency in missions and actions that are in line with segmentation.

The audience's response to native advertising articles is in a good position. Respondents agreed that native advertising brings educational value to readers, contains informative content, has the power to persuade and build audience trust, creates pleasure for readers instead of being disturbed, provides a reading experience that is positive even though the related articles contain advertisements, and can get support from respondents to continue to develop native advertising in online news portals in Indonesia.

However, despite the accompanying limitations, theoretically, this research is expected to be able to contribute to strengthening the existence and sharpening the concept of native advertising to pioneer its development in the field of advertising in Indonesia, which can be realized by further application of the dual product market concept digitally. This implementation can be carried out by establishing an equal affinity between content providers, audiences, and advertisers. Like a cycle that moves consistently, an audience that has been persuaded will facilitate the rotation of the dual product market conception, which also acts as the basis for the circulation of native advertising in online news portals in general.

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