

CHAPTER I

INTRODUCTION

The researcher presents research context, research focus, research objective, definition of key terms, significance of study, previous study, as well as review of related literature.

A. Background of Study

Nowadays, there are lots of advertisements scattered whether it's through television, radio, brochures to the most modern way, using social media and YouTube as a medium for advertising. One of the advertisements that made an impression on the general public is Marjan Ads. Marjan ads usually appear during the month of Ramadan until Eid al-Fitr. Marjan ads have many series starting from 2011 to the present. Marjan's advertisements as usual appear unique with serialized advertisements that take the theme of folklore. Ramadan in 2019 the Marjan ads takes the folk story "Timun Mas", in 2020 the Marjan ad takes the story "Lutung Kasarung", in 2021 the Marjan ad takes the superhero story "singabarong and kelana", Ramadan 2022 Marjan ads takes the story about the character Dewi Sri who has to face problems from Kala planthoppers and the Pest Troops who want to disrupt the harvest, until now Ramadhan 2023 Marjan ads takes the story of Baruna the guardian of the ocean.

The word of ads (advertising) comes from the Greek which means 'to lead people to ideas'. As for understanding comprehensive advertising is "all forms of activity to present and promote ideas, goods, or services that are non-personally paid for by a particular sponsor". Meanwhile, Wells Burnet and Moriarty defines

advertising as: “Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience”.¹ In other words, advertising is a way for a person or group of people to introduce their goods or services to the general public.

The researcher chooses this title because Marjan Ads is an advertisement that is very popular among the public with a very interesting and up to date advertising concept, this is evidenced by the actions of consumers who buy Marjan products every year as one of the choices for shopping during the month of Ramadhan.² This ads uses a flighting approach that only appears in certain months or periods, in this case the month of Ramadhan. This strategy has become the hallmark of Marjan ads and this an advantage for Marjan itself.

Since this ads using Indonesian language, the researcher using some methode to research this ads such as translating, interpreting and representing. So that the researcher can capture the meaning contained in Marjan ads Ramadhan 2023 edition.

In addition to promoting its products, Marjan advertisements also have many moral messages that are conveyed through "signs" or directly to viewers. Talking about the signs, it takes semiotics to analyze them. According to Mayr the term semiotics (often also referred to as ‘semiology’) comes from the Greek word semeion meaning ‘sign’. It is the study of signs and symbols that focused on words, any communicative element from an image to a hairstyle counts as a sign.

¹ Ambar Lukitaningsih, "IKLAN YANG EFEKTIF SEBAGAI STRATEGI KOMUNIKASI PEMASARAN" *Journal Economy and Entrepreneurship* 13, No. 2, (Oktober 2013): 119.

² Agriza Saputra, Muhammad Kevin Dovara, “Pengaruh Iklan Marjan di Bulan Ramadhan Terhadap Perilaku Pembelian Oleh Mahasiswa Ilmu Komunikasi Universitas Pembangunan Nasional Veteran Yogyakarta” (2018): 1.

As for that, he believe that Semiotic is the study of meaning of sign that help people to gathering more information and communicate better and efficient through the signs around.³ In other word, Semiotics is an analytical method that can examine the signs contained in an object to know the meaning contained in the object. Anything can be a sign as long as someone interprets it as “signifying” something-referring to or standing for something other than itself. It means, every existing thing in our life is looked as a sign, which is something can give another meaning.

The researcher focuses on semiotic, because the researcher will analyze the meaning that contain in Marjan ads Ramadhan 2023 edition. The researcher chooses Marjan ads Ramadhan 2023 edition because the researcher thinks that the ads is very amazing, unique, with a modern advertising concept, and implied a lot of moral messages in it. The researcher hopes this research will provide additional knowledge for English department and also to the teacher especially in semiotic subject. Based on the above phenomenon, the researcher is interested in conducting a research paper entitled:

The Semiotic Analysis in Marjan Ads Ramadhan 2023 Edition Based on Roland Barthes Perspective.

³ Malikatini Wahyu Prasojowati, M. Natsir Setya Ariani, "A SEMIOTIC ANALYSIS FOUND ON THE CIGARETTE PRODUCTS" *Journal Ilmu Budaya* 3, No. 1, (Januari 2019): 87.

