

THE COMMERCIAL ADVERTISING FREQUENCY ON TELEVISION AND THE ROLE OF FOOD VLOGGER (YOU TUBER) TOWARDS ECONOMIC IMPROVEMENT DURING THE COVID-19 PANDEMIC IN INDONESIA

Andrian^{1*}, Pratiwi Nila Sari²

¹Management Program, Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya
Jakarta, Indonesia

²Accounting Program, Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya
Jakarta, Indonesia

Email: andrian@dsn.ubharajaya.ac.id¹ (Corresponding Author), pratiwi@ubharajaya.ac.id²

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ABSTRACT

The research aims to know whether the small and middle businesses can struggle against the situation of the Covid-19 pandemic in Indonesia nowadays. One of the factors that influence the increase in small and medium-sized economic enterprises during this condition is the Commercial Advertising Frequency on Television and the Role of the Food Vlogger. The research was conducted by giving questionnaires to 200 respondents from the students of the Management Program, Faculty of Economics and Business, University of Bhayangkara Jakarta Raya Class 2020. The research methodology used was descriptive quantitative and multiple linear regression analysis. The results of this study are that the Commercial Advertising Frequency on Television variable has a negative and no significant effect on Economic Improvement while the Role of Food Vlogger variable has a positive and significant effect on Economic Improvement. The uniqueness of this study is that the Economic Improvement variable can be more affected by the Role of Food Vlogger variable of 4.7% than the other factors.

Keywords: *Commercial Advertising Frequency; Role of Food Vlogger; Economic Improvement*

1.0 INTRODUCTION

Before discussing the current Industrial Revolution 4.0, it is being talked about all over the world because its impact is so very broad and covers all aspects of human life. In the beginning, we know the era of the Industrial Revolution 3.0 which is marked by the world starting to enter the era of digitalization which has an impact on healthcare, manufacturing, agriculture, and so on. At that time, within the scope of the world economic context of marketing, especially advertising, marketers still have a target in the form of advertising in the form of brochures, and pamphlets that have used digital technology to make it attractive to the consumer's attention. Colors and images are the results of technological work computers are already installed in.

More and more advertising began to enter the world of radio and even television. Advertising in the form of visual forms began to be displayed with various concepts and the specified duration. With the use of advertising forms visually, marketers are increasingly aggressive in attracting consumers' attention by using models. The model is enabled so that the ad gets the first attention of consumers and is finally immersed in that advertising. And computer digital games are also being developed.

Now, the world is facing the Industrial Revolution 4.0 when the government begins to prepare all aspects of the economic, cultural, social, and political to be prepared for these times. According to the news reported by the latest detik.com (www.detik.com, accessed on February 19, 2019) period, the Industrial Revolution 4.0 is marked by all life being digitalized and automated. This is already visible at this time. An example is in the economic aspect that the emergence of e-money is increasingly making it easy for people to make transactions, and in the scope of marketing in particular advertising appears as an unexpected new form of advertising.

In the current era of development, the form of advertising is not only formal and traditional in the form of a few minutes on television before consumers watch the show, but also with social media which is now present, as a medium of communication and platform that can be used for advertising. Facebook brings some features specifically for business. Instagram, the social media with an Instax camera symbol, can package that advertising is not only something that is displayed clearly but also blended into something ambiguous and clear target.

By using Instagram, users who are now called endorsers or celebrities (in the culinary industry on Instagram called foodies) can make consumers hypnotized that "what is held" can suit them too. It goes hand in hand with a lot of people, especially in Indonesia, who are actively using the internet, particularly social media. This is supported by statistical data conducted by *We Are Social* in 2018. According to these statistical data, Youtube is the number one most used social media platform with a percentage of 43%.

Youtube is a site where video sharing began to develop in February 2005 founded by Steve Chen, Chad Hurley, and Jawed Karim, and in 2006 Youtube turned into a Google- owned site. Word "Tube" itself means a TV set in non-standard words, now it's changed into a symbol with the right arrow with the intention that Youtube is no longer directly related to the television industry. With the first function as a place for video sharing, Youtube is starting to be in demand with creations presented, it changed into a site that can now be done multi-functionally.

