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DAFTAR ISI (TABLE OF CONTENT)

The Government Communication Strategy through Social Media to Increase Public Awareness — Jamalullail, Fidan Safira, Hamdi —	131 – 146
Interpreting Meaning in Social Criticism through Murals in Indonesia — Rizaldi Parani, Samuel Aditya Darmawan, Herman Purba —	147 – 165
Public Controversy in Viewing Covid-19 Information on Instagram — Oktaviana Purnamasari, Puri Kusuma Dwi Putri, Riza Darmaputra, Norhayati Rafida Abdul Rahim —	167 – 187
Constructing Engagement Method of Attracting Viewers' Attention to Digital Advertisement — Agung Budi Kurniawan, Sri Wulandari —	189 – 220
Communication Strategy Through Traditional and Weaving Villages to Increase Cultural Promotion in East Sumba — Laely Indah Lestari, Evi Novianti, Yustikasari —	221 – 237
Social Media Instagram as a Tool to Build a Reputation for Disaster Care (Study on The PT Pertamina Disaster Management CSR Program) — Riski Apriliani, Adhianty Nurjanah —	239 – 256
Determinant Factors on Audience to Watch TV Station in Indonesia — Rendra Widyatama, Habil Polereczki Zsolt —	257 – 273

Semiotic Analysis of the Commodification of Islamic Teachings in
Sharia Bank Advertisements in Indonesia 275 – 296
—**Lazuardi El Ghiffary, Gusti Oka Widana**—

Are Audience Preferences for Electronic Cinema Affected by
Preferences in Indonesian Movie Choices? 297 – 320
—**Endik Hidayat, Daniel Susilo, Mujiono**—

Constructing Engagement Method of Attracting Viewers' Attention to Digital Advertisement

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ABSTRACT

This research analyzed engagement methods of five Instagram digital advertisements by using an instrument including content, types of advertisement, human and non-human figures, color involvement, size, and written text by using content analysis. Combining the main product with supporting materials, presenting product ingredients, and price information is the main finding of the content. Findings of four main advertisement types includes informing, entertaining, persuading, and encouraging viewers to be critical thinkers. The involvement of human and non-human beings is recommended to be applied only for coherence specific products. The application of the figures should consider the social, cultural, and belief values of potential viewers. Color findings show usage of lightening and complex colorful advertisements obtain viewers' serious attention. The size and location of the pictures were found to represent the priority order of introducing products to customers. Meanwhile, short written texts were found to be the best performance to present interactive and communicative written text in a digital advertisement. In the discussion, this research proposes the prototype of the engagement method to attract viewers' attention to a digital advertisement that consists of a social survey or observation, psychical performance, written text, and implicit meaning construction.

Keywords: Engagement, attracting, attention, digital, advertisement

ABSTRAK

Penelitian ini menganalisa metode pendekatan dalam lima iklan digital di Instagram dengan menggunakan instrument yang meliputi konten, jenis iklan, figure manusia dan bukan manusia, warna, ukuran, dan teks tertulis dengan content analysis. Temuan pada konten meliputi penggunaan materi utama dan pendukung, dan harga produk iklan. Empat jenis iklan ditemukan dengan tujuan memberikan informasi, menghibur, membujuk, dan mendorong penonton berpikir kritis. Penggunaan figure manusia dan bukan manusia direkomendasikan hanya untuk iklan produk yang terkait dan relevan. Penggunaan figure manusia sebaiknya mempertimbangan aspek sosial, budaya, dan keyakinan dari calon penonton iklan. Penggunaan warna mencolok dan kompleks dapat membantu memperoleh perhatian serius dari penonton iklan. Pengaturan ukuran dan letak tiap bagian gambar di iklan merepresentasikan urutan prioritas dalam memperkenalkan produk pada penonton atau pelanggan. Sementara itu, penggunaan teks tertulis yang pendek menunjukkan hasil sangat baik untuk menjalin komunikasi yang interaktif dan komunikatif. Pada tahap analisa, peneliti menyusun dan memaparkan satu prototype metode menarik perhatian penonton pada iklan digital yang terdiri dari tahap observasi, penampilan fisik iklan, teks tertulis di iklan, dan penyampaian pesan secara implisit atau tidak langsung.

Kata Kunci: Pendekatan, menarik, perhatian, digital, iklan

INTRODUCTION

Digital advertisement communication successfulness gives a direct impact on producers or companies' level of product or service production and sale that proposes some potential. The problems could be avoided by good problem identification and solving. Digital marketing requires a company to plan, implement, and manage digital marketing to increase its competitiveness from the customers' perspective (Masrianto et al., 2022). Planning is the vital step or managing success to present the final digital advertisement performance. In addition, media type or platform is a decision that needs to be taken in the preparation step. Every platform has a different communication character with viewers. Online advertainment allows discussion, but video-recorded social media gives more challenges because it is indirect communication. Social media type choice is an important platform for companies to connect with their customer YouTube keeps one of the highest positions used (Trehan, 2022). A producer or company must not place their digital advertisement on the wrong social media. The communication problem also comes from the written text or language used in the digital advertisement. Text review on social media for a product is more powerful than traditional advertisements that require semantic analysis techniques and key opinion leaders to write its product or service promotion (Wang et al., 2023). The text must be written carefully to avoid getting a negative impression such as satirizing other similar product or service offers. The use of technology use is also another problem of digital advertisement construction. Digital advertisement is a long time implemented promotional media that is not only used to promote a brand but also public service in the current era that needs the use of hardware for its construction and application (Astin & Ceraka, 2022). Technology use is a supporting factor that is often taken by technology service providers. In the end, budgeting holds the main role because digital advertisement requires more financial demand than traditional or manual advertisement. After all, the rapid communication of digital communication also requires highly skilled communicators or artists who could require high fee standards. In the post-COVID-19 era, the entry of small enterprises has accelerated into the online advertising market, and various advertising platforms cost spent or budget (Jeong et al., 2022). Overall, this research takes the engagement aspect as the main concern of constructing the digital advertisement because it is assumed that successfulness of engagement is an obligation and entry point for other aspects' success of a digital advertisement to be accepted by viewers. At least, the viewers could be changed to be real customers.