B. Research Focus

The researcher can formulate the following problem namely:

1. What semiotic type found in Marjan ads Ramadhan 2023 edition?
2. What is the meaning of the type of semiotic implied in Marjan ads Ramadhan 2023 edition?

C. Research Objective

Research objective is statement of intent that specifies goals that the investigator plans to achieve in a research.⁴ Based on the research focus above, the researcher conducted this research with the aim of:

1. To identify the type of semiotic found in Marjan ads Ramadhan 2023 edition.
2. To analyze the meaning of the type of semiotic implied in Marjan ads Ramadhan 2023 edition.

⁴ John W. Creswell, Educational Research, Planning, Conducting, And Evaluating Qualitative And Quantitative, (Boston; Pearson Education, 2012), 3.

D. Research Significance

The significances of the research presents the significant of the research in scientific or even in social significant. Scientific significant focus on the development of science while for social significant is used to improve the issue in the next period.⁵ This research was conducted to provide benefits to those who need it. Researcher expect to contribute theoretically and practically, while the benefits of this research are:

Theoretical significances

The result of this study is expected to broaden knowledge about semiotic analysis, especially in using the theory of Roland Barthes.

1. Practical significances

Practically, the result of this research is expected to be useful for:

1) For the Students

This study is expected to make students able to analyze and interpret signs or symbols using semiotic analysis, especially by using Roland Barthes theory.

2) For the Researcher

The result of this study can be used by the researcher to make more perfect research in the future about semiotic analysis, especially by using Roland Barthes theory.

⁵ STAIN Pamekasan, Pedoman Penulisan Karya Ilmiah (Pamekasan: STAIN Pamekasan, 2015), 18.

E. Definition of Key Terms

This section describes the terms used in this research, so there is a commonality interpretation, avoid ambiguity of meaning, multiple interpretation, comfort, and double meaning. The term that need to be clarified are term related to the main concept of the research.⁶

The researcher provide an explanation of the terms, as follows:

1. Semiotics

Semiotics is a study to examine signs and symbols and how they view the meaning of these signs.

2. Semiotic Type

Semiotic type refers to the type of signs on Roland Barthes theory such as Signifier and Signified.

3. Ads

Advertising (Ads) is a way for individuals or groups of people to promote their goods or services to the public with the aim of making the public aware of the superiority of the goods or services provided.

F. Previous of Research

Knowing the previous study will guide researcher to complete their research, so that researchers are able to perfect their research. Previous studies of this research are "Semiotic Analysis of Roland Barthes on Wardah Advertisement Version I Face of Indonesia" by Nurhasanah Purba and Khairunnisa Tambunan. Their research aims to represent the meaning of the advertisement using Barthes'

⁶ Tim Penyusun, *Pedoman Penulisan Karya Ilmiah*. (Pamekasan: Institut Agama Islam Negeri Madura, 2020), 38.

semiotic sign map and to describe the meaning contained in the wardah advertisement version of "I am the face of Indonesia". Their research uses qualitative methods to describe the object of research in accordance with what was observed and captured from the data obtained. In addition, the purpose of this method is to assist the research process by providing a more accurate picture. The results of their research indicate that the version of Wardah advertisement "I am the face of Indonesia is an advertisement that has motivation and solutions to the problems faced by many women in Indonesia, namely certain insecure (lack of confidence) in its delivery to Indonesian women who are potential consumers of the wardah version" I face Indonesia ". This advertisement has two interrelated and complementary meanings, namely denotation meaning and connotative meaning. In advertisements, there are choices of signs to represent a phenomenon that is raised until it is interpreted by the public and up to the formation of discourse on the advertisement.⁷

Another research is "A Semiotic Analysis Found on The Cigarette Products" by Malikatin Wahyu Prasojowati, M. Natsir, and Setya Ariani. Their research explain about semiotic analysis towards the visual images of cigarette product, they used some expert theories like Bouzida and Mayr to support their research. Furthermore, in the other research namely "Analisis Semiotika Roland Barthes Pada Iklan Rokok Apache Versi Hidup Gue Cara Gue" by Yeyen Nurimba. She used Roland Barthes theory to found the signifier, signified,

⁷ Nurhasanah Purba & Khairunnisa Tambunan, "Semiotic Analysis of Roland Barthes on Wardah Advertisement Version "I Face of Indonesia" Linglit Journal: Scientific Journal of Linguistic and Literature 2, no. 3 (September 2021). 113.

denotative, and conotative meaning in Iklan Rokok Apacher Versi Hidup Gue Cara Gue.