In addition, Youtube also began to become a site for celebgrams (Instagram's celebrities), switching platforms from being just an image form or a second video, into the form of an unlimited video duration to doing product promotion now.

Not only Instagram's celebrities, but the general public has also started to enliven Youtube by sharing videos for various purposes. By that, the term Youtuber is growing faster. Youtuber or vlogger is a person who makes vlogs. Youtubers are not only a term for celebrities but also non-celebrities (community) generally. A vlog (video blog) itself is a form of documentation informing of online published videos which include related content vary. There is a lot of content created by vloggers ranging from documenting their lifestyle to the various products that they used daily. The vlog content is mostly in the form of opinions and knowledge gained is based on personal experience that the vlogger delivered through a combination of videos, images, and text (Johnson, n.d.).

Currently, the content that is dominating Youtube is culinary-themed content, which when viewed from the type of vlog is a food vlog, it is called a food blogger. Food vlog has content about a vlogger who provides a review of food or drink that is currently hitting or

that characterizes an area randomly. As the vloggers give reviews of culinary products, it makes an indirect and informal form of promotion formed from vlogger attributes (attractiveness, expertise, and trustworthiness). When consumers watch the vlog, it makes them curious about the taste of the food or drink.

2.0 LITERATURE REVIEW

2.1 Communication Concept

Communication is a transaction, a symbolic process that requires people to regulate their environment by (1) building relationships among human beings ; (2) through the exchange of information; (3) strengthening the attitude and the behavior of others; and (4) trying to change those attitudes and behaviors (Cangara, 2016). Communication is the process of changing/modifying the behavior of other individuals, according to sociologists and communications from the United States, Carl I. Hovland. Moreover, changing behavior is the highest goal of communication activities in the perspective of an individual, the lower level goal is the change of attitude and view (Sumadiria et al., 2014).

From the definition of communication that had been stated, it is clear that communication among humans can only happen if there is someone who conveys a message to other people with a specific purpose, it means that communication can occur if there are elements of communication, such as :

- a) **Source:** All communication events will involve the source as the maker or sender of information.
- b) **Message:** The message in question is something the sender conveys to a receiver.
- c) **Media:** The media referred to here is a tool used to transfer messages from the source to the media.
- d) **Receiver:** The recipient is the party to whom the message is sent by the source.
- e) **Influence:** Influence or effect is the difference between what is thought, felt, and done by the recipient before and after receiving a message.
- f) **Feedback:** Some people think that feedback is a form of influence that comes from the recipient. However, feedback can also come from other elements such as messages and media, even though the message has not yet reached the recipient.
- g) **Environment:** The environment or situation are certain factors that can affect the course of communication.

According to Cangara (2016), there are four types of communication, such as Self-Interpersonal Communication, Public Communication, and Mass communication.

1.2 New Media Context

Today, media channels are characterized by a large number of choices available - there are hundreds of cable television channels and appropriate broadcast program requests that can be found every day, not to mention the internet which has an unlimited variety of content. Next and perhaps, more importantly, this time is the new media technologies that provide opportunities to taste and create media content such as blogs, Facebook pages, portals, and Youtube video diaries (Berger & Roloff, 2014).

According to McQuail (2011) the main characteristic of new media is the existence of interconnectedness, access to individual audiences as recipients and senders of messages, its interactivity, multiple uses as an open character, and its ubiquitous nature. As for the difference between new media and old media, i.e. the new media ignores the limitations of the printing and broadcasting model by allowing conversations among many parties, allowing simultaneous reception, changing and redistributing of cultural objects, interfering with the act of communication from the importance of the relationship territoriality and modernity, providing

instant global contact, and incorporating modern/late modern subjects into a networked apparatus machine.

