

ABSTRACT

In Indonesia online banner advertising format is still the main choice for marketers to advertise, but in Europe and America especially online banner advertising is no longer reliable and they switched to online native advertising format. In Indonesia, the native online advertising have been used but it is infrequent as compared with online banner advertising

Therefore, this study aimed to examine the effectiveness of online native advertising compared with online banner advertising which more capable of producing positive behavior or beneficial to the ad. One of advertising in Kompas.com site will be used as research objects.

This study will use a quantitative approach with descriptive comparative research methods (descriptive comparative), and verification. Cross sectional data collection used by distributing questionnaires via google form. The questionnaire consists of several statements that consists of three variables: first, belief variable with the indicators are informativeness; entertainment; irritation; usefulness; and credibility. Second is attitude towards online advertising (ATOA) variable and the third is behavior attitude. Furthermore, to test the hypothesis this study used the T test, F test and Paired Simple T-Test.

After processing and analysis of the data found that belief is significantly influence the attitude (ATOA) and behavior on online native advertising as well as on online banner advertising. And through paired simple t-test known that there are significant differences between beliefs, attitudes and behavior on online native advertising compare to beliefs, attitudes and behavior on online banner advertising. Furthermore, beliefs, attitudes and behavior on online native advertising was considered more profitable for advertising rather than beliefs, attitudes and behavior on online banner advertising.

Therefore, advertiser and media management were expected to increase the frequency of online native advertising appearances to provide more favorable effectiveness. In addition further research is expected to explain more detail on the development of online native advertising in Indonesia.

Keywords: Online Advertising; Online Native Advertising; Online Banner Advertising; Beliefs; Attitude; Behavior