From the previous study, the researcher can compare and contrast the similarity and also the differences. The similarity this research and the previous study above is focusing on analysis semiotic. The differences between the present study and previous study are on the object of the research and the theory used. The present study, the researcher discusses about analyzing of semiotic which focus on “Marjan Ads Ramadhan 2023 edition” and used Roland Barthes theory. While the previous study, the researcher, Malikatin Wahyu Prasojowati, M. Natsir, and Setya Ariani focuses on analyzing semiotic which focusing on the tittle “A Semiotic Analysis Found on The Cigarette Products” and used Bouzida and Mayr theory. The second previous study, the researcher, Yeyen Nurimba ocuses on analyzing semiotic which focusing on the tittle “Analisis Semiotika Roland Barthes Pada Iklan Rokok Apache Versi Hidup Gue Cara Gue”.

G. Review of Related Literature

1. Semiotics

The importance of signs and signification has been recognized throughout much of the history of philosophy and psychology. The term derives from Ancient Greek (*sēmeiōtikós*) 'observant of signs' (*sēmeíon*) 'a sign. For the Greeks, 'signs' occurred in the world of nature and 'symbols' in the world of culture. As such, Plato and Aristotle explored the relationship between signs and the world.

The semiotic tradition explores the study of signs and symbols as a significant part of communications. Unlike linguistics, semiotics also studies

non-linguistic sign systems. Semiotics includes the study of signs and sign processes, indication, designation, likeness, analogy, allegory, metonymy, metaphor, symbolism, signification, and communication.

Semiotics began to become a major approach to cultural studies in the late 1960s, partly as a result of the work of Roland Barthes. Barthes declared that “semiology aims to take in any system of signs: images, gestures, musical sounds, objects, and the complex associations of all of these”.

Semiotics involves the study not only of what we refer to as ‘sign’ in everyday speech, but of anything which stands for something else. In a semiotic sense, signs take the form of words, images, sounds, gestures and objects. It means, every existing thing in our life is looked as a sign, which is something can give another meaning that is why the study of semiotics is very important.

A. Definition of Semiotics

According to Mayr the term semiotics (often also referred to as ‘semiology’) comes from the Greek word semeion meaning ‘sign’. It is the study of signs and symbols that focused on words, any communicative element from an image to a hairstyle counts as a sign. As for that, he believe that Semiotic is the study of meaning of sign that help people to gathering more information and communicate better and efficient through the signs around.⁸ In other words, semiotics is how someone interprets a 'sign' in an object so that the 'sign' carries information for them. But everyone has their own point of view in interpreting the

⁸ Malikatin Wahyu Prasojowati, M. Natsir Setya Ariani, "A SEMIOTIC ANALYSIS FOUND ON THE CIGARETTE PRODUCTS" *Journal Ilmu Budaya* 3, No. 1, (Januari 2019): 87.

sign so that the information obtained is also sometimes different from one person to another.

Another experts give different definition for semiotics Mundus Subterraneus state that Semiotics is the study of signs and how meaning arises by the heuristic process of perceiving and conceiving objects.⁹ It means that someone must observe and understand the sign in an object first (heuristic process) so that they can get the meaning contained in the sign.

Furthermore, Roland Barthes stated that Semiology aims to take in any system of signs whatever their substances and limits like: images, gestures, musical sounds, and objects.¹⁰ Barthes states that semiotics basically wants to study how humanity interprets things, which means objects not only carry information but also constitute the system structured from sign.

Based on all the definitions above, the researcher can conclude that semiotics is the study of how someone views and interpreting a sign so that they can obtain information from the sign. That means that every sign in this life has a different meaning depending on how someone understands or interprets the sign.

⁹ William C. Parcell, "Signs and symbols in Kircher's Mundus" Subterraneus". The Geological Society of America Memoir 203, 2009, 56.

¹⁰ Farah Hanim Isfandiyary, "THE ASPECTS OF SEMIOTICS USING BARTHES'S THEORY ON A SERIES OF UNFORTUNATE EVENTS MOVIE POSTER", 3.