2.3 Social Media

Mandibergh defines social media as “a medium that facilitates cooperation among users who generate content” (Rulli Nasrullah, 2015).

Social media has the following characteristics:

- 2.3.1 The message conveyed is not only for one person but also for many people, for example, messages via SMS or the internet.
- 2.3.2 Messages are delivered freely, without going through a Gatekeeper.
- 2.3.3 Messages delivered tend to be faster than other media.
- 2.3.4 The recipient of the message determines the interaction time.

2.4 You Tube

Launched in May 2005, YouTube has made it easy for billions of people to find, watch and share videos. YouTube provides a forum for people to connect, provide information, and inspire others around the world, and acts as a distribution platform for original content creators and advertisers, both big and small ones. YouTube is a company owned by Google. YouTube was created by three former employees of PayPal (commercial online website), Chad Hurley, Steve Chen, and Jawed Karim in February 2005. Since its launch, YouTube immediately received a good response in the community.

Youtube is an online video and the main use of this site is as a medium for searching, viewing, and sharing original videos to and from everything around the world through the web (Budiargo, 2015). YouTube's presence had a tremendous impact on society, especially those who have a passion in the field of making videos, ranging from short films, and documentaries, to video blogs, but have no place/site "to publish their work". YouTube is easy to use, doesn't cost much, and can be accessed anywhere, of course with a compatible gadget. That matter allows amateur video creators to upload their videos content freely for publication. If their video gets a good reception, the number of viewers will increase. Viewers will invite many advertisers to advertise in their next videos. Similar to television, the content of television programs that are liked by the public, in this case, the rating is high, it will attract advertisers automatically.

2.5 Video Blogs (Vlogs)

Video-Blogging, or vlogging for short, is a form of blogging activities using the medium of video over the use of text or audio as the primary media source. According to the Education Learning Initiative, various devices such as camera phones, digital cameras that can record video, or an inexpensive camera equipped with a microphone are easy equipment to do vlog activity. Commonly known Vlog Maker as Vloggers. As reported in Wikipedia, on January 20th, 2000, people named Adam Kontras uploaded a video together with a blog post informing friends and family about moving to Los Angeles to pursue show business, marking the first post which will be the longest vlog in history. In November of

the same year, Adrian Miles uploaded a video that replaces the text with a still image and mentions the term Vlog as a video blog. In 2004, Steve Garfield created his video blog and declared the year to be "the year of video blogging".

The platforms that vloggers can use to upload their video content are various. When someone is already active on the blog by using one of the blogging platforms such as Tumblr, Blogspot, WordPress, etc, they can upload video content there too because indeed there are features that make it possible to do so. However, as for now, other platforms are devoted to uploading videos only, such as YouTube.

2.6 Attitude Concept

Secord & Backman defines attitude as a certain regularity in terms of feelings (affects), thoughts (cognitions), and predispositions to one's actions (conations) towards an aspect in the surrounding environment (Saifuddin Azwar, 2010). The three components collectively organize individual attitudes and are known as the name of the triadic schema, also called the tricomponent approach.

According to Jalaluddin Rahmat (2018) several things can be concluded from the definition of attitude: Firstly, attitude is a tendency to act, perceive, think and feel in the face of objects, ideas, situations, or values. Attitude is not behavior, but the tendency to behave in certain ways of the attitude object. Secondly, an attitude has a driving force or motivation. Thirdly, attitude is relatively more stable. Fourth, attitude contains an evaluative aspect: it means that it contains pleasant or unpleasant values (Likes and Dislikes). Fifth, attitude arises from experience, and is not brought from birth but is a learning outcome. Therefore attitudes can be strengthened or changed.

3.0 RESEARCH METHODS

The method of this type of research is quantitative descriptive. Quantitative descriptive research is a type of research in which the data that have been collected are analyzed quantitatively using descriptive or inferential statistics, so it can be concluded whether the formulated hypotheses are proven or not (Sugiyono, 2017). Quantitative research is generally being carried out on samples taken at random so that the conclusions of research results can be generalized to the population where the samples were taken. The sampling technique in this research is using a simple random sampling technique.

