

Analyzing the Role of Beauty Classes and Beauty Events as Below the Line (BTL) Promotional Strategies in Enhancing Brand Awareness at PT Vitapharm (Viva Cosmetics)

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Abstract

Research Aims: This study aims to analyze the role of beauty classes and beauty events as Below the Line (BTL) promotional strategies at PT Vitapharm (Viva Cosmetics) in enhancing brand awareness among consumers.

Design/Methodology/Approach: A qualitative approach was employed, utilizing direct observations and in-depth interviews with participants of beauty classes and beauty events, alongside marketing managers at PT Vitapharm. Data collection focused on evaluating the effectiveness of these strategies in raising consumer brand awareness. Thematic analysis was conducted to identify key insights and recurring patterns in participant experiences and perceptions.

Research Findings: The findings reveal that beauty classes and beauty events significantly enhance brand awareness. Participants reported improved familiarity with the brand and its product offerings, as well as stronger emotional connections with Viva Cosmetics. The interactive and experiential nature of these events fosters deeper consumer engagement and promotes brand recognition. The study also highlights the importance of experiential marketing in strengthening brand visibility within the competitive cosmetics industry. **Conclusion:** This research concludes that beauty classes and beauty events serve as effective BTL promotional strategies for PT Vitapharm (Viva Cosmetics). By delivering engaging and informative consumer experiences, these activities strengthen the brand's presence and recognition in the market. Future studies could investigate the scalability of such strategies and their long-term impacts on brand.

Keywords: *Beauty Class, Beauty Event, Below the Line (BTL), Brand Awareness, Consumer Engagement.*

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I. Introduction

The cosmetics industry in Indonesia has experienced significant growth over the past few decades, driven by innovation, creative marketing strategies, and increasing consumer interest in beauty products. One prominent local brand, Viva Cosmetics, has remained competitive in the market since 1962 by consistently innovating and employing Below the Line (BTL) promotional strategies. Key initiatives, such as beauty classes and beauty events, are pivotal in building emotional connections with consumers and enhancing brand awareness (Rustianah et al., 2022; Lies Putriana et al., 2019). BTL strategies enable direct interaction between brands and consumers, providing personalized experiences that strengthen loyalty and brand recognition. Activities like beauty classes offer product education, while beauty events create interactive spaces where consumers can engage with products firsthand. However, the success of such strategies relies on structured approaches that analyze operational challenges and measure their impact on brand awareness, a critical metric for assessing marketing campaign effectiveness (Purnamasari et al., 2022).

The cosmetics industry in Indonesia has experienced significant growth over the past few decades, driven by innovation, creative marketing strategies, and increasing consumer interest in beauty products. This expansion is evident from the rising production and sales of cosmetics in Indonesia, which have been increasing year by year. One prominent local brand, Viva Cosmetics, has remained competitive in the market since 1962 by consistently innovating and employing Below the Line (BTL) promotional strategies. BTL marketing focuses on direct consumer engagement through targeted activities, distinguishing it from Above the Line (ATL) strategies that utilize mass media.

Key initiatives, such as beauty classes and beauty events, are pivotal in building emotional connections with consumers and enhancing brand awareness. Beauty classes offer personalized education on product usage, while beauty events provide interactive experiences that allow consumers to engage with products firsthand. These strategies have been effective in increasing brand awareness and consumer engagement. However, the success of such strategies relies on structured approaches that analyze operational challenges and measure their impact on brand awareness, a critical metric for assessing marketing campaign effectiveness. Operational challenges in BTL marketing can include limited reach compared to ATL strategies and higher costs associated with personalized engagement.



Figure 1: Influence of Beauty Class and Beauty Event on Brand Awareness.

Source: Developed by the Researcher

Variables:

- **X1 (Beauty Class):** An independent variable representing educational activities and direct consumer interactions.
- **X2 (Beauty Event):** Another independent variable covering promotional activities such as exhibitions or interactive events.
- **Y (Brand Awareness):** The dependent variable reflecting the level of consumer recognition of the Viva Cosmetics brand.