2. Type of Semiotic

According to Roland Barthes Semiotic or sign are classified into 2 types of signs, signifier and signified.¹¹

1. Signifier

According to Barthes, the signifier is a thing or object that is always material (words, sounds, images).¹² In other words, signifier is something that is real, can be seen, heard, and felt. The form can be image, word, or sound.

2. Signified

According to Barthes, signified is not a thing but a mental representation of the thing.¹³ Mental representation here means is mental imagery of things that are not actually present to the senses. In contemporary philosophy, specifically in fields of metaphysics such as philosophy of mind and ontology, a mental representation is one of the prevailing ways of explaining and describing the nature of ideas and concepts. Mental representations enable representing things that have never been experienced as well as things that do not exist. For example if we see a black cat, some people may call it an ordinary black cat but for some people believe black cat represents bad luck.

3. Advertisement (Ads)

The current development of economic activity has resulted in many new products and services emerging. On the one hand, consumers will be pleased with the increasing variety of consumption products to meet their needs, but on the

¹¹ Roland Barthes, "Elements of Semiology" (1976), 35.

¹² Ibid, 47.

¹³ Ibid, 42.

other hand, consumers will certainly be increasingly confused about choosing the right product will be consumed. When consumers are confused, producers are competing to win consumers' attention by providing information and offer their products to be the winner in the competitive market. This is where advertising is present in order to win the competition against the domination of internal competitors fighting over consumers.

In this digital era, Advertising (Ads) is way to communicate between customer and consumer, service provider and users, companies and customers, and between people and their customers. By using advertising, the form of communication will be more powerful because it involves images, sounds, colours and other things.

According to Boove Advertising (Ads) is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors. Furthermore, Federal Law of the Russian Federation defined Advertisement as the information distributed in any way, in any form or by any means, addressed to an uncertain number of people and aimed at attracting attention to the subject of advertising, the establishment or maintenance of interest in it and its promotion on the market.¹⁴ Based on the above definition, researchers can conclude that advertising is a creative way to introduce our products or services to the public with the aim of attracting their attention to use our products or services.

¹⁴ Svetlana Frolova, THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT, (May 2014), 5-6.

Generally, people or groups of people advertise their products with the aim of getting people to buy or use their services. Terence give their opinion about the five functions of advertising are: first informing or giving information. Ads make consumers are aware of new brands, educate them about the various features and benefits of the brand, and facilitate creation of a positive brand image. Second persuading, advertising that will be able to persuade (persuade customers to trying advertised products and services) persuasion affects primary demand (creating demand for the whole product category) and seeks to influence demand secondary (demand for company-specific brands). Third reminder, advertising keeps the company's brand alive fresh in the minds of consumers. Fourth, adding value, advertising provide added value in the form of innovation, improvement quality or change consumer perceptions. Five assists (accompaniment), advertising provides assistance to other endeavors company. At other times advertising is a companion which facilitates other efforts of the company in the process marketing communication.¹⁵

Based on its purpose, advertising is divided into two types, namely commercial advertising or commonly known as business advertising and non-commercial advertising. Commercial advertising aims to gain economic profit, the main goal is to increase sales. Commercial advertising is divided into three types, first consumer advertising aims to gain business benefits where the advertising message is aimed at the end consumer, namely the ultimate user of a product. Second, business advertisements are advertisements delivered with the

¹⁵ Dian Marhaeni K, "Representasi Anak-Anak Dalam Tayangan Iklan Komersial di Media" FIKOM UNISSULA: Jurnal Ilmiah Komunikasi 1, no. 1 (2019). 3.

intention of obtaining economic benefits where the target is a person or institution that will process or sell products to final consumers. Third, professional advertising is advertising that is delivered with the aim of gaining business benefits where the target audience for advertising is a special segment, namely professionals.

Non-commercial advertisements are advertisements used to inform, persuade or educate audiences whose ultimate goal is not to seek economic gain but for social gain. The social benefits in question are additional knowledge, public awareness of the advertised matter, and seeking an image in the eyes of the public.¹⁶

Type of advertisement

In recent years, advertising has increased substantially massive. This is in line with the rapid increase in various existing and emerging media. The reason is the technological factor and the rapid development of electronic media. The emergence of new television stations, both cable and non-cable, increased use of computers and mobile phones, increased internet users, increased entertainment industry, making the world of television growing very rapidly.

