

Comparison of the Effectiveness of Digital and Television Advertising Elements at Gojek Indonesia Company

Komparasi Efektifitas Elemen Iklan Digital dan Televisi pada Perusahaan Gojek Indonesia

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Abstract - This study aims to compare Gojek's digital advertising with television advertisements using the AIDA model. A comparative quantitative methodology was utilized in Bogor City. This study examined Gojek users who were exposed to advertisements on both digital media and television. Data were collected through questionnaires using convenience sampling and the Lemeshow formula to determine the sample size. A total of 129 respondents were analysed using the Mann-Whitney nonparametric test. The findings reveal that the average evaluation of Gojek's digital advertising elements is higher than that of television advertisements, showing a significant difference between them. This implies that advertising media choice, based on advertising elements, can have varying impacts on the effectiveness of each medium. Media selection can be tailored to specific companies, such as Gojek in Indonesia, which operates in the technology and transportation sectors and achieves a more effective impact through digital media than through television advertisements. The novelty of this study lies in the use of advertising elements as comparative indicators, in addition, research related to advertising in online transportation companies is still limited, especially in terms of media comparison.

Keywords: AIDA, Digital Advertisement, Gojek, Television Advertisement.

Abstrak - Penelitian ini bertujuan untuk membandingkan iklan digital Gojek dengan iklan televisi menggunakan model AIDA. Metodologi kuantitatif komparatif digunakan di Kota Bogor. Penelitian ini mengkaji pengguna Gojek yang terpapar iklan baik di media digital maupun televisi. Data dikumpulkan melalui kuesioner dengan teknik convenience sampling dan rumus Lemeshow untuk menentukan ukuran sampel. Sebanyak 129 responden dianalisis menggunakan uji nonparametrik Mann-Whitney. Temuan penelitian menunjukkan bahwa rata-rata penilaian terhadap elemen iklan digital Gojek lebih tinggi dibandingkan dengan iklan televisi, menunjukkan perbedaan signifikan di antara keduanya. Hal ini mengimplikasikan bahwa pemilihan media iklan, berdasarkan elemen-elemen iklan, dapat memberikan dampak yang berbeda terhadap efektivitas tiap media. Pemilihan media dapat disesuaikan dengan perusahaan tertentu, seperti Gojek di Indonesia, yang bergerak di sektor teknologi dan transportasi serta mencapai dampak yang lebih efektif melalui media digital dibandingkan dengan iklan televisi. Kebaruan penelitian ini terletak pada penggunaan elemen iklan sebagai indikator pembandingan, selain itu penelitian terkait periklanan pada perusahaan transportasi online masih relatif terbatas terutama pada perbandingan media.

Kata Kunci: AIDA, Gojek, Iklan Digital, Iklan Televisi.

INTRODUCTION

The current development of technology and the Internet has a major impact on everyday life, especially in the field of advertising. Television and the Internet are the two main media in advertising, so media selection in advertising is important in order to reach the desired target market. Television and Internet media allow people to access information easily and become advertising platforms. Although television and the Internet are media for seeking information and advertising, no one can deny the important role played by the Internet in our daily lives. This advanced technology has successfully transformed the world of communication and information into a small screen (smartphone) that everyone can access in seconds (Bali, 2010).

The development of digital media has had a significant impact on advertising. The history of the advertising industry shows the dominance of the creative and strategic director's view of a brand. While brand understanding and creative messaging remain important, advertising planning now focuses more

on aligning the message with the individual and context, an approach that was previously unthinkable. Therefore, the presence of the message becomes less important as it is more focused on the right placement at the right time, such as in targeted direct marketing, and does not need to be as provocative and flashy as nuisance-based advertising that is common today (Mulhern, 2009).

Based in dataindonesia.id from 2016 Internet users in Indonesia to 2023, the number of Internet users will reach 78.19% of the total population in Indonesia by 275.77 million in 2023. The use of social media at this time is not only a means of exchanging information between one or two people; social media can be utilized more broadly, such as marketing communication media and campaign media intended for a wide audience Jayawinangun & Valdiani, (2019), (Pratama et al., 2023). The increase in Internet users did not cause the television audience to disappear, but after the implementation of the analog switch off (ASO), television users experienced a slight decline. According to the Nielsen Indonesia survey, the total population of people who watched terrestrial analog television broadcasts before the broadcasting migration (analog switch off/ASO) reached around 59 million people. In the Nielsen Indonesia survey dated May 1, 2023, although it was still below the number before the ASO, people who watched digital television broadcasts or after the ASO had reached 54.7 million which was almost close to before the ASO took place.