H₁: Depicts the influence of beauty class on brand awareness.

H₂: Depicts the influence of beauty event on brand awareness.

II. Empirical Literature Review

Promotion in Marketing

Promotion is one of the essential elements of the marketing mix, with a primary goal of influencing consumer behavior. Armstrong and Kotler (2015) emphasize that promotion encompasses all activities aimed at informing, persuading, and reminding consumers about the products or services being offered. Thus, promotion is not merely a communication process; it must be designed to significantly impact consumers' purchasing decisions.

An effective promotional strategy is also crucial for enhancing product visibility in the market. According to Suciana (2023), promotional strategies not only aim to inform consumers but also seek to drive awareness and interest among potential customers. This dual objective underscores the importance of aligning promotional efforts with consumer expectations to achieve optimal engagement and conversion.

Objectives of Promotion

Fandy Tjiptono (2008) highlights that the goals of promotion include informing, persuading, influencing, and reminding target customers about a company's products and marketing mix. These objectives extend to building the brand's image and encouraging purchases. Sholihat (2018) identifies several reasons why companies engage in promotional activities, including:

1. Identifying and attracting new customers.
2. Communicating new products.
3. Increasing the number of customers for well-established products.
4. Encouraging consumers to visit stores where products are sold.
5. Motivating consumers to purchase products.

Below the Line (BTL) Promotional Strategies

Below the Line (BTL) strategies emphasize direct interaction between companies and consumers. According to Sun Media (2024), "Marketing Below the Line (BTL) focuses more on promotions directly targeting specific consumers or audiences. These methods include activities like sales promotions, events, and direct mail." This approach allows companies to reach more segmented audiences, creating personalized and relevant experiences for consumers. Techniques such as event marketing and product sampling provide opportunities for consumers to engage directly with the products, often resulting in increased purchase intention. Kasali (2019) categorizes advertising media into two types: Above the Line (ATL) and Below the Line (BTL). BTL media includes direct mail, exhibitions, point-of-sale display materials, calendars, keychains, and other souvenirs. These media are more direct and impactful on audiences, as they allow consumers to experience or interact with a product firsthand. BTL media has several defining characteristics:

1. Limited target audience.
2. The opportunity for audiences to experience, touch, or interact with products, and even make purchases directly.
3. Media usage includes events, sponsorships, sampling, point-of-sale materials, consumer promotions, and trade promotions.
4. Higher production costs compared to media placement costs. BTL strategies are instrumental in bridging the gap between brands and consumers by offering an experiential dimension that enhances product understanding and encourages loyalty.

International Perspectives on BTL Strategies

Studies in the global context reinforce the importance of BTL promotional strategies in building brand awareness. For instance, Kumar et al. (2020) found that direct consumer engagement through experiential marketing significantly enhances consumer recall and brand recognition. Similarly, Aaker and Joachimsthaler (2000) emphasize that personalized interactions during promotional events foster emotional connections, which are pivotal for long-term brand loyalty.

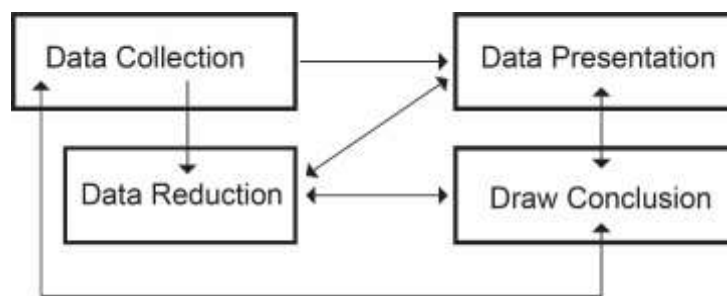
Research by Percy and Rossiter (1992) highlights the psychological impact of BTL marketing, noting that activities such as product sampling and interactive events create lasting impressions on consumers, influencing their purchasing decisions and perceptions of quality. Furthermore, Keller (2009) suggests that experiential marketing, a core component of BTL strategies, serves as a powerful tool for differentiating brands in competitive markets, especially in the cosmetics industry.