In the recent era, digital advertisement is becoming a trend of choice for many producers of any products. Moreover, the COVID-19 condition transfers a new culture of using digital media for communication purposes including advertisement. The development of electronic

marketing happens in the process of lockdown procedure of COVID-19 (George et al., 2022). The position of electronic marketing and transactions implies to the customers' minds. It is a new life perspective implementation. A survey in the COVID-19 era reveals data that customers expressed their opinion that electronic marketing will have a greater area in the future, but the offline store will persist (George et al., 2022). The new perspective of using online or indirect marketing system tend to turn to a new behavior, even a tradition or culture. During the global pandemic of Codi 19, behavioral shifts toward digital marketing, platforms, and content enable marketers to interact with customers easily, and it influences the online shopping experience (Mythili, 2021). The culture could be stated as a new life system in this world because the pandemic was a universal condition in the past. The result of marketing is also influenced by a new culture of digital online transactions. A research questionnaire indicates that COVID-19 accelerated furniture digital marketing for all sizes (Ratnasingam et al., 2021). In addition, food and beverage Small and Medium Enterprises (SMEs) were found to be able to survive during the COVID-19 pandemic by developing and using digital-based marketing strategies (Sudarmiatin et al., 2023). The position of the new culture of digital online marketing and transactions gives implementation to almost all economic aspects in this world.

Digital marketing requires special management and maintenance. It cannot be carried by accident. Preparation and strategy are needed. Artificial intelligence is applied in numerous applications for online advertising (Choi & Lim, 2020). A digital advertisement offers benefits, especially for its effectiveness and efficiency. Based on several articles reviews of digital and marketing articles, marketing needs the development of its tools (Hoekstra & Leeflang, 2022). The researcher of this article views the tool could be understood as a sequence of strategies to present an attractive digital communicative advertisement. Although digital advertisement could be assumed an effective and efficient model, it still must fulfill the basic objective and target of advertisement which is obtaining viewers' attention, especially serious attention. The basic objective is an entry point for producers to increase viewers' status to be real customers who buy their products. No matter the trend of advertisement, it is always oriented by the four P's of marketing which are product, pricing, promotion, and placement (Oliveira et al., 2014). Digital advertisements also have a social impact on society's condition. Communication could be evaluated and developed through a community-engaged process (Lefebvre et al., 2020). It could also be conducted in social media through a digital platform. Considering sensitive issues and potential problems must be placed in the first material of constructing digital advertisement.

The phenomenon of increasing the use of digital marketing cannot be stopped because digital and internet platform is a basic need in the recent day. Digital advertainment including internet marketing, web marketing, online marketing, e-marketing, and digital payment change customers' buying behaviour and make government easier to monitor the transaction (Patil, 2019). Internet use transaction, marketing, or trading not only fulfils economic needs but also influences the public or society's economic lifestyle or culture. The media of digital and online marketing is an application that gives its effectiveness. The use of online application for transaction overcomes offline transaction and give the benefit of direct trading anytime (Priya, 2022). In addition, social media use is also popular to be used for daily digital marketing. The popularity of social media has increased for bid competing rather than cash-paid transactions (Jayasuriya & O'Neill, 2021). In a larger area, a producer or company's official website gives total trust to viewers for its information and transaction offering. Using a company website is quite powerful to overcome limited time for business transactions (Sudarto & Hapsari, 2019). Consequently, digital advertisement could be managed as media to influence the lifestyle of viewers or customers. Social media is an integral element for many people in this world that represents opportunities and challenges (Dwivedi et al., 2021). There is a relationship between brands and customers in a digital marketing business (Keke, 2022). On the opposite side of digital advertisement through social media, digital image on the internet is sometimes designed to manipulate viewers' perspective so we need to educate viewers about the potential effect of such technique (Merkt et al., 2022). The influence of image digital advertisement needs to be evaluated before being released to society.

Some scientific and empirical sides of digital advertisement could be studied and explored through research to develop new insights, methods, and a breakthrough. Method of maintaining social relationships especially getting trust is one element or variable that could be developed in a new method. Getting a long lifetime of the relationship is one fundamental objective of constructing a digital advertisement. One basic important success of digital marketing and advertisement is to conduct successful customer relationship management (CRM) systems (Priya, 2018). It is still related to the social relationship, viewers' or customers' characters, and level is one side that could be studied to be of the advertisement construction success elements. Digital marketing strategies need to sort out suitable levels of advertisement according to generational groups and consider access to technology (Noerlina & Mursitama, 2022). The differences in generation level including their different passion, experience, and lifestyle could be studied to manage an effective method. In addition, effective strategies of marketing and advertising must pay attention to the objectives,

audience, distribution, social media use, endorsement, technology use, and engagement to customers' needs (Putri & Irwansyah, 2020). Popular figure as the endorsement model is also one side to be studied and compared because the figure's personal and professional image influence the advertisement product to be accepted by the customers. On the other hand, the prediction of customer' change in the future is one condition that needs to be studied and considered for a longitudinal plan of a huge project of a d digital advertisement construction. Understanding customers' behavior is very important in digital marketing and advertisement construction and strategies (Jain, 2019). Variables of digital marketing and advertisement could be studied and developed over time because they depend on viewers' or customers' passion, lifestyle, and expectation that is always dynamic.

Engagement based on persuasive strategies is the main issue of this research. The persuasive model in various digital advertisements could be understood based on its purpose by identifying and predicting the situation. Every purpose requires a specific method generally. A persuasive model of digital advertisement could be managed based on viewers' target characteristics. Companies were found to be better at applying the rational message to achieve higher responses rather than using emotional and social models (Marzouk et al., 2022). The text type of advertising depends on the objective and viewers' characters. The digital platform was found to have the potential for a certain process (Chiappini & Vries, 2022). The platform could be concluded as an appropriate schema and objective. When an advertisement cannot gain its communicative purpose, it is not recommended to give direct justifications. In a study, customers are suggested to be able to understand the brand and transform its information to other customer candidates in which the brand is recommended to be viral (Haryani & Motwani, 2015). The effectiveness of advertising campaigns was also found on Facebook (Ertugan, 2017). Twitter is also found to be more effective rather other digital media to share personal opinions (Reyes-Menendez et al., 2020). Identifying influencing factors of a certain context helps communication managers to make their decision (Guenther & Guenther, 2022). Digital advertisement helps engage potential customers (Kumar et al., 2021). It could be concluded that the persuasive expression could be managed effectively based on the digital media type. Every digital media has its special usage to be applied by users including digital advertisement creators.

