



COMPARATIVE ANALYSIS OF VIDEO ADVERTISING BETWEEN INSTAGRAM AND TIKTOK

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LIST OF CONTENTS

COMPARATIVE ANALYSIS OF VIDEO ADVERTISING BETWEEN INSTAGRAM AND TIKTOK	I
SKRIPSI ADVISOR RECOMMENDATION LETTER	II
FOREWORD.....	III
DECLARATION OF ORIGINALITY	IV
PANEL OF EXAMINERS	V
STATEMENT OF ORIGINALITY	VI
INTELLECTUAL PROPERTY RIGHTS PERMIT	VII
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST	IX
ADVISOR APPROVAL FOR JOURNALS OR INSTITUTIONAL REPOSITORY	X
LIST OF CONTENTS	XII
LIST OF TABLES	XIV
LIST OF FIGURE	XV
ABSTRACT	XVI
CHAPTER I.....	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Research Questions	7
1.4 Structure of the <i>Skripsi</i>	8
CHAPTER II	9
2.1 Advertising and Advertising Effectiveness.....	9
2.1.1 <i>Ad attitude</i>	10
2.1.2 <i>Intrusiveness</i>	11
2.1.3 <i>Loyalty</i>	11
2.1.4 <i>Informativeness</i>	12
2.2 Social media	13
2.2.1 <i>Instagram</i>	14
2.2.2 <i>Tiktok</i>	15
2.3 Hypothesis.....	15
2.4 Theoretical Framework	17
2.5 Research Gap	17
CHAPTER III	19
3.1 Research Design.....	19
3.2 Sampling	19

3.3	Operational definition (instrument).....	20
3.4	Data collection technique	21
3.5	Data analysis techniques	21
3.5.1	<i>Respondent Profile</i>	22
3.5.2	<i>Descriptive Analysis</i>	22
3.5.3	<i>Reliability Test</i>	22
3.5.4	<i>Statistical Assumption Test</i>	23
3.5.5	<i>Analysis ANOVA (Analysis of Variance)</i>	23
3.5.6	<i>Analysis MANOVA (Multivariate Analysis of Variance)</i>	24
3.5.7	<i>Analysis Moderate (Age and Gender)</i>	25
3.5.8	<i>Parameter Estimates</i>	25
CHAPTER IV		26
4.1	Respondent profile	26
4.2	Descriptive analysis	27
4.3	Inferential Assumptions	30
4.3.1	<i>Reliability and Normality</i>	30
4.3.2	<i>Homogeneity and Multikolinearity</i>	32
4.3.3	<i>Differences in Advertising Effectiveness Between Instagram and Titkok (Comparative)</i>	35
4.4	Discussion	42
CHAPTER V		47
5.1	Conclusion	47
5.2	Implications.....	48
5.2.1	<i>Theoretical implications</i>	48
5.2.2	<i>Managerial implications</i>	48
5.3	Limitations and recommendations	49
APPENDIX		59
	Questionnaire	59
	QUESTIONER INSTAGRAM.....	59
	Screening Question	59
	Identitas responden.....	59
	Early question.....	60
	QUESTIONER TIKTOK.....	62
	Screening Question	62
	Identittas responden	62
	Early question.....	63
LIST OF TABLES		66
LIST OF FIGURE		78

LIST OF TABLES

Tabel 4. 1 Descriptive Analysis of Dependent Variables	66
Tabel 4. 2 Statistic of Platform, Gender and Age Variable.....	66
Tabel 4. 3 Platform, gender and age categories.....	66
Tabel 4. 4 Instagram Reliability	67
Tabel 4. 5 Tiktok Reliability.....	67
Tabel 4. 6 Normality Test Instagram	68
Tabel 4. 7 Normality Test Tiktok.....	68
Tabel 4. 8 Homogeneity Test	68
Tabel 4. 9 ANOVA Test	69
Tabel 4. 10 Multicollinearity Test.....	70
Tabel 4. 11 MANOVA Test	71
Tabel 4. 12 Parameter Estimates	71
Tabel 4. 13 Comparative Between Instagram and Tiktok	72
Tabel 4. 14 MANOVA Test of Variable and Platform Moderated by Age ...	72
Tabel 4. 15 Parameter Estimates of Variable and Platform Moderated by Age	73
Tabel 4. 16 MANOVA Test of Variable and Platform Moderated by Gender	75
Tabel 4. 17 Parameter Estimates Variable and Platform Moderated by Gender	76

LIST OF FIGURE

Figure 1. 1 World's most popular social networks	78
Figure 1. 2 Data how much Instagram profit from advertising	79
Figure 1. 3 Data how much Tiktok profit from advertising.....	79
Figure 1. 4 Ayam Koplo Instagram Content	80
Figure 1. 5 Wag! Ads	80
Figure 1. 6 Conseva Video Promotion on Tiktok.....	81
Figure 1. 7 Rainafa Instagram Video ads	81
 Figure 2. 1 Theoritical Framework	 82

ABSTRACT

Purpose - This study aims to compare the effectiveness of video advertisements on two popular social media platforms, Instagram and TikTok. Advertising effectiveness is assessed using four key indicators: ad attitude, intrusiveness, loyalty, and informativeness. Furthermore, the study investigates whether age and gender moderate the relationship between the social media platform and advertising effectiveness.

Methodology - Employing a quantitative comparative approach, this study collected primary data through an online questionnaire distributed to 200 purposively selected respondents from Generation Z and Y. Respondents evaluated video ads from either Instagram or TikTok. Data were analyzed using descriptive statistics, MANOVA, ANOVA, and moderation analysis to assess the influence of platform, age, and gender on advertising effectiveness.

Findings - The results indicate that TikTok outperforms Instagram in fostering higher levels of Ad Attitude, Loyalty, and Informativeness, although it is also perceived as more intrusive. MANOVA results confirmed that platform choice significantly affects all four advertising dimensions. However, moderation tests revealed that neither age nor gender significantly alters the effect of platform on advertising effectiveness, though some patterns indicate that Gen Y and female users tend to perceive Instagram ads more positively.

Originality Values - This study contributes to the growing body of literature on social media advertising by offering a direct empirical comparison between Instagram and TikTok video ads. It challenges the assumption that demographic variables such as age and gender significantly impact ad perception and provides actionable insights for marketers aiming to optimize platform-specific advertising strategies.

Keywords: Advertising Effectiveness, Ad Attitude, Intrusiveness, Loyalty, Informativeness, Instagram, TikTok, Generation Z, Generation Y, Gender.