Brand Awareness

Brand awareness refers to the degree to which consumers recognize and recall a brand when considering a product category. In the competitive landscape of the cosmetics industry, building brand awareness involves more than just promotional efforts—it requires aligning with industry norms, creating distinct brand identities, and fostering emotional connections with consumers. As Selznick (1996) emphasized, an organization develops its unique identity over time, distinguishing itself from competitors and establishing a foundation for long-term success and competitiveness. When brands successfully build a sense of community, their consumers begin to see the brand's achievements as intertwined with their own successes. This phenomenon fosters psychological attachment and organizational identification (Ashforth & Mael, 1989). In the context of cosmetics, this could mean customers identifying with a brand's prestige, heritage, or innovation. Fuller et al. (2006) highlight that such identification leads to stronger brand loyalty and emotional investment, while perceptions of external prestige can amplify consumer commitment to the brand (Ata & Ataman Berk, 2020).

III. Method, Data, and Analysis

This study employs a qualitative research design. The qualitative method involves the use of non-numerical data, which is then analyzed qualitatively (Ghozali, 2018). The research design encompasses all the processes required for conducting the study. Qualitative methods are used to examine the conditions of scientific objects. According to Fadli Uus (2021), using a qualitative approach allows for more comprehensive, in-depth, credible, and meaningful data, thus ensuring that the research objectives are met. This approach includes reviewing various written information, images, and observing the activities of people and objects around the researcher through techniques such as observation, interviews, and others.



Qualitative Research Design (Interactive Model)

Source: Fadli (2021:16)

The research analysis follows a descriptive qualitative approach using the Milles & Huberman model, which consists of the following stages:

- **Data Collection:** The data collection technique is a systematic procedure to gather the necessary data. The data is collected through direct observation, interviews, and other relevant methods.
- **Data Reduction:** Data reduction refers to the process of summarizing, selecting key aspects, and focusing on important elements that align with the research theme and sub-focus. This process helps clarify and streamline the data, making it easier to handle in subsequent stages.
- **Data Display:** After data reduction, the data is displayed in a clear and organized manner. This can be done through short descriptive texts (narrative), charts, relationships between categories, flowcharts, or similar methods.
- **Conclusion Drawing/Verifying:** This stage involves drawing conclusions or verifying findings. Initial conclusions are provisional and may change if strong evidence is not found during subsequent data collection. However, if the conclusions drawn at the initial stage are supported by valid and consistent evidence during later data collection, the conclusions are considered credible.

Research Location and Period

The research was conducted by the author during an internship at PT. Vitapharm (Viva Cosmetics), located at Jl. Panjang Jiwo No. 42, Panjang Jiwo, Kec. Tenggilis Mejoyo, Surabaya, East Java 60299, from August 26, 2024, to December 26, 2024. This period provided the opportunity to observe and analyze the company's Below the Line (BTL) promotional strategies in real-time.

Data Sources

The data sources used in this study consist of both primary and secondary data. Primary data is typically collected directly from the research object, while secondary data is obtained indirectly from other sources outside the research object.

Primary Data

According to Sugiyono (2018), "primary data is data that is directly provided to the researcher." In this study, primary data was specifically gathered to answer the research questions through direct observation and interviews.

Secondary Data

Sugiyono (2018) defines secondary data as "data obtained through reading, studying, and understanding other media sources, such as literature, books, and documents." In this study, secondary data was collected from various sources, including documentation from the research object, the internet, articles, journals, and document analysis.

Data Collection Methods

Data collection is a process of approaching subjects to obtain the characteristics required for research (Nursalam, 2020). In this study, the data collection process followed these methods:

1. *Observation*
Sugiyono (2018) explains that "observation is a complex process made up of various biological and psychological processes. Two of the most important are the processes of observation and memory." The data collection method employed in this study involved direct observation of the subjects and objects being studied, specifically the Sultan Karawang cafe.
2. *Interviews*
Sugiyono (2018) states that "interviews are used as a data collection technique when conducting a preliminary study to identify research problems and when researchers want to explore more in-depth information from a small number of respondents." The researcher selected semi-structured interviews for this study. According to Sugiyono (2018), "semi-structured interviews involve asking questions freely, compared to structured interviews, but still follow the interview guide that has been prepared." The purpose of the interviews was to explore the research issues more openly while staying within the topic under investigation.
3. *Document Analysis*
Sugiyono (2018) defines documentation as "a method used to obtain data and information in the form of books, archives, documents, written numbers, and images such as reports and descriptions that can support the research." In this study, documentation analysis was used to supplement data collection.