Engagement strategy for Advertisement through digital marketing should involve complex variables that could support one another. It is supposed to construct a convenient sequence of attracting viewers to pay a high frequency of attention. Complex variables could come from various sources. One of them is a strategy for identifying customer candidates. The

choice of a social media platform for marketing depends on the target and its strategy (Dwivedi et al., 2021). The strategy is also not recommended to be taken for granted. Advertisement constructors should investigate what a convenient type of marketing strategy is. Not all strategies are appropriate for all types of customers. Viral marketing is also recommended to be applied as an effect which means to convey endorsement from a popular person (Haryani & Motwani, 2015). Applying popular figures as the center point marketing method also has strength and lack. The strength is the fast fast-moving popularity of the product. Implication for marketing management that could be also adapted as a sequence of strategy variables that consist of corporate social responsibility: sufficient consumption, objectives, segmentation, target group selection, customer interface, sourcing decisions, proposition, distribution, pricing and sales promotions, and communication (Hoekstra & Leeflang, 2022). All nine factors or variables could be developed further by advertisement constructors to give their best engagement performance in a digital advertisement.

The engagement strategy of communication of advertisement needs serious steps of preparation. Getting viewers' attention is the first and basic target of the activity. A key success of constructing science communication content in social media consists of four fulfillment elements that are development of a niche ad target audience, frequency and time constraint, individual experience, and power imbalance and censorship (Caspari, 2022). Changing the strategy is still possible in the advertisement construction process. Advertisement is a transformational process in a firm or industry (Guenther & Guenther, 2022). In addition, companies' transmission to a customer is more effective in marketing communication (Marzouk et al., 2022). Adaptation toward customers' preferences and passion is a step that needs to be evaluated anytime because it is an effort to influence customer candidates' perspectives. It is also found that consumer buying behavior becomes a key approach for analyzing purchasing decisions (Yang et al., 2022) in (Khan et al., 2022). Influencing customers' decisions is the second step of constructing engagement in a digital advertisement.

To find its effectiveness, the engagement could be conducted through certain steps. One formula that could be described as engagement steps come from (Dwivedi et al., 2021):

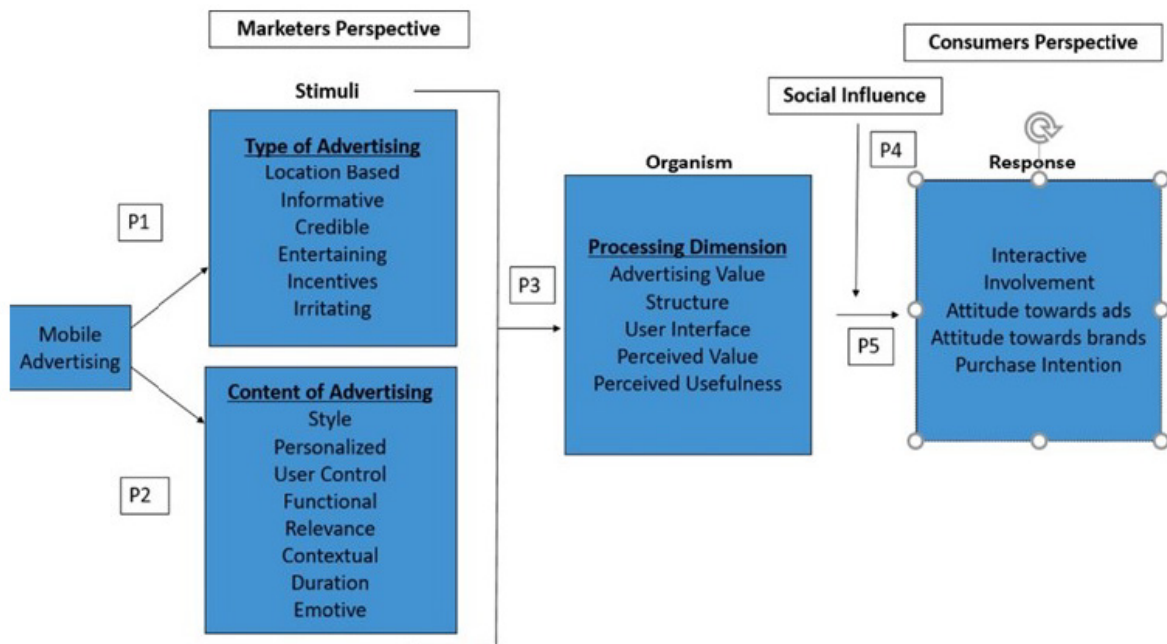


Figure 1. Dyad Mobile Advertising Framework

The figure 1 represents the choice of constructing mobile or digital advertisements from pre-activity till the application and evaluation. The stages P1 and P2 of the marketer's perspective are appropriate to prepare the strategy. The marketers' perspective is a prediction and choice. They could choose what the mobile or digital advertisement type as the first choice. The first choice is vital because it must represent the main character of the product that will be offered, e.g., when the marketers choose the credibility aspect, they should give real and natural previous customers' testimonies. The P2 stage is related and determined by the P1 stage, e.g., entertaining choice of P1 is suitable with the emotive of P2. Stage P3 represents the final step of constructing the mobile advertisement before being released to customer candidates which requires the process dimension choice. The last step of P4 is documenting the customers' perspective or response to the advertisement. Marketers should monitor the response anytime because the negative response should be managed as soon as possible.

To support the digital marketing effectiveness, communication tools are classified into traditional, digital, and social media (Rábová, 2015). Another study also recommends a model of a strategy of digital communication for entrepreneurship (Shiffa et al., 2022):

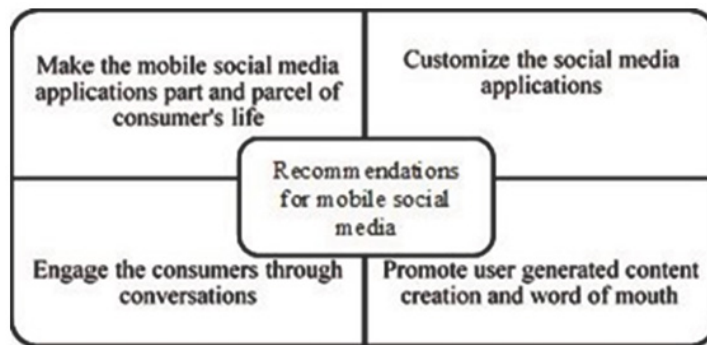


Figure 2. Recommendations for Mobile Social Media Applications

The mobile social media application of Figure 2 is the choice type as the basic use of mobile or digital advertisements' tendency application. The advertisement constructors or producers could direct their customer candidates' mobile use tendency to view the advertisement which consists of four choices. The choice should be determined in the pre-activity step because it will influence the further steps. It must also be relevant to the purpose and type of the product or service that will be offered.