The advertising medium has developed into a very complex form of communication, with thousands of different ways for advertisers to get their message across to consumers. Today's advertisers have a wide variety of choices at their disposal. They can use traditional methods such as using newspapers and magazines or use online methods such as Facebook, Instagram, Google, and

¹⁶ Yeyen Nurimba, "Analisis Semiotika Roland Barthes Pada Iklan Rokok Apache Versi Hidup Gue Cara Gue", 20-21.

Youtube. Knowing the type of ads will really help to make ads that are very efficient, effective and have value.

1) Traditional advertisement

A. Print media

a. Newspaper

Circulation and readership figures of newspapers are generally available and therefore enable the advertiser to deliver a detailed advertising message on a specific day, at short notice, to an audience whose size and composition are usually familiar. Knowing that different newspapers appeal to different types of readership, and taking into account the type of advertising message and the target audience, the advertiser is able to convey a distinct advertising message to a specific audience.¹⁷

b. Magazine

According to Davis and Zerdin, magazines, as is the case with newspapers, provide advertisers with an opportunity to deliver a detailed advertising message to a reader who is usually relaxed and open to persuasion. With magazines it is also possible to target specific segments of the audience, since magazine readership is usually available in more clearly defined groups than that of, for instance, newspapers.

Krugman et al explain that special-interest magazines offer the manufacturer of special products a unique opportunity to reach a selected audience. It is, therefore, easy to be selective with the production of

¹⁷ Janette Hanekom & Charmaine Scriven, "Traditional and online advertising: an explanation of current and future trends" *Journal: Communicatio* 28.1 (2002): 50.

advertisements in specific magazines. The reproduction of magazines is excellent since most are printed on good paper, which allows for a long life span and also adds to the prestige as an advertising medium.¹⁸

B. Broadcast Media

Broadcast is the process of sending signals from one point to various other locations simultaneously. It can be through television, radio, cinema, and so on. Compared to print media, broadcast media has a faster ability to convey information, even at the same time directly.

Broadcast media may seem old in this digital era. But it still has a major part to play in getting exposure of ideas, products, services, news and information out to a mass audience. Information travels along a communications network, locally, regionally, nationally and internationally. In advertising, broadcast or traditional media can give a company a competitive edge over other businesses because there's an immediacy that makes an impact. People still watch televisions and listen to terrestrial radios. Consumers continue to read actual magazines in printed form. Consumers tend to remember the ads they hear or see on radio or television. This can be a boon for the brand.

a. Television

According to Krugman et al, television is the ideal medium for some advertisers as it provides them with an opportunity to create dramatic and effective advertising messages by using both sight and sound, along with a

¹⁸ Ibid, 50.

diverse range of graphics technology. The success of many television commercials can be ascribed to repetition, which in the process familiarise viewers with the product.¹⁹

Using television as a media for advertising may still be a mainstay for advertisers because this media can reach many people, even so using this media will cost a lot of money, so advertisers must think twice before using television as a media for advertising.

b. Radio

Radio allows the advertiser to target distinctive groups as people listen to the radio while engaged in various activities. As a result, listeners tend to be inattentive to the radio, perceive it as pleasant background and do not really listen to it carefully, which significantly reduces the impact of the advertising message. The composition of the radio audience varies between different periods of the day, and selective timing can deliver the advertising message to various target groups, for instance, business executives (while driving to work), housewives, teenagers and the elderly. Krugman et al argue that this variation in audiences leads to fragmentation and therefore can restrict targeting.²⁰

One of the advantages of using radio as a media for advertising may be that the costs incurred are not too expensive but radio cannot reach many people besides that in this all-digital era it is very rare for people to listen to radio which will cause advertisements placed on radio not to be conveyed,

¹⁹ Ibid, 51.

²⁰ Ibid, 51.

perhaps using radio as an advertising medium is suitable for those who want to get specific targets such as the elderly who still use radio.

c. Cinema

Cinema advertising presents the advertiser with many creative advantages such as colour, stereo sound, movement, animation, computer graphics, music and the human voice.

Davis and Zerdin compare the advertising message in a cinema theatre to that of television. In cinema the advertising message is delivered to a 'captive' audience who face the screen in a dark auditorium. Advertising theorists therefore argue that the advertising message might have more impact through this medium, but it is also argued that target groups cannot be successfully reached. Since only a very small number of consumers visit cinemas, not every member of a specific target audience is exposed to the advertising message.²¹

Cinema will be very suitable for advertisers who want to reach and target young people. It is also very suitable for advertisers with commercial or profit purposes because of course people who go to cinema are people with an upper middle class economy.