Research Instruments

Research instruments are tools used to collect data in a study. They are all the equipment employed to obtain, manage, and interpret information from respondents using a consistent measurement approach (Nasir, 2011). In this study, the researcher used the following research instruments:

Table 1. Research Instrument

Research Variable	Operational Definition	Indicator	Data Type
Beauty Class	Educational sessions where consumers learn about beauty products, techniques, and tips.	1. Number of participants in beauty classes 2. Topics covered (e.g., skincare, makeup) 3. Consumer satisfaction	Qualitative (Observations, Interviews)
Beauty Event	Promotional events designed to engage consumers with the brand through interactive activities.	1. Number of attendees 2. Type of activities (e.g., product demonstrations, giveaways) 3. Consumer feedback on event experience	Qualitative (Observations, Interviews)
Brand Awareness	The extent to which consumers recognize and recall the brand and its products.	1. Recognition of specific products 2. Emotional connection with Viva Cosmetics brand	Qualitative (Observations, Interviews)

IV. Result and Discussion

Research Locus

PT Vitapharm, better known by its brand Viva Cosmetics, was established in 1962 in Surabaya, Indonesia, by five entrepreneurs. Initially named PT General Indonesian Producing Centre, the company focused on pharmaceutical production. However, with the involvement of Dr. Tio Tiong Hoo, who led the cosmetics division, the company shifted its focus to beauty products. In 1964, the company was renamed PT Pabrik Pharmasi Vita, reflecting its new focus on cosmetics, with the name "Vita" symbolizing the brand's commitment to high-quality products. Viva Cosmetics pioneered the Indonesian cosmetic industry, becoming the first to label products with "Made in Indonesia" in 1970, emphasizing pride in local production. By 1973, the company had expanded its operations with a new factory in Surabaya to meet growing demand. Today, Viva Cosmetics continues to innovate and remains a leading brand in Indonesia's beauty industry, known for delivering trusted, high-quality products.

Analyzing the Role of Beauty Classes and Beauty Events

PT Vitapharm, known for its renowned brand Viva Cosmetics, has adopted a comprehensive promotional strategy that blends modern digital marketing trends with traditional Below The Line (BTL) strategies. While social media (Medsos) has gained tremendous popularity as a promotional tool in recent years, PT Vitapharm recognizes the irreplaceable value of direct consumer interaction. This is why the company places significant emphasis on BTL activities such as seminars, workshops, competitions, exhibitions, and makeup sponsorships. These activities facilitate face-to-face engagement with consumers, allowing for deeper connections and more effective communication of the brand's message.

Among the BTL initiatives, Beauty Classes and Demos have emerged as particularly impactful. These events go beyond the conventional advertising methods by offering hands-on experiences, educating consumers about Viva Cosmetics' products in a detailed and interactive manner. Beauty Classes, in particular, allow consumers to not only learn about the products but also receive personalized guidance on how to use them effectively. This type of direct education strengthens consumer trust and loyalty, fostering a deeper understanding of the brand and its offerings.

Beauty Class

Observations indicate that beauty classes provide significant benefits for both consumers and the company. Participants showed enthusiasm during sessions that included education on skincare, product usage techniques, and beauty tips. The personal interaction between consumers and trainers helped build trust in Viva Cosmetics products. During each session, consumers not only learned about the products but also experienced their benefits firsthand. This was evident from the positive feedback from participants, who felt more confident and motivated to purchase the products after the event.