This research paper is concerned with the engagement method of how to attract viewers' attention to digital advertisements. Getting the viewers' attention is the only way to enter other advertisement success. This research proposes one research question which is "how is an effective and efficient engagement method for attracting digital advertisement viewers' attention?".

A schema of a framework is proposed based on the previous introduction, review of related literature, and research problem that was developed to be this research instrument. It could be viewed below.

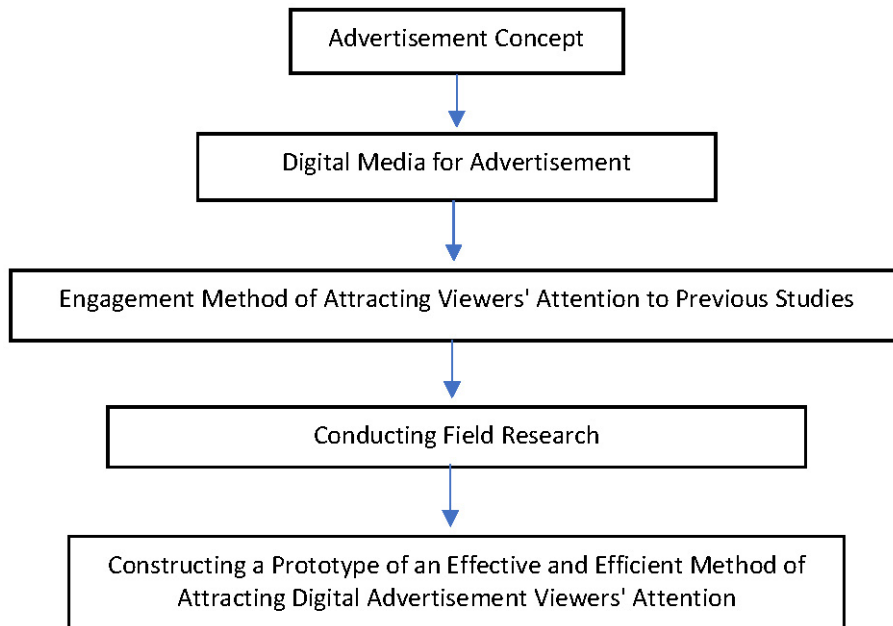


Figure 3. Theoretical Framework

The theoretical framework above represents five steps of completing this research. The first step is to construct a basic concept of the advertisement concept that differentiates it from other communication media types. It is based on the fundamental previous studies. The second step is to limit the area of advertisement type which is digital media for advertisement. Its character and types are limited by previous studies as well as the basic board to determine the research object. The third step is to limit, review, and synthesize the engagement method of attracting viewers to digital advertisements. It is essential because the review result is the basis of research instrument construction. The fourth step is the field research process which results in findings. The finding summary can be seen in Table 2. In addition, the findings are reviewed its scientific implications based on relevant previous studies. The fifth or last step is proposing a prototype of an effective and efficient method of attracting digital advertisement viewers' attention. It is the final step of discussion which is based on previous analysis, findings, and previous studies. The prototype is the main beneficial result of this research that could be applied or developed by further digital advertisement constructors and researchers. The prototype schema is presented in Figure 4. Meanwhile, the field application guidance of the schema is described in Table 3.

The results, analysis, and prototype guidance of this research are references and instruments that could be applied and developed by future digital advertisement constructors. They could be a complete guide that could give a systematic entry point to construct effective, efficient, and communicative digital advertisements. It is assumed that an advertisement proposes indirect communication, so it requires more preparation than constructing direct communication such as a talk show or direct seminar. The advertisement constructors almost do not have a chance to give direct confirmation when the viewers have a misunderstanding of the message or information implied. The prototype guidance could help the advertisement constructors change the viewers to be real customers who buy the product or service. Changing viewers to be real customers is the first entry point to success for a company of the products or services. In addition, it depends on the product and service quality that will make the novice customers to be permanent or regular.

RESEARCH METHOD

The method of this research consists of design, objects, method of collecting data, dan method of analyzing data. All of them had been conducted completely.

Design

This research applied a content analytic approach. The concept of the content analytic approach is analyzing through coding and identifying data (Elran-Barak, 2021). The objects of this research were coded according to instrument content. The schema of the content analytical approach could consist of revising, restructuring, and clustering (Huttayavilaiphan, 2021). In the application, one important step of applying a content analysis approach is a coding image (Kaltsum et al., 2021). Coding and interpreting image was also conducted in this research. A simple step for practicing a content analytical approach is selecting and questioning for categorizing (Kartika et al., 2020). In addition, coding is one step in an analytical approach to determine emerging themes (Guerra-López & Dallal, 2021). This research applied the content analytical approach totally to code and describe the finding and the analysis.

Object

The objects are five digital advertisements of which different genres. They were taken from Instagram. Every genre contributes one article. They consist of digital advertisements for food, beverage, clothing, tourism, and medical treatment. Another criterioi is that every

digital statement must involve the use of images and written text, and they are in photograph format. Another criterion is not to involve video format.

Method of Collecting Data

The data from five digital advertisements were taken by applying a simple random method. It was taken by using a laptop and internet facility. They were taken simultaneously in one day.

Method of Analyzing Data

Research analysis was conducted by applying an instrument that was constructed based on a theoretical review and research framework.

Table 1. Instrument of Analyzing Data

Area of Identification	Findings
Content	
Type of Advertisement	
Human Figure	
Non-Human Figure	
Color Involvement	
Size	
Written Text	

RESULTS AND DISCUSSION

Results and discussion are presented in three main portions. The first is the summary of field research results or findings which is represented in Table 2. It informs the important finding points to serve readable data. The second is the discussion that analyses the findings by utilizing the recent relevant previous studies. The analysis reveals the theoretical and practical implementations. Both findings and discussion are presented in line which consist of six elements which are content, type of advertisement, human figures, non-human figures, colour involvement, size, and written text. The third or last portion is the proposition of a prototype of a schema for constructing the engagement method of a digital advertisement which is presented in Figure 4 and its practical application is presented in Table 3.

The results or findings of five objects are presented in the table form below. It is intended to give a direct summary of empirical findings. The findings are arranged in line with the instrument of this research.