C. Outdoor Media

Advertising of a good or service with a message, visual elements and technology, through different channels to the consumer in outdoor spaces of the city (street, street, boulevard, etc.) is called outdoor ads. The message it

²¹ Ibid, 52.

carries on is called advertising. While making a series of actions to advertise, it is aimed to reach the target audience through these actions. The ad is delivered to the consumer. Thus, the target audience is expected to display a positive attitude and behavior towards the promoted product or service. Outdoor advertising has become the most popular advertising option for advertisers because it appeals to larger audiences. At the same time, it is one of the most preferred promotional activities that is recycled the most in the long term and found to be reliable. Outdoor advertisements are displayed in areas with different dimensions and standards called channels.

The most important feature that distinguishes outdoor advertising from other types of advertising is that you do not have to pay any price to reach the advertisement. In other words, while buying newspaper or magazine advertisements, television or radio advertisements have these tools and are exposed to use, these requirements do not exist for outdoor advertising. Outdoor advertising is the only advertising medium that can be reached without any effort or effort, and in this respect it differs from others. This sector, which started with signage or ads drawn to buildings with the help of paint in our country, has entered a very rapid development and change process in recent years, especially with the introduction of foreign advertisers into the sector. The most used outdoor spaces in the daily lives of individuals, and outdoor advertisements, which have become a visually large and effective advertising tool, constitute the most important advertising medium of the company owners who want to reach the target audience directly.

Advertisers have a variety of outdoor media at their disposal, including banners, hot-air balloons, fireworks, mobile posters, supermarket trolleys, hospital waiting areas, livestock sales rings, sports grounds and arenas, exhibition halls, ports and airports, restaurants, motorway service stations and on golf courses.

Outdoor advertising is usually divided into 'roadside' and 'transport' advertising. 'Roadside' advertising is familiar to consumers, as they are visible along most of the major national routes and in cities and towns. But because the poster is usually read at a glance it is only suited for a brief message. Krugman et al refer to this brevity of the message as a 'built-in limitation'. It is impossible to provide consumers with full details and information about a product when using outdoor advertising.²²

2) Online Advertisement

In this current era, it becomes a dynamic concept of how organizations manage their customer relationships and what kind of marketing strategy should be adopted for the customer. Nowadays, the internet is not only used for information purposes but also as a platform for buying and selling goods and services between the buyer and seller. To survive in this highly diverse market, it becomes essential for organizations to adopt different marketing tools through the internet to attract their customers. The preference level of the customer is continuously changing due to the higher technological influence on their living pattern. Being a seller, it becomes crucial to consider the importance of

²² Ibid, 52.

technology in their operating, marketing, and sales department. Thus, in the current digital era, online shopping has become a fascinating variable for the management and entrepreneurs to gain market share and customer satisfaction in the competitor's market and also to secure the future of a company.

According to Wells et al, online advertising is now moving away from banner advertisements to that of an Internet broadcast model. This will make online advertising resemble television advertising with all the visual impact but with the additional value of interactivity.

Boone and Kurtz argue that this trend resulted because of increased competition with television commercials. Advertisers now also prefer to create and promote their own interactive Web sites instead of placing online advertisements on other Web sites. The ultimate goal of online advertisers is to make online advertisements more involving 'which will drive brand attitudes'. Advertisers now also experiment with new forms of online advertising, such as games and interactive product demonstrations in new forms such as pop-up windows and side frames.

According to Gray, online advertising has entered the next generation mainly due to the failure of the banner advertisement to generate enough profits. In future, online advertisements will have bigger, more intrusive formats 'that will increase the ratio of advertising to editorial or other content with the ultimate goal of generating better profits'.²³

²³ Ibid, 54.

In this day where the era is all digital, people cannot be separated from their smartphones or laptops, online advertising is a wise choice for advertisers to use as one of the media for advertising.

There are lots of examples of online media that can be used for advertising and of course we can adjust the reach, target, age, gender and so on. Examples of media that can be used by advertisers Facebook (FbAds), Google (Google Ads and Youtube), Instagram, Tiktok, Twitter, and many other online media.