1. *Number of Participants:* The beauty classes conducted by PT Vitapharm consistently attracted strong consumer interest, showcasing the effectiveness of these sessions in engaging participants.
2. *Topic Covered:* The sessions primarily focused on skincare routines, proper makeup application, and product benefits, with skincare discussions and hands-on makeup tutorials being particularly valued by attendees.
3. *Consumer Satisfaction:* Feedback collected through interviews and surveys indicated high levels of satisfaction, with participants praising the clarity of the demonstrations and the expertise of the trainers, underscoring the positive impact of these sessions on consumer engagement.

Beauty Event

Beauty events, such as those held during the Surabaya Fashion Trend and corporate visits, successfully attracted the attention of many consumers. Activities like product demonstrations, direct consultations, and sample giveaways created memorable experiences. These events strengthened the emotional connection between the brand and consumers while expanding Viva Cosmetics' market reach. Observations during these events revealed that consumers were keen to try the products and sought more information, indirectly driving an increase in sales.

1. *Number of Attendees:* Beauty events, such as the Surabaya Fashion Trend and Viva promotional booths, successfully engaged a large audience, demonstrating their effectiveness in reaching a broader consumer base.
2. *Type of Activities:* These events featured diverse activities, including product demonstrations, live consultations, giveaways, and sampling sessions, which encouraged active participation and heightened consumer interest in the brand.
3. *Consumer Feedback on Event Experience:* Attendees appreciated the interactive and engaging nature of these events, highlighting the welcoming environment created through giveaways and live consultations, which positively influenced their intent to purchase Viva products.

Observational results show that beauty classes and beauty events directly contribute to enhancing brand awareness. Participants were more likely to recognize Viva Cosmetics' flagship products, even before deciding to make a purchase. The personal relationships built during these activities left a positive impression on consumers, fostering a stronger connection to the brand and encouraging brand recall in their daily lives.

The Beauty Class and Demo events serve as vital touchpoints for increasing brand awareness. By offering free, informative sessions, PT Vitapharm provides an opportunity for potential consumers to experience the products firsthand and see their

benefits in action. This interactive approach creates a memorable impression, making it more likely that attendees will share their experiences with others, thus expanding the brand's reach.

However, despite the success of these initiatives, PT Vitapharm acknowledges that the frequency and geographic reach of Beauty Classes and Demos still need expansion. Given the company's wide distribution network across Indonesia, it is essential to ensure that these events reach a larger and more diverse audience. At present, these events have not been conducted uniformly across the country, leaving certain areas underrepresented. Therefore, there is a clear need to scale up these activities in order to cover a broader geographic range and make these educational experiences available to more consumers.

Looking ahead, PT Vitapharm plans to implement a more expansive strategy for Beauty Classes, aiming to foster closer relationships between the brand and its consumers. One key objective is to improve brand awareness and drive sales in specific regions. To achieve this, the company plans to collaborate with various professional sectors, including education, healthcare, banking, government, and community organizations. By reaching out to these sectors, PT Vitapharm can effectively target diverse groups of consumers and create strategic partnerships that enhance the brand's visibility and credibility.

Both Beauty Classes and Beauty Events have proven to be powerful tools in promoting Viva Cosmetics' brand awareness. These initiatives not only build trust with consumers but also help create a lasting connection with the brand. By scaling up these efforts and expanding their reach across Indonesia, PT Vitapharm can strengthen its position in the competitive cosmetics market and ensure sustained growth in the years to come. The integration of educational experiences with traditional promotional methods continues to be a vital component of PT Vitapharm's strategy for success.

Discussion

The Role of Beauty Classes in Enhancing Brand Awareness

The findings indicate that beauty classes effectively contribute to building a deeper understanding of Viva products among consumers. By providing a platform for personal interaction and education, these sessions enhance consumer trust and product knowledge. The high satisfaction levels among participants underscore the importance of delivering quality content tailored to consumer needs. These insights suggest that beauty classes act as a critical touchpoint for strengthening brand loyalty and fostering word-of-mouth promotion.

The Impact of Beauty Events on Consumer Engagement

Beauty events, with their larger reach and interactive nature, significantly boost consumer engagement. The variety of activities, particularly product demonstrations and giveaways, created memorable experiences that increased consumers' purchase intentions. The high turnout and positive feedback emphasize the effectiveness of such events in expanding the brand's reach and appealing to a broader demographic, including first-time consumers.