Table 2: Summary of Findings

Area of Identification	Findings				
	Object 1	Object 2	Object 3	Object 4	Object 5
Content	Meat is the main commodity that is accompanied by vegetables, colorful containers, six plates, and an empty glass.	Simple and creative content is presented in a simple rack on white background.	Different types, sizes, and complex colors of clothes in the hung rack	The natural condition of vacation places that is accompanied by written information about the expense	Offering treatment and benefits to ascertain service credibility
Type of Advertisement	Application of food's position as an implicit message of priority	The use of sample and information on product identity rather than a persuasive effort	Presenting the product's psychical performance.	Entertaining by giving new natural scenery to viewers	A direct announcement to viewers by giving a direct program, address, and figure of sample results
Human Figure	The right palm of a hand that holds a knife and fork is the product visualization.	Three persons are wearing different T-shirts and hats	It is not found.	It is not found.	A big figure of a black long hair women model dominates the object which represents the treatment result quality.
Non-Human Figure	It is not found.	It is not found.	It is not found.	A mountain is presented to inform how natural a vacation place for visitors is.	It is not found.

Color Involvement	Colorful foods, places, glass, floor, and the dark color of a small cup of sausage were found.	Combination of red, white, and blue T-shirts, and colorful beverage and purple text on white background	The shining and clear color of hung clothes, floor, walls, and other types of equipment represent social standards.	The natural color of the vacation place consists of green forest, white snow, and the natural color of a hotel.	The contract color of black hair and the white background represents an offer to strengthen hair.
Size	The biggest portion is food, and the plate is placed in the nearest view.	Three persons and product reviews are placed in the bottom position in which the product is not the biggest material.	The size of the clothes is similar to the storage place.	The size of a hotel is sufficient in the middle of a snowy mountain.	The big-size women's model and vertical wave line represent the final condition of the hair loss treatment program.
Written Text	The written text "In our kitchen, we cook the best food on the island. We have seafood, Mexican food, or American food!".	Innovation of zero sugar products gives information about the product's health care innovation for customers.	A little written text of a direct statement implies a message to invite customers to check their product.	Short information on the time and expense of the tourism program.	Big, complete, and direct written text of product information was found.

The discussion is proposed in line with the findings that is compared with previous studies. In the end, the researcher proposes a schema of the engagement method of attracting viewers' attention to the digital advertisement.

Content

Content is only about presenting combination of main ingredients and supporting materials. The engagement method of content presentation concerns a variety of the offering materials. Variety of materials presented as content is a wise decision because it gives viewers a chance to analyze their necessities and explore their freedom to decide choices. Presenting supporting material is also as important as the main offering materials. One research found that the benefits of digital health service increase awareness, availability, and accessibility of its service (Koly et al., 2022). The function of the supporting materials is to ensure the product's social status. A combination of the main merchandise and the supporting materials needs to be arranged for their propositional size, colour, and shape. It is in line with one proposition that synergy can be created and effect level can be increased (Akdođan & Altuntaş, 2015). The proposition arrangement could be managed to present an order of priority. The content of a digital advertisement must represent how modern the product adapts with the newest supporting materials. One example is a T-shirt product that could be combined with a hat or belt. One display of the advertisement is unveiled through its composition (Ellison, 2014). The supporting material should be linear with the main product so that the combination could increase the main product value from the viewers' perspective. The combination of supporting materials could be arranged by arranging the position of the materials. The promotion of sufficient-oriented consumption arises from sustainability and the common goods (Gossen & Heinrich, 2021). The description of the supporting materials should consider whether viewers are familiar with them or not. Another content engagement is presenting ingredients of materials to viewers. Some viewers tend to evaluate the ingredients of certain products, especially food and beverage. Ingredient quality is often evaluated for its safety and benefits for health for human and non-human beings.

Engagement methods to get viewers' attention could also be obtained by stating the price of a product or service directly in an advertisement. Certainty of price or expense gives a positive impression and attention to viewers. Customers' greater sensitivity to prices causes their loyalty to decrease and the tendency to increase the brand (Akdođan & Altuntaş, 2015). Price change and certainty are sensitive to customers or viewers. In certain cases of advertisements that included price increases, producers should explain logical reasons. Viewers will feel that the producer would like to be honest or fair to present their product value. One important notice is that the producer should not compare their price with competitors' price. The price comparison could decrease trustworthiness from viewers. The price comparison builds a negative impression that the producer is trying to conduct a negative campaign against their competitors. In addition, it could help viewers to calculate how much

money they have to spend. Informing price should be delivered directly without giving an additional description. Personalized price is also part of the advertisement study that needs to be given serious attention (Boerman et al., 2021). In addition, a product of daily use was found to be easily accessible and relatively inexpensive (Ellison, 2014). Clear, certain, and reasonable information on price is part of an important engagement method to obtain viewers' attention, even to change themselves to be certain buyers.

Type of Advertisement

Findings advertisement type consist of informing, entertaining, persuading, and encouraging to think creatively to viewers. Informing type advertisement tends to explain the product deeply to viewers through using picture arrangement or written text. The picture arrangement is about how to prepare the size, color, and position of the product, background, and other supporting materials. Information about products should be able to be identified without specified individual information (Boerman et al., 2021). The position of the main product should also be in the middle of a digital advertisement. Supplement of informative and personal inside field creates a border understanding of communication (Caspari, 2022). Entertaining position could be presented through its pictures and written information. Narrative and humor social entertainment influence customers especially children, e.g. video bloggers, social networks, online games, and other virtual environments (Tatlow-Golden & Garde, 2020). Different demographic, cultural, geographical, and behavior of customers should be viewed in marketing activities (Dwivedi et al., 2021). Persuading type of digital advertisement is how to make viewers give serious attention and realize its benefits and goodness. The persuasive method requires extracting digital labor, building a brand of the customer relationship, and anticipation of implicit emotional persuasion (Tatlow-Golden & Garde, 2020). In addition, digital communication is considered to be the most prevalent in taking persuasion (Fraccastoro et al., 2021). Persuasive strategies in online advertisement could consist of questioning, graduation of an image, and manipulation of text and thematic structure (He, 2022). Persuasive digital advertisement seeks extra effort to obtain viewers' attention because it must be planned systematically. Digital advertisement creators could manage their effort by placing their position into customers' positions. Encourages viewers to think creatively means it lets viewers think and justify the advertisement without persuading. One potential digital channel that could create unprecedented is gamification which is related to digital advertisements (Mishra & Malhotra, 2021). One fact is proven to be positive in that digital creators used social media to enhance transparency and information

(Gossen & Heinrich, 2021). Some viewers will feel of getting appreciation by getting transparent and credible information about a product. We could see that trustworthiness and truthfulness of information is one main priority of viewers to decide whether to give serious attention or not.