The researchers researched to obtain data and information used as material for analysis. In this case, the types of data needed are primary data sourced from the class of 2020 students of the Management Program of the Faculty of Economics and Business, University of Bhayangkara Jakarta Raya, by distributing google forms questionnaires, and respondents' answers were measured using Likert's scale measurement scale.

The population is a generalization area that consists of objects/subjects that have certain qualities and characteristics determined by the researchers to be studied and then to be drawn conclusions (Sugiyono, 2017). The sample in this study was from the class of 2020 students of the Management Program of the Faculty of Economics and Business, University of Bhayangkara Jakarta Raya during May 2021 with as many as 200 respondents using the Slovin formula.

According to Wiradi et al al.(2014)states, "quantitative research, such as quantitative methodology research procedures that produce data in numbers and generally analyzed by using descriptive or inferential statistics."

To get more accurate data, a validity test was first performed to test the validity of each item in question (content validity). A Validity is a measure that shows the levels of validity of an instrument (Arikunto, 2014). A questionnaire is said to be valid if the questions on the questionnaire can reveal something that will be measured by it. The validity test was done with the help of SPSS software program version 22.00. Validity values can be seen in the Corrected Item - Total Correction column. If the correlation number obtained was greater than the critical number ($r_{\text{count}} > r_{\text{table}}$), then the instrument was valid.

A reliability test is a tool to measure a questionnaire which is an indicator of a variable. Question items are said to be reliable or reliable if one's answer to the question is consistent. If a measuring instrument or research instrument can be used twice to measure the same symptoms with the measurement results obtained relatively consistent, then the measuring instrument or instrument is reliable. To test the reliability or reliability of measuring instruments or instruments in this study, the Cronbach's Alpha coefficient was used. To find out the consistency or confidence of the measurement results that contain the accuracy of the measurement, then the reliability or construct test of a construct is said to be reliable if it gives a Cronbach Alpha > 0.60 .

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not. For normality use, it can be done by graphical analysis, namely the Normal P-P Plot of Regression Standardized Residual and histogram graphs.

The multicollinearity Test aims to test whether the regression model found a correlation between independent variables (Independent). A good regression model should not result in a correlation between the independent variables. Multicollinearity can be seen from the value of the Variance Inflation Factor (VIF). If the VIF is < 10 , it can be concluded that there is no multicollinearity between the independent variables in the regression model. The heteroscedasticity test can be done with scatterplot charts. Through graph analysis, a regression model is considered to not create heteroscedasticity if the points spread randomly and do not form a certain pattern that is clear and spread above or below zero on the Y-axis between the predicted values of the dependent variable and the independent variables. The data analysis model used in this study is a Multiple Linear Regression test with the following models:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Y = Economic Improvement a = Constant

X₁ = Commercial Advertising Frequency On Television X₂ = Role of Food Vlogger

b₁-b₂ = Variable Coefficient e = Error Value

The hypothesis F test simultaneously shows that all independent or independent variables entered in the model have a joint influence on the dependent variable. To test the significance of the influence of the dimensions of the independent variables together on the dependent variable is done by the F test.

In this study, the F count will be compared with the F table at a significant level (α) = 5%. The research criteria for the hypothesis in this F test are:

1.) The hypothesis is rejected if $F_{\text{count}} < F_{\text{table}}$, and 2.) The hypothesis is accepted if $F_{\text{count}} > F_{\text{table}}$.

The t-test statistics show how far the influence of one explanatory/independent variable is individually in explaining the variation of the dependent variable. A T-test was conducted to determine the significant effect of each independent variable on the dependent variable. To know whether the proposed hypothesis is accepted or rejected is done by comparing

the value of t_{count} with t_{table} at a 90% confidence level. Criteria for research hypothesis in the t-test are:

a.) If $t_{count} < t_{table}$ then H_0 is rejected, and b.) If $t_{count} > t_{table}$ then H_1 is accepted.