Advertising is an important element that can provide influence starting from the awareness, learning, and liking stages Kaur & Sharma, (2022), Khairunnisa et al., (2023). Furthermore, Yongkang (2024) explores its application in contemporary marketing communications, and the challenges and improvements it faces in the rapidly evolving marketing landscape. Research conducted by Valenti et al (2023) shows that the order of advertising effects can differ across brands and product categories, with the most common order being affect → cognition → experience (ACE), these findings explain the process of advertising influence on consumers in the digital era. The trends in digital marketing and social media marketing have replaced traditional marketing and advertising methods. Traditional advertising methods, which are the most credible and authentic, are becoming old-fashioned in social media advertising (Saxena, 2021). The use of advertising on television or Internet media greatly affects various companies, especially companies based on technology and information. Important steps in the selection of advertising media are (1) determining reach, frequency, impact, and engagement, (2) choosing among the main media types, (3) choosing the right delivery for a particular media, and (4) choosing the right media time (Kotler et al., 2017). The measurement of effectiveness found that their advertisements did not bring the expected influence, so the decision to stop funding or the circulation of these advertisements is a logical and rational decision (Hasanah, 2016).

This comparison between digital and TV advertising has been done previously, which shows that there are differences in the interest and desire for digital and TV advertising (Alamsyah et al., 2022). In certain contexts, television advertising still has a greater impact than advertising on digital media, such as in the introduction of new products Curana et al., (2022), brand building Draganska et al., (2014) and information fulfilment Shaban, (2024), (Sinha & Sharma, 2025). Conversely, digital media advertising and television advertising exhibit distinct differences in audience engagement and retention, primarily influenced by their respective formats and viewer interactions. Television remains a potent medium for capturing attention and eliciting emotional responses. However, digital platforms offer enhanced interactivity and personalization, potentially leading to higher engagement levels. Digital media facilitates interactive content, thereby actively engaging users. According to the AIDA model, for food industry digital media frequently achieves higher scores in attention, interest, desire, and action compared to television (Wilujeng, 2016). Digital advertising can tailor content based on user data, thereby increasing engagement Garganas, (2024), and it also enables direct feedback and discussion regarding advertisements (Fossen & Schweidel, 2017).

A company needs the right media to advertise to increase brand awareness and brand positioning, including Gojek Indonesia, which is the largest online transportation service in Indonesia. An INDEF survey Ahdiat, (2022) was conducted in 2022 in Jakarta, Bogor, Tangerang, Bekasi, Bandung, and Palembang. Yogyakarta and Bali were dominated by Gojek services at 82.6%, followed by Grab (52.3%), Maxim (19.6%), and InDriver (4.9%). Similarly, the results of the Research and Development

Agency) of the ministry of transportation in 2022 revealed that the majority of the public used the Gojek online transportation application, followed by Grab, Maxim, InDriver, and others by 0.23 percent. This study introduces a novel approach by utilizing advertising elements as indicators of effectiveness. Furthermore, research on advertising within online transportation companies is notably scarce, particularly in the context of media comparison. In light of these background considerations and research gaps, the author seeks to investigate the comparative effectiveness of digital and television advertising within the Indonesian company Gojek. This research is anticipated to contribute theoretically by reinforcing the AIDA model and offer practical implications applicable to online transportation companies, such as Gojek in Indonesia.

LITERATURE REVIEW

AIDA (Attention, Interest, Desire, Action) Model

The AIDA (attention, interest, desire, action) model remains a foundational framework in modern marketing communication strategies, delineating the psychological progression consumers experience from initially noticing an advertisement to making a purchase decision. As articulated by Kotler & Keller, (2016), AIDA is among the most influential models for understanding consumer responses to marketing communications and is widely utilized to develop effective advertising messages. Recent research corroborates the model's applicability in the digital context, Tristanto & Hurriyati (2023) found that while the variables of Attention, Interest, and Desire did not consistently affect purchase intent, the Action variable exerted a significant influence, highlighting the pivotal role of the final stage in shaping consumer decisions. Furthermore, Budiawan et al. (2017) demonstrated that creativity and the intensity of ad exposure significantly impacted all AIDA stages, with the most pronounced effect on Action. This indicates that the AIDA model continues to be pertinent in the context of the digital era and plays an increasingly significant role in enhancing the effectiveness of marketing campaigns.