Interrelationship Between Beauty Classes, Beauty Events, and Brand Awareness

Both beauty classes and events play complementary roles in driving brand awareness. While beauty classes focus on personal interaction and education, beauty events target mass engagement and experiential marketing. This dual strategy ensures a comprehensive approach to enhancing brand recall and emotional connection. The high levels of consumer recognition and emotional resonance with the Viva brand indicate the success of these promotional strategies.

V. Conclusion and Implications

Through this internship at PT Vitapharm, the research revealed the significant impact of beauty classes and beauty events in enhancing brand awareness and fostering consumer engagement. These activities serve as effective promotional tools, creating direct interactions with consumers and establishing emotional connections with the brand. Beauty classes provided an educational platform for consumers, while beauty events reached a wider audience, combining entertainment with product exposure. The success of these initiatives highlights their role in driving awareness and contributing to the company's sales performance.

Beauty classes offer personalized interaction that strengthens consumer loyalty, while beauty events, such as sponsorships and exhibitions, serve as promotional media that help expand the brand's market reach. In addition, administrative support, such as managing participant data, tracking revenue, and handling sponsorship proposals, plays a significant role in ensuring the success of these promotional efforts. Overall, the BTL promotion strategy through beauty classes and beauty events at PT Vitapharm has proven to be effective in creating positive consumer experiences and supporting the company's business goals.

The findings of this research also underscore the importance of continuously innovating and adapting promotional strategies to meet evolving consumer needs. Leveraging digital platforms to complement beauty classes and events could further enhance their effectiveness, especially in targeting younger, tech-savvy audiences. Future studies should explore how integrating digital marketing with BTL strategies could maximize brand visibility and improve consumer engagement on a broader scale.

Implications for the Company

1. Optimization of Social Media: To further amplify the impact of beauty classes and beauty events, PT Vitapharm should integrate these activities with real-time digital promotions. This approach could significantly increase outreach and attract the attention of younger generations, such as Millennials and Gen Z, who are highly engaged on social media platforms. By combining offline and online strategies, the company can enhance visibility and create a seamless promotional experience for consumers.
2. Regular Evaluation of BTL Promotional Strategies: It is essential for PT Vitapharm to conduct regular evaluations of the effectiveness of their BTL promotional strategies. These evaluations can be based on sales data, consumer feedback, and overall revenue growth. By systematically assessing the success of beauty classes and beauty events, the company can identify areas for improvement, adjust strategies accordingly, and ensure continued success in the market.
3. Leverage Technology for Consumer Feedback: The company should consider implementing digital surveys or QR code feedback systems during beauty events to collect real-time insights from consumers. This technology can provide immediate and actionable feedback on the event, products, and services, allowing PT Vitapharm to make quick adjustments and improve future promotional activities.

Relevance of Internship Activities to Academic Courses

The tasks and responsibilities undertaken during the internship directly relate to the core subjects included in the academic conversion plan:

1. Business Modeling: Tasks such as analyzing beauty class and beauty event structures, calculating consumer attendance, and developing proposals for sponsorship align with the principles of creating and evaluating effective business models.
2. Business Practice in Indonesia: Engaging in consumer interactions, stock management, and understanding distribution mechanisms during promotional events provided hands-on experience in real-world business practices specific to the Indonesian market.
3. Event Management: Coordinating beauty classes, preparing promotional materials, and overseeing event activities offered practical insights into planning, executing, and evaluating events, a key aspect of this subject.
4. Business Communication and Negotiation: Activities involving sponsorship proposals and consumer interaction required effective communication and negotiation skills, reinforcing theoretical concepts.
5. Business Ethics: Adhering to ethical standards in promotional practices, consumer interactions, and data management reflected the importance of ethics in fostering trust and credibility.
6. Export-Import Management: Although indirectly involved, managing stock and understanding product distribution offered exposure to logistical aspects that intersect with export-import operations.

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