The coefficient of determination essentially measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination is between zero and one. The small coefficient of determination means that the ability of independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all of the information needed to predict variations in the dependent variable.

4.0 RESULTS AND DISCUSSION

4.1 Validity Test

A validity test is used to measure the validity of a questionnaire. Validity testing is done using the correlation analysis method.

Table 4.1.1. Validity Test

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's alpha if Item Deleted |
|--|----------------------------|--------------------------------|----------------------------------|------------------------------|----------------------------------|
| Commercial Advertising Frequency On Television | 43.14 | 6.336 | 0.590 | 0.590 | 0.383 |
| Role of Food Vlogger | 42.99 | 6.874 | 0.673 | 0.601 | 0.291 |
| Economic Improvement | 42.54 | 10.019 | 0.215 | 0.057 | 0.864 |

Source: Data processed with SPSS

Table 4.1.2. Validity Test Results of Commercial Advertising Frequency on Television, Role of Food Vlogger and Economic Improvement Variables
 With $n = 200$, $df = 200 - 2 = 198$, so r_{table} is equal to 0.1388

| VARIABLE | R COUNT | R TABLE | RESULT |
|--|---------|---------|--------|
| Commercial Advertising Frequency on Television | 0.590 | 0.1388 | Valid |
| Role of Food Vlogger | 0.673 | 0.1388 | Valid |
| Economic Improvement | 0.215 | 0.1388 | Valid |

Source: Data processed with SPSS

Table 4.1.3. Correlations

| | | Commercial Advertising Frequency on Television | Role of Food Vlogger | Economic Development |
|--|---------------------|--|----------------------|----------------------|
| Commercial Advertising Frequency on Television | Pearson Correlation | 1 | 0.768* | 0.171 |
| | Sig. (2-tailed) | | 0.000 | 0.015 |
| | N | 200 | 200 | 200 |
| Role of Food Vlogger | Pearson Correlation | 0.768** | 1 | 0.237* |
| | Sig. (2-tailed) | 0.000 | | 0.001 |
| | N | 200 | 200 | 200 |
| Economic Improvement | Pearson Correlation | 0.171* | 0.237* ¹ | 1 |
| | Sig. (2-tailed) | 0.015 | 0.001 | |
| | N | 200 | 200 | 200 |

Source: Data processed with SPSS

Judged from the outputs, the significance results (Sig. 2-tailed) for all indicators show significant results (0.000, 0.001, and 0.015 < 0.05), so it is concluded that each question indicator is **Valid**.

4.2 Reliability Test

This test is carried out to find out the consistent results of an answer about the respondents' responses. The table below presents the results of the reliability test for the Commercial Advertising Frequency on Television, the Role of Food Vlogger, and Economic Improvement.

Table 4.2. Reliability Test of Commercial Advertising Frequency on Television, Role of Food Vlogger, and Economic Improvement

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| 0.660 | 0.659 | 3 |

Source: Data processed with SPSS

Based on Table 1.4 above, it is shown the results of the reliability test. The table above can be explained because the Cronbach's Alpha value is greater than 0.60, then it can be concluded that the measuring instrument is Reliable.

4.3 Normality Test

The normality test aims to test whether in the regression model, confounding or residual variables have a normal distribution or not.

Table 4.3.
Normality Test One-Sample Kolmogorov-Smirnov Test

| | | Commercial Advertising Frequency on Television | Role of Food Vlogger | Economic Improvement |
|--------------------------------|----------------|--|----------------------|----------------------|
| N | | 200 | 200 | 200 |
| Normal Parameters ^b | Mean | 21,19 | 21.35 | 21.80 |
| | Std. Deviation | 1.794 | 1.571 | 1.629 |
| Most Extreme Differences | Absolute | 0.143 | 0.183 | 0.174 |
| | Positive | 0.136 | 0.183 | 0.166 |
| | Negative | -0.143 | -0.177 | -0.174 |
| Test Statistic | | 0.143 | 0.183 | 0.174 |
| Asymp. Sig. (2-tailed) | | 0.000 ^c | 0.000 ^c | 0.000 ^c |

Source: Data processed with SPSS

To test whether the data is normally distributed or not the Kolmogorov-Smirnov Test statistical test was performed. Residuals distribute normally if it has a significance value > 0.05 (Ghozali, 2016).