Advertising

Advertising is a commercial method of communication that has been applied for hundreds of years by society (Wells et al., 2010). According to Shimp & Andrews, (2013), advertising is a paid form of communication mediated by an identifiable source designed to persuade the recipient to take action, now or in the future. According to Kotler and Keller (2016) any form of non-personal presentation and promotion of ideas, goods, or services is paid for by certain sponsors through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audio tapes, video tapes, video disks, CD-ROMs, Web pages), and display media (billboards, signs, and posters).

Advertising requires the use of media or a combination of advertising. Advertising has various elements that can affect how products or services are received in society. The following are the elements of advertising, Bloom & Boone, (2006), Rossister dan Piercy (1987) in Goenawan, (2018):

1. **Headline:** useful for getting attention from those who see the ad.
2. **Copy:** describes part of the headline to sell, inform, raise interest, and interest someone to act upon seeing an advertising.
3. **Lay-out:** useful to demand the direction of gaze from one advertising element to another to maintain a sense of interest in consumers.
4. **Music:** the sound of music used when the advertisement is aired. Music is an advertising element that can be divided into two types: jingle and background music.
5. **Color:** composition of color combinations and lighting settings with objects in the advertisement.
6. **Movement:** the movement seen during the broadcast of an advertisement can cause a person's emotions to dissolve in it, so that it can generate a sense of interest in the person who sees it.

Digital advertising

The main forms of online advertising are display and search-related ads. Simultaneous, display, and search-related ads (Kotler et al., 2017). These constitute the largest part of a company's digital marketing budget. Online display ads can appear anywhere on an Internet user's screen and often relate to the information that the user is viewing. Such display advertising has grown rapidly in recent

years in that it engages consumers directly and leads to a path to purchase. Today, many media advertisements incorporate animation, videos, sound, and interactivity.

According to Shimp & Andrews, (2013) there are two forms of advertising available as a search tool to online advertisers. One form, as already described, is keyword search (also called keyword matching), and the other involves placing ads on content-oriented websites that provide an appropriate context for advertising certain types of products.

Television Advertising

TV commercials are sales messages advertised by advertisers on sponsored programs or during breaks during shows. The duration of TV commercials should not be too long (Wilujeng, 2016). This is because television advertising is a visual language. Each image and sound usually contains solicitation and persuasion. The compilation of advertising images is so fast-moving, the composition is constantly changing, the frame is beautiful.

According to Wells et al., (2010) television advertising is embedded in programming, so most of the attention in media buying, as well as in measuring the effectiveness of television advertising, is focused on the performance of various shows and how to engage audiences. According to Shimp & Andrews, (2013) Television is an intrusive medium capable of generating excitement, showing brands in use, and achieving impact. Television advertising suffers from clutter, audience fractionalization, and high costs.

Advertising Effectiveness

According to Perreault et al., (2010) effectiveness depends on how well the medium fits with other marketing strategies; that is, it depends on (1) the objectives of the promotion, (2) the target market to be reached, (3) the funds available for advertising, and (4) the nature of the medium, including who is reached, with what frequency, with what impact, and at what cost. Shimp & Andrews, (2013) regarding the effectiveness of online advertising and the various measurements that can be used to show whether these objectives have been achieved, there are at least four general objectives as follows:

1. The value of exposure or popularity of a website or online advertisement (for example, the number of users exposed to the advertisement, number of unique visitors, and click-through rates).
2. The ability of a website to attract and hold user attention and the quality of customer relationships (e.g., calculating the average time per visit, counting the number of visits by visitors, and the average age gap between user visits).
3. Website usability (e.g., proportion of repeat visitors).
4. Ability to target users (e.g., website visitor profiles and website search behavior of previous visitors).

Measures of advertising effectiveness are generally applied, related to advertising, and are less used for the evaluation of advertising influence. Generally, advertisers try to measure the communication effect of an advertisement, namely, the potential influence of advertising on awareness, knowledge, preferences, and sales, even though they realize it is difficult to do. Therefore, research on the impact of advertising must still be conducted (Taprial & Kanwar, 2018). According to Yakob, (2015) attention is believed to be one of the conditions that influences any change through communication. This is enshrined in an early cognitive model and is still a model often used for advertising, namely, AIDA.