Human Figures

Involvement of human figures is one method to give an example of a figure who had been involved in the use of the product. The use of human being figures should not dominate one digital advertisement. The figure must be coherent with the product. Gender, age, hair, skin, and other psychical performance must be considered in detail. The involvement of human being figures needs deep consideration, especially for culture, race, belief, and other sensitive identities. Analysis of discourse needs to be prepared that includes types of customers such as employment, students, or other prospective customers (Khaitova & Muller, 2021). Creators of the advertisement must have finished basic research to understand what type of human being figure is appropriate for their advertisement. Balancing the benefits and risks of personalized advertising needs to be considered by advertisers (Boerman et al., 2021). Positive representative figure encourages viewers to follow their attitude including their use of the product. Social media metric remains consistent for the number of followers, likes, shares, and other emerging metrics (Dwivedi et al., 2021). In the recent digital era, information flows rapidly that is sometimes fragile for its credibility.

Non-Human Figures

Non-human figures in this research focus on animal and plant application in a digital advertisement. The involvement of non-human figures needs deep consideration because it could damage the meaning or message of the advertisement. Certain non-human figures are only appropriate for certain products too. A survey of social culture, belief, and wisdom should be conducted first before deciding to apply animal and plant figures and characters in a digital advertisement. People's perception of personalized advertising conditions is also about how to be accepted (Boerman et al., 2021). Perception of non-human figures influences people's perception because some figures and characters of animals could be sensitive for a certain group of people. Customers' personality aspect should be included in making a decision and giving trust (Dwivedi et al., 2021). The use of non-human figure influence customers' perspective about the producers' or creators' attitude toward the object. One variable that could be used to maximize the digital marketing method is proposing geolocation data (Tatlow-Golden & Garde, 2020). It influences people's viewers' justification

to be interested to give serious attention to a digital advertisement. In addition, the implication of animal or plant used in a digital advertisement is supposed to ascertain viewers' assumption about the empiric situation of the certain offer. The use of non-human figures is supposed to help give empirical visualization of the product advertisement.

Colour Involvement

Using lightening and colorful materials is the main benefit of applying color to attract viewers' attention. Lightening color management is an engagement to ensure a high-class offering to viewers. It is in line with research finding that the dynamic environment of the platform encourages many users to follow scientific communication to explore a subject matter (Caspari, 2022). The dynamic environment could be understood as a variation of color arrangement. The arrangement must consider the aesthetic side of the viewers' perspective. Colorful and lightening color variation will not attract viewers' attention if it is not presented properly. Advertisements tend to apply color rather than a logo to make their brand memorable (Suphaborwornrat & Punksirikul, 2022). Customers were also found to seek both positive and negative experience effects in process of seeking various types of capital (Dwivedi et al., 2021). Variative and entertaining advertisement psychical performance implies positive values and perspectives to viewers. Meanwhile, the application of colorful media or products encourages viewers to think creatively about how to extend the product will be beneficial for them. People whose stronger feelings of psychological ownership could identify real information (Boerman et al., 2021). The effort of presenting colorful objects ascertains people or customers of that type to give serious attention. The certain character of customers demands a serious approach to gain their attention. Meanwhile, the public audience could make the participant curious and learn more about research and science (Caspari, 2022). Presenting proper colorful materials is also one method of encouraging viewers to be curious to continue giving further attention to a product's digital advertisement.

Size

Arranging the size order of the product is a method to get viewers' attention by giving a physical approach. Ordinarily, the biggest size product of a crowded advertisement gives a message that it is the most priority. Size order requires viewers to consider their choice among products, so it is a good strategy to make them have better choices. The size of the product also explains the social class of the product which is parallel with its price. The most priority of service could be identified from the biggest part of an object and written text. Strategies of advertising visual brands use communication tools including space (Rábová,

2015). The position of an object in a digital advertisement determines the order in which will be viewed by viewers. The size and position of objects inside an advertisement could be prepared by looking at certain references of previous digital advertisements in a similar field. Even, in one research, viewers were found to prefer online media to print media (Cherian, 2015). Moreover, a study also found that consumption arises from a general entrepreneurial toward common goods (Gossen & Heinrich, 2021). The size should be managed carefully because the dominant picture is also not recommended to be applied by digital advertisement constructors. Appropriate position and size of product picture give an impression of serious advertisement arrangement.

Written Text

Proposing sufficient narrative text is a convenient method of engaging viewers to give attention and read the text. Sufficient and narrative are two keywords for constructing convenient text for digital advertisement. The linguistic structure is beginning to construct self-promotion in digital letters (Ho & Henry, 2021). A sufficient quantity of text helps viewers to understand the main information quickly. It is recommended not to require more than four seconds for viewers to understand the literal meaning of the written text. The target of sufficient written text is the identity of the product, its benefit, price, and how to buy it. Lexical item is very important in language variety use in advertisement (Algernas & Aldholmi, 2021). It could be understood that contributing sustainability guidance improves the company's reputation (Gossen & Heinrich, 2021). Sufficient and informative written text in a digital advertisement also informs a creator or company's professionalism. Language use holds an important point in how to get responses and respect from viewers. Digital advertisement creators could explain their product step by step quickly in a short or sufficient text. The narrative text should be focused on one center of information tendency and other supporting information. They should decide first what the main focus of information such as ingredients, types of products, price, benefit, etc. Written text use should be combined with other variables in a digital advertisement to construct complete and informative meaning.

Schema of Engagement Method of Constructing Digital Advertisement to Attract Viewers' Attention

The researcher proposes one schema of the engagement method of attracting viewers' attention to digital advertisements. It is a sequence to construct a digital advertisement that has the main orientation to give a personal approach to viewers' so that they will give serious attention. It could enlarge the opportunity to change the viewers to be customers.