The table above shows that the variable values Asymptot Significant (2-tailed) of Commercial Advertising Frequency on Television (0.000), Role of Food Vlogger (0.000), and Economic Improvement (0.000) are less than $\alpha = 0.05$, so those variables' data are **Not Normally Distributed** but **Having Significant Effect**.

4.4 Multicollinierity Test

This test aims to test whether the regression model found a correlation between independent variables. According to Sunyoto (2016) explaining the test of multicollinearity was applied to multiple regression analysis consisting of two or more independent variables or independent variables ($X_1, X_2, X_3, \dots, X_n$) where the closeness of the relationship between the independent variables will be measured through the quantity correlation coefficient (r). A good regression model should not result in a correlation between independent variables. Multicollinearity can be seen from the value of the Variance Inflation Factor (VIF). If the VIF is < 10, then it can be concluded that there is **No Multicollinearity** between the independent variables in the regression model in this study.

Table 4.4. Multicolinierity Test

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|--|-----------------------------|------------|---------------------------|--------|-------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIEW |
| 1 (Constant) | 16.610 | 1.555 | | 10.685 | 0.000 | | |
| Commercial Advertising Frequency on Television | -0.024 | 0.098 | -0.027 | -0.247 | 0.805 | 0.410 | 2.438 |
| le of Food Vlogger | 0.267 | 0.112 | 0.258 | 2.385 | 0.018 | 0.410 | 2.438 |

Source: Data processed with SPSS

By looking at the analysis results in the table above, it is shown that there are no independent variables that have a Variance Inflation Factor (VIF) > 10 and also there are no independent variables that have a Tolerance value < 0.10. Therefore, it can be concluded that there is **No Multicollinearity** between the independent variables in the regression model.

4.5 Heteroscedasticity

The heteroscedasticity test can be done with scatter plot charts. Through graph analysis, a regression model is considered to result in **No Heteroscedasticity** if the points spread randomly and do not form a certain pattern that is clear and spread above or below zero on the Y-axis.

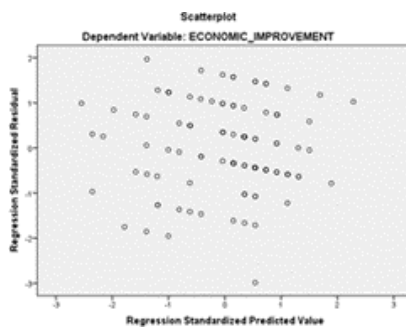


Figure 2. Heteroscedasticity Test
Source: Data processed with SPSS

Finding out the presence or absence of heteroscedasticity symptoms can be done using a heteroscedasticity graph between the predicted values of the dependent variable and the independent variable. From the scatterplot above, it can be seen that the points spread randomly and spread both above and below the number 0 and the Y-axis. It can be concluded that there is **No Heteroscedasticity** in the regression model, so the regression model is feasible to be used in testing.

4.6 Multiple Linear Regression Analysis

According to Sarwono and Narimawati (2020), the definition of multiple linear regression analysis is: "An association analysis that is used simultaneously to examine the effect of two or more independent variables on one dependent variable with an interval scale". The results of the multiple linear regression analysis equations are presented below:

Table 4.6.
Multiple Linear Regression Test Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 16.610 | 1.555 | | 10.685 | 0.000 |
| Commercial Advertising Frequency on Television | -0.024 | 0.098 | -0.027 | -0.247 | 0.805 |
| Role of Food Vlogger | 0.267 | 0.112 | 0.258 | 2.385 | 0.018 |