Attention: Seeking customer attention to see the product or service offered, interest: increased customer interest in a product or service, desire: create commercial strategies so that customers start wanting or needing products or services and action: make customers take action to purchase a product or service.

Hypothesis

Hypothesis testing using a non-parametric test, namely Mann-Whitney, where:

- H₁ : There is a real difference in effectiveness between Gojek digital advertising and Gojek television advertising
- H_{1a} : There is a real difference in attention between Gojek digital ads and Gojek television ads.
- H_{1b} : There is a real difference in interest between Gojek digital ads and Gojek television ads.
- H_{1c} : There is a real difference in desire between Gojek digital advertising and television advertising.
- H_{1d} : There is a real difference in actions between Gojek digital and television ads.

RESEARCH METHOD

This research method is a comparative quantitative method, the formulation of research problems that compare the existence of one or more variables in two or more different samples or at different times, using survey/questionnaire data collection techniques. The participants were people who had seen Gojek advertisements on television and the internet, as well as Gojek users in Bogor city. Sample collection was performed using non-probability sampling methods with convenience sampling. In this study, because the population was not known with certainty, calculating the population was unknown using the Lemeshow formula Lemeshow et al., (1991) with a minimum sample size of 96. The sample collected was 154 respondents, but a total of 25 respondents were not included in the sample count of this study because they had never used or only used Gojek once. The total number of respondents in this study was 129 Gojek users.

This study used a questionnaire-based market survey for data collection. All indicators in the variables were measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The questionnaire was distributed to respondents who were a sample of Internet and television users in Bogor city. The secondary data in this study are collected by others and are usually in the form of reports, literature, theories, or information.

This study compares the effectiveness of television advertising and internet advertising at Gojek, because the data are not normally distributed and will be analysed using non-parametric statistics. According to Payadnya & Jayatinka, (2018) if the data are proven not to be normally distributed, the data are analysed using non-parametric statistics, in which case the Mann-Whitney test is used, with a normal curve approach because the sample sizes of the control class and experimental class (n_1 and n_2) are both equal to or greater than 20. The data collected will then be tested and processed using SPSS software version 25 for hypothesis testing.

Table 1. Operational Variables

Dimension	Definition	Measurement	Definition
AIDA (attention, interest, desire, action) Kotler and Keller, (2016), (Tristanto & Hurriyati, 2023).	Attention: seeking customer attention to see the product or service offered	Headline, copy, music, color, movement	Headline: the main idea of an advertisement that serves to attract the audience's attention
	Interest: increased customer interest in a product or service	Bloom & Boone, (2006), (Goenawan, 2018).	Copy: describes part of the headline to sell, inform, raise interest, and interest someone to act upon seeing an ads.
	Desire: create commercial strategies so that customers start wanting or needing products or services		Music: advertising elements in the form of sounds and audio can include jingles and background music
	Action: make customers take action to purchase a product or service		Color: composition of color combinations and lighting settings with objects in the advertisement Movement: the movements seen during a commercial broadcast that can influence someone's emotions to become immersed in it

FINDINGS AND DISCUSSION

findings

This study measures the comparative score of advertising effectiveness, which aims to determine the effectiveness of Gojek digital advertising and Gojek television advertising using the AIDA model. The primary data for this study comprised 154 participating respondents. By using average analysis with the AIDA model approach (attention, interest, desire, action), it is known that, in general, the average value of PT Gojek Indonesia's digital advertising is considered greater than that of television advertising. In the attention dimension, the average value for the dimension in digital advertising is 3.68, whereas in television advertising, it is 3.16. This shows that digital advertising is more effective than television advertising in attracting audiences' attention. This finding is in line with research showing that advertising through social media such as Instagram has a significant influence on advertising

effectiveness, especially in attracting consumer attention Elmertian et al., (2024), (Jayawinangun et al., 2024). This difference indicates that digital advertising is more successful in arousing audience interest, which is in accordance with Arniessa & Dwiridotjahjono, (2024) where consumer interest can be influenced by factors such as attention and desire in online advertising.