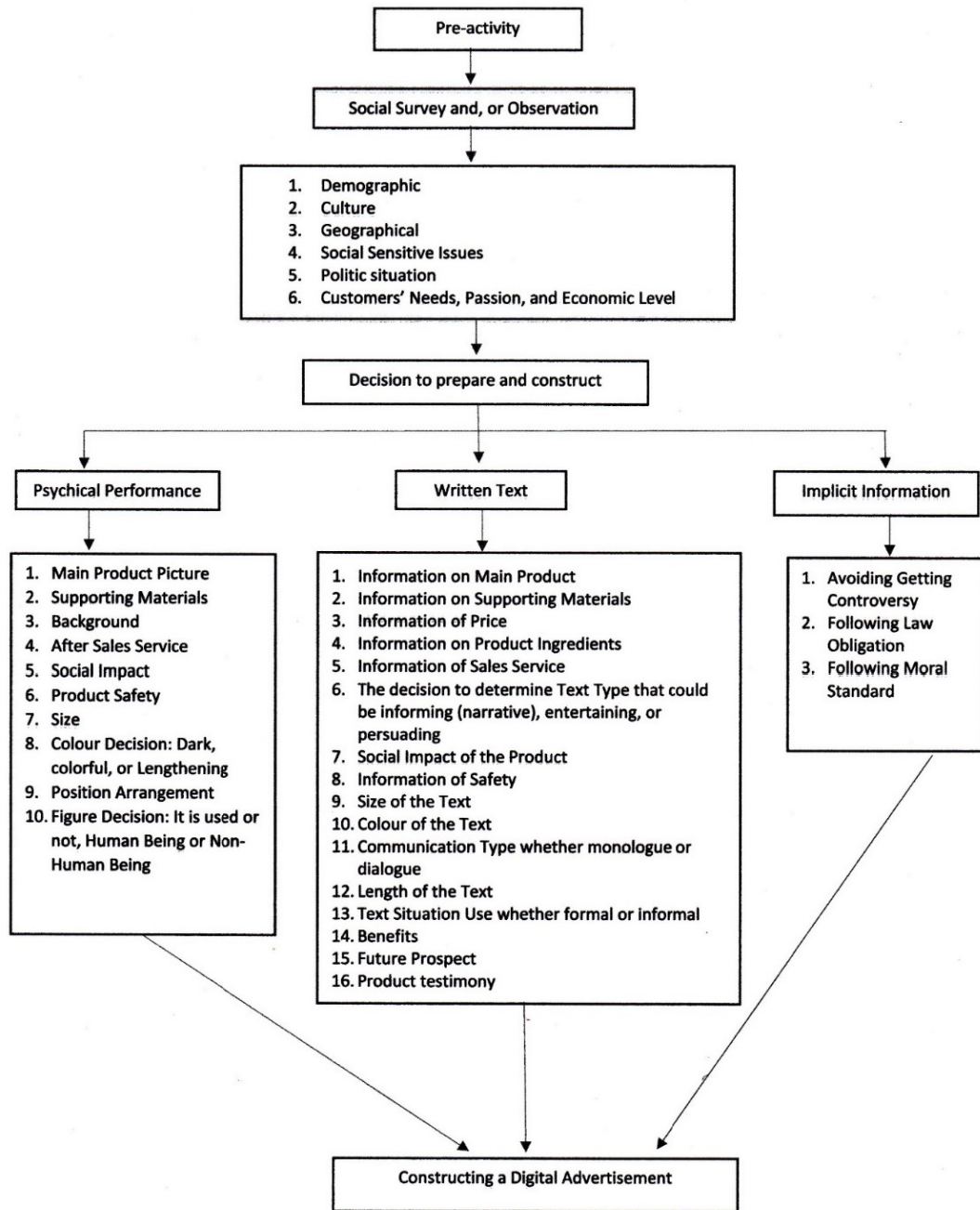


Figure 4. A schema of Constructing Engagement Method of a Digital Advertisement

The practical application of Figure 4 is presented in Table 3 below. It proposes the effective and efficient field application stages of the schema. It consists of seven main stages or sequences. The schema could be applied or developed by further practitioners or researchers.

Table 3. Field Application Schema of Constructing Engagement of Digital Advertisement Stages

Stage	Activities	Variables	Guidance
1	Pre-Activity	<p>Product / Commodity</p> <p>Purpose</p> <p>Type of work (individual or team)</p> <p>Time-consuming task estimation</p> <p>Advertisement lifetime estimation</p>	<ul style="list-style-type: none"> – Identifying and understanding the entire product characters especially if the product does not belong to the digital advertisement constructors – Commonly, the product must be in one of two types which are real goods and services – Determining the purpose of the digital advertisement in specific terms, whether to persuade, inform, introduce a product, compare with rival, etc. – Deciding the work system for managing or constructing the digital advertisement individually or involving assistance from other professional practitioners' services – Determining how many persons and who will be involved in the work team including the work allocation for every person or member – Estimating the time for every step from beginning to finishing the advertisement construction – Estimating how long the advertisement lifetime to be published – The limitation of life lifetime could be estimated by identifying other aspects such as the customers' characters and passions, the formal regulation, the product or service innovation, and other complex elements <p><i>Note of stage 1:</i></p> <ul style="list-style-type: none"> – The pre-activity is a crucial step because it constructs the main digital advertisements' characters and purposes. – The components of stage 1 could be added or changed based on the recent situation.
2	Social survey and, or observation	Demographic	Identifying the number of potential customers is the basic demographic variable, e.g., how many of the customers' candidates number, whether hundreds, thousands, hundreds of thousands, millions, or even billions.

Culture	Identifying and understanding the cultural standard of the customers' candidate life background especially for the society's low and high-value perspective
Geographical	Geography conditions make important customer decisions for daily use products such as clothes, foods, vehicles, drugs, etc., so the advertisement constructors could estimate the urgent level of the product for the customer candidates' need
Social sensitive issues	<ul style="list-style-type: none"> – Information on sensitive issues should be investigated directly by customer candidates by using a sampling method – The goods or services must be far away from socially sensitive issues involvement of the customer candidates' daily life practice
Political situation	<ul style="list-style-type: none"> – Field observation is the single recommended method to identify customer candidates' political orientation – Producers do not involve symbols, utterances, or figures that are contradictive with customer candidates' majority political orientation – Free from political involvement is recommended, but if it cannot be avoided, the advertisement should be in line with the society's majority political perspective
Customers' need, passion, and economic level	Customer candidates' needs, passion, and economic level cannot be estimated by using previous data from other advertisement constructors or researchers, but it must be taken from the recent survey results. Their need and passion orientation could change over time.