Source: Data processed with SPSS

Economic Improvement = 16.610 - 0.024 Commercial Advertising Frequency on Television + 0.267 Role of Food Vlogger + error

The regression equation model can be interpreted as follows:

- A constant of 16.610 states that Economic Improvement is 16.610 if the Commercial Advertising Frequency on Television and the Role of Food Vlogger variables are considered constant or equal to zero.
- The Commercial Advertising Frequency on Television regression coefficient is - 0.024, which means that if the value of the Commercial Advertising Frequency on Television does not increase (0), then Economic Improvement will decrease by 0.024.
- The Role of Food Vlogger variable regression coefficient is 0.267, which means that if the value increases by one unit, then Economic Improvement will increase by 0.267.

4.7 Simultaneous F Test

In this research, the F test is used to determine the level of significance of the simultaneous effect of Commercial Advertising Frequency on Television and the Role of Food Vlogger variables on the Economic Improvement variable. The F test is carried out to see if the influence of the independent variables (free) together affects the dependent variable (Ferdinand, 2016).

Table 4.7.
Simultaneous Hypothesis Test (F test)

| ANOVA | | | | | | |
|-------|------------|----------------|-----|-------------|-------|--------------------|
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 29.863 | 2 | 14.931 | 5.905 | 0.003 ^b |
| | Residual | 498.137 | 197 | 2.529 | | |
| | Total | 528.000 | 199 | | | |

Source: Data processed with SPSS

The results of statistical calculations show the value of $F_{\text{count}} = 5.905 > F_{\text{table}} = 3.04$ and a significant value of $0.003 < 0.05$, which shows that Commercial Advertising Frequency on Television and the Role of Food Vlogger variables **Significantly Influenced** Economic Improvement.

4.8 Partial T-Test

To partially test the significance of the regression model for each variable can be obtained using the t-test as can be seen in the following table:

Table 4.8. Partial Hypothesis Test (t-test) Coefficients

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--|-----------------------------|------------|---------------------------|--------|-------|
| | B | Std. Error | Beta | | |
| 1 (Constant) | 16.610 | 1.555 | | 10.685 | 0.000 |
| Commercial Advertising Frequency on Television | -0.024 | 0.098 | -0.027 | -0.247 | 0.805 |
| Role of Food Vlogger | 0.267 | 0.112 | 0.258 | 2.385 | 0.018 |

Source: Data processed with SPSS

- Hypothesis test partial results for the Commercial Advertising Frequency on Television variable show the value of $t_{\text{count}} = -0.247 < t_{\text{table}} = 1.97$ with a significance value of $0.805 > 0.05$, which can be concluded that the Commercial Advertising Frequency variable has a Negative and Not Significant Effect on Economic Improvement.
- Hypothesis test partial results for Role of Food Vlogger variable indicate the value of $t_{\text{count}} = 2.385 > t_{\text{table}} = 1.97$ with a significance value of $0.018 < 0.05$, which can be concluded that the Role of Food Vlogger variable has a Positive and Significant Effect on Economic Improvement.

4.9 Coefficient Determination Test (R^2)

This coefficient of determination is used to find out how much influence the independent variables have on the dependent variable. The coefficient of determination is determined by the adjusted r-squared (r^2) value.

Table 4.9.
Determination Coefficient Test (r^2) Model Summary

| Model | r | r Square | Adjusted r Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1 | 0.238 ^a | 0.057 | 0.047 | 1.590 |

Source: Data processed with SPSS

5.0 Conclusions

Based on the results of the research, it can be drawn research conclusions as follows:

- a) Commercial Advertising Frequency on Television Variable has a negative and no significant effect on Economic Improvement.
- b) Role of Food Vlogger Variable has a positive and significant effect on Economic Improvement.

Based on the results of the study, it is shown that the Role of the Food Vlogger Variable was only able to affect Economic Improvement by 4.7%, and the next researchers should add other factors that are not examined in this study or other kinds of variables.

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