For the desire dimension, digital advertising has an average value of 3.60, while television advertising is 3.19. Although this difference is not too large, digital advertising is slightly more effective in arousing audience desire. The Action dimension shows an average value of 3.62 for digital advertising and 3.17 for television advertising. This indicates that digital advertising is slightly more effective in encouraging audiences to take action such as purchases or further interactions. Yasmir et al., (2025) also support these findings, showing that the action variable has a significant influence on consumer purchase intention on e-commerce platforms such as Shopee. The average advertising value is listed in table 2. Table 2. Comparison of The Mean Score of Television and Digital Advertising

No.	Dimension	Mean score	
		Digital Advertising	Television Advertising
1	Attention	3,68	3,16
2	Interest	3,67	3,21
3	Desire	3,60	3,19
4	Action	3,62	3,17
Total mean score		3,64	3.18

The next step is to find the mean AIDA value of the effectiveness of Gojek digital advertising and Gojek television advertising using a non-parametric test, namely the Mann–Whitney test. Below are the results of measuring the mean AIDA value of the effectiveness of Gojek digital and television advertisements.

Table 3. Gojek Digital and Television Advertisement Comparison Test

Advertising Dimension	Types	Mean	Z	Sig (2-tailed)	Hypothesis
Attention	Digital	3,68	-4,355	,000	H1a accepted
	Television	3,16		,000	
Interest	Digital	3,67	-3,810	,000	H1b accepted
	Television	3,21		,000	
Desire	Digital	3,60	-3,507	,000	H1c accepted
	Television	3,19		,000	
Action	Digital	3,62	-3,640	,000	H1d accepted
	Television	3,17		,000	
AIDA	Digital	3,64	-3,653	,000	H1 accepted
	Television	3,18		,000	

Based on table 3, it is known that, in general, digital advertising is more effective than television advertising, which shows that digital advertising, especially on social media, is very effective in attracting consumer attention, especially young customers, because of its personalized and adaptive format (Kapoor et al., 2024). When viewed based on its dimensions, the attention dimension of Gojek digital advertising is 3.68 for the attention dimension, 3.67 for the interest dimension, 3.60 for the desire dimension, 3.62 for the action dimension and if the total of each indicator is calculated, the average value is 3.64 or if rounded up to 3.60, which means that the average AIDA indicator has an effective value in Gojek digital advertising. Meanwhile, the average effectiveness of Gojek television advertisements is 3.16 for the attention dimension, 3.21 for the interest dimension, 3.19 for the desire dimension, 3.17 for the action dimension, and the total average value on Gojek television advertisements is 3.19 or if rounded up to 3.20 which means that the average value of the AIDA indicator of Gojek television advertisements has a fairly effective value. Although the average value of digital advertising and television advertising is effective, there is still a difference between Gojek digital advertising (3.60) and Gojek television advertising (3.20), where digital advertising is 0.40 greater than television advertising, which is close to the very effective value.

The average effectiveness of Gojek digital ads and Gojek television ads has a difference of 0.40 numbers. Where this figure has a close enough difference to see the average value of the effectiveness

of Gojek digital advertising with the effectiveness of Gojek television advertising, it can be seen that the average value of the effectiveness of Gojek digital advertising is greater than the effectiveness of Gojek television advertising. To answer the previous hypothesis, the results of the Mann-Whitney test analysis were as follows.

It can be seen from the Mann-Whitney value of Gojek digital ads and Gojek television ads is -4.35 for the attention dimension, -3.810 for the interest dimension, -3.507 for the desire dimension, and -3.640 for the action dimension, with a sig value. (2-tailed) is 0.000 in each AIDA dimension, where the calculated Z value is smaller than the Z table and the significance value is smaller than the α value of 0.05, which means that there is a significant difference (H_0 is rejected and H_a is accepted) in the effectiveness of Gojek digital advertising and Gojek television advertising. The data can be explained as follows

1. H_0 : is rejected and H_1 is accepted, which means that there is a difference between digital advertising and television advertising on Gojek.
2. H_{1a} : there is a difference in attention between digital advertising and television advertising in Gojek advertising (significance level 2-tailed $0.000 < 0.05$ obtained z count -4,355 < z table -1,960)
3. H_{1b} : there is a difference in interest between digital advertising and television advertising in Gojek advertisement (2-tailed significance level $0.000 < 0.05$ obtained z count -3,810 < z table -1,960)
4. H_{1c} : there is a difference in desire between digital advertising and television advertising in Gojek advertisement (significance level 2-tailed $0.000 < 0.05$ obtained z count -3,507 < z table -1,960)
5. H_{1d} : there is a difference in action between digital advertising and television advertising in Gojek advertising (2-tailed significance level $0.000 < 0.05$ obtained z count -3,640 < z table -1,960)