Note of stage 2:

- Data from step 2 must be taken from field surveys or observation
 - The advertisement constructors should not use previous data because the data tend to have fluctuating character
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3	The decision to prepare and construct	Conclusion of Stages 2 and 3	Results of stages 1 and 2 are evaluated to decide whether the program will be continued, revised, or changed based on scientific fact, consideration, and estimation.
<hr/> <p><i>Note of stage 3:</i> In stage 3, the digital advertisement constructors must be sure of their decision, so they cannot speculate on the decision</p> <hr/>			
4	Psychical performance construction	Main product picture	Picture of main product needs to presented as complete as possible
		Supporting materials	The supporting materials must be related to the main product picture in lower or smaller portions, e.g., a picture of a main product of food could be accompanied by plates, spoons, and forks.
		Background	The most important background materials are color and positive product or service representation, e.g., using crowded traffic for a convenient vehicle advertisement or using a plain white background for a detergent advertisement.
		After-sales service	Producers' care of after-sales service could increase the possibility of getting customer candidates' trust, e.g., attaching a sample garage for a vehicle advertisement.
		Social impact	The positive impact of the advertisement could be attached as a sample of using the product, e.g., a person' better face performance and respect from other persons after using beauty care services and products.
		Product Safety	Product safety could be presented as supporting material for certain products in an advertisement, e.g., simulation of an ABS brake system for a vehicle advertisement.
		Size	<ul style="list-style-type: none"> – Size holds crucial impact to get viewers' attention – The biggest picture will get the viewers' attention, so the main product should take the biggest portion of a complex picture.

Colour decision: dark, colorful, or lengthening	The colour choice must represent the product or service's positive character and impact, e.g., dark colour of a cloud is applied for an umbrella advertisement, colorful materials for a kid toy advertisement, lightening color material for a paint advertisement
Position arrangement	Position arrangement represents the priority of the offering, especially for complex pictures in an advertisement, so the main product or service offered should be placed in the middle or most visible position in a complex picture of an advertisement.
Figure decision: it is used or not, human being or non-human being	<ul style="list-style-type: none"> – The use of human being figures must be selected carefully because it must represent the simple, effective, and efficient use of the goods or services – The use of a popular figure will make the product or service fragile to influenced by his or her credibility

Note of stage 4:

- The physical performance of goods or service commodities must be arranged carefully because it constructs the first impression for viewers
- The advertisement constructors need to focus on only one variable of the ten variables above as the main positive corner to attract, and then the other variables could be placed as the supporting items

5	Written Text	Information on the main product	Informing main product or service should be stated directly or explicitly at least consist of its characteristics and benefits
		Information on supporting materials	<ul style="list-style-type: none"> – Information of supporting materials of a product or service is not an obligation by considering the communication efficiently – If could be carried out if all information about the main product has been stated
		Information of price	<ul style="list-style-type: none"> – Informing the product or service price directly – Do not ask viewers to guess the price – Do not compare the price with the rival's price

Information on product ingredients	Written information about product ingredients could be stated as the main value that represents its quality
Information on sales service	Sales service is written by ensuring the viewers about the product or service readiness to maintain the service after finishing the buying process
The decision to determine text type that could be informing (narrative), entertaining, or persuading	The decision of text character needs to be suitable with the product or service character and goal, e.g., narrative text is appropriate for a service offer
Social impact of the product	The advertisement constructors need to ensure the positive social impact of their product and service for a long period of use
Information of safety	The safety information must be written directly and it is a guarantee statement.
Size of the text	The size of the written text represents the priority value to be offered. The main concern of product and service information could be written in the biggest portion rather than another clause or alphabet
Colour of the text	Colour of the text should be contradictive with the product and service and advertisement background colour
Communication type whether monologue or dialogue	<ul style="list-style-type: none"> – Monologue text is relatively easier and more flexible to be applied by the advertisement constructors – Dialogue text needs deep consideration at least it must be able to avoid writing negative sarcasm
Length of the text	The text needs to be written effectively and efficiently maximum in two lines
Text situation use whether formal or informal	The decision to apply formal or informal text depends on the readers' character and level of target
Benefits	<ul style="list-style-type: none"> – Product or service benefits should be stated directly or explicitly – Do not ask viewers to guess the benefit – Do not compare the benefit with the rival's product or service benefits

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|-------------------|--|
| Future prospect | <ul style="list-style-type: none"> – The prospect of the product or service is not an obligation to be stated in the written text of an advertisement – If the advertisement constructors are not sure to state it, it could be eliminated |
| Product testimony | <ul style="list-style-type: none"> – Text of testimony is appropriate for an old product or service – An advertisement of a new product or service or their innovation is not recommended to use the testimony text – The figure of the testimony speaker also influences the information's credibility |

Note of stage 5:

- Writing text for a digital advertisement needs to be applied effectively and efficiently
- Viewers need to understand the essential information just by reading the text at a glance
- The length of the text maximum is two lines
- The digital advertisement constructors need to choose and focus on the strength of their information which means not all information types must be included

- | | | | |
|---|----------------------|------------------------------|---|
| 6 | Implicit information | Avoiding getting controversy | <ul style="list-style-type: none"> – The implicit information of avoiding the controversy is not an obligation to be attached – The advertisement constructors do need to write it if they have no logical reason because it could cause viewers get question the information's credibility |
| | | Following law obligation | Implicit written text information of following formal law is only appropriate for product or service that needs it urgently e.g., drug, vehicle, certain foods, and beverage ingredient, etc. |
| | | Following moral standard | Implicit information about following moral standard is necessary for advertisement that is close to special social rule of a certain society, e.g., food and beverage advertisement that offer their product as free from prohibited ingredients of a certain society |

		<i>Note of stage 6:</i>	
		Implicit information inside the written text of a digital advertisement needs to be implemented only if it is needed.	
7	Constructing a digital advertisement	Final decision	Descriptions of various variables of stages 1 to 6 must be combined to construct a sequence of tactical steps to construct the interactive and attractive
		<i>Note of stage 7:</i>	
		<ul style="list-style-type: none"> – The digital advertisement that had been released to the public needs to be monitored and evaluated for its effect and effectiveness – The advertisement whose negative effect should be stopped or withdrawn from publication 	

CONCLUSION

The engagement method of attracting viewers' attention to a digital advertisement involves complex variables. Proposing a combination of creative and eye-catching pictures and written text is the first entry point. In addition, arranging the composition of picture components and written text quantity is very important to consider which includes size, location, color, and the difference between the main product and the supporting picture. Meanwhile, long and large written text quantity is ineffective to construct interesting and informative text. The advertisement constructor must also consider the social, cultural, sensitive issue, and moral value standards of potential viewers. The engagement method is dynamic which means always changes according to society's needs and passion. Method of following a viral phenomenon should be constructed carefully because wrong concept could decrease the product's credibility automatically. Viewers' position also needs to be considered as free-thinking persons. When customers feel to be free for their authority, they tend to give attention to an advertisement. The construction of a positive impression is also the first step of constructing the engagement method.

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