Discussion

Gojek digital ads have a comparison with television advertisements, where digital advertisements have a higher average value than television advertisements. In accordance with the respondent data above, more people see Gojek advertisements on digital media than on television. Quoted from (inet.detik.com) Gojek advertisements received two awards at YouTube Awards Indonesia, the best story advertisement and the best launch advertisement. For the attention dimension of digital advertising, in accordance with ministry of tourism and creative economy on its website (kemenparekraf.go.id), Gojek advertisements are often the public's attention and are well received, but this needs to be considered considering that the value in the attention dimension is the smallest. These findings show that television advertisements need to increase audience attention Efendioğlu & Durmaz, (2022), (Kusumaningsih et al., 2024). For indicators of interest and desire, digital advertising is more effective than television advertising, which is supported by Wilujeng, (2016) which states that digital advertising is more successful in influencing respondents' interest and desire than television advertising, showing that digital advertising can be more effective in growing desire due to features such as user reviews and retargeting ads (Mulyati & Sudrajat, 2024). Attention, interest, desire, action factors simultaneously affect the effectiveness of online advertising, whereas the action, interest, desire factors partially affect the effectiveness of online advertising Elmertian et al., (2024), (Kapoor et al., 2024).

This study presents an innovative approach by employing the attention, interest, desire, and action (AIDA) model to evaluate the effectiveness of Gojek advertising across two distinct media platforms: digital and television. In contrast to prior research that predominantly concentrated on specific media, such as television Wijoseno et al., (2021), Zulsufiyani & Jafar, (2015) and investigated advertising elements such as headlines, music, color, movement, and text as research variables, this study focuses on the psychological response to advertising in its entirety, as delineated by the cognitive and affective sequences of the AIDA model. Consequently, this study not only assesses the visual or auditory appeal of an advertisement but also examines the extent to which the advertisement can alter the audience's attention. The finding that digital advertisements are more effective than television advertisements across all AIDA dimensions underscores the importance of media selection in marketing communication strategies, especially in reaching young consumers who are more responsive to personal and interactive digital formats (Kapoor et al., 2024). Therefore, this study not only strengthens the relevance of the AIDA model in the context of modern digital media but also offers a more strategic and relevant approach for marketing practitioners to comprehensively assess and choose advertising media.

This study has several limitations that should be noted. First, the geographic focus on the Bogor area limits external validity because media consumption behavior and levels of digital literacy vary across different regions of Indonesia. Second, demographic characteristics such as age, education, and prior experience with the brand were not taken into account, even though these variables can influence perceptions of advertising effectiveness (Kitchen & Burgmann, 2015). Third, the model used was limited only to AIDA indicators and did not consider other aspects such as engagement or emotional response. Therefore, further studies with a more comprehensive approach are needed.

CONCLUSION

Based on the results of data obtained from respondents and have been processed on measuring the of Gojek advertising element from the AIDA dimension, it can be seen that the results of data processing from each indicator of the AIDA dimension have an average value on an effective scale. Thus, it can be concluded that Gojek digital advertising is effective, as evidenced by the fact that more respondents see Gojek advertisements through digital media than television media. Based on the results of the data obtained from respondents and processed on the measurement of the effectiveness of Gojek television advertising from the AIDA dimension, it can be seen that the results of data processing from each indicator of the AIDA dimension have an average effectiveness value on a fairly effective scale. Thus, it can be concluded that Gojek television advertising is quite effective even though the average value of Gojek television advertising is smaller than that of Gojek digital advertising, which can be proven by the fewer respondents who see Gojek advertisements through television media compared to digital media. Based on the results of the Mann-Whitney test, it can be seen that there is a difference in the average value of the effectiveness of Gojek digital advertising and Gojek television advertising. The implication of this study is that the selection of media for advertising based on element advertising can have a different effect on the effectiveness of each medium. Media selection for advertising can be adjusted to related companies, such as Gojek companies in Indonesia, which are engaged in technology and transportation and have a more effective advertising impact on digital advertising media than television advertising especially young customers. Future research should consider demographic factors such as age, education, and previous experience. Additionally, it is crucial to account for other elements, including engagement and emotional response.

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