

Conference Paper

The Role of Emotions in Growing Cultural Awareness in Viral Marketing

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Abstract

Batik products are expected that Indonesian people will be able to dominate the Indonesian market. In realizing this, a marketing strategy that can use a cultural approach can be carried out. In applying the viral marketing model, emotions received by message recipients are expected to foster cultural awareness. Emotion is an important factor in the process of having cultural awareness (cultural awareness). The formation of cultural awareness in individuals is something that does not just happen but through various things and involves a variety of factors such as perception and emotions, awareness will be formed. The contribution of this research is to broaden the discussion about the role of emotions in the context of viral marketing especially for cultural products namely Batik and to identify the understanding of Indonesian cultural values.

Keywords: Emotion, Viral Marketing, Cultural Awareness

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1. Introduction

One product that has a form based on cultural values in Indonesia is Batik. Indonesian batik is spread almost throughout Indonesia and has a diverse form of decoration. Batik is a cultural product that has become a proud potential cultural asset. Therefore, the cultural values in batik products must be maintained. Batik products are expected that Indonesian people will be able to dominate the Indonesian market.

In realizing this, a marketing strategy that can use a cultural approach can be carried out. One of the most popular marketing strategies to be used in marketing cultural products is viral marketing (Barri, et al, 2017) Viral marketing in cultural products is marketing that uses culture as an object of viral marketing, trying to increase awareness or adoption a product by taking advantage of a network of relationships among consumer awareness or the spread of adoption from consumer to consumer (Hill et al, 2008). The process of delivering messages through viral marketing can foster cultural awareness

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that is by growing back knowledge and love of national culture through the internet, thus the community itself will be aware and preserve it and maintain its own culture.

Cultural awareness is grown by instilling an attitude of multiculturalism from an early age, cultural socialization (Sudin, 2017) and things that need to be considered in gaining an understanding of cultural awareness are to collect cultural information and cultural transformation (Kertamuda, 2011). Cultural awareness (cultural awareness) according to Wunderle (2006) is the ability of a person to be aware of cultural values, cultural habits that enter.

Viral marketing studies with a cultural approach show that cultural awareness about Batik products needs to be developed to realize the importance of cultural meaning about Batik for the community. With the creation of a viral marketing model, marketers can market batik with a cultural approach through the internet so consumers can get to know the batik products offered. Cultural awareness (cultural awareness) as an ability to recognize and understand the influence of culture received on human values and behavior (Wunderle, 2006). In applying the viral marketing model, emotions received by message recipients are expected to foster cultural awareness.

An interesting view of originality in this research is about viral marketing for cultural products, as another form of cultural aspects. So far, research that discusses viral marketing strategies designed as an effort to preserve culture in Indonesia, especially batik. The contribution in this research has theoretically demonstrated the use of a multi-disciplinary approach (ie, marketing science, communication, and culture) in understanding batik as a national culture. Another contribution of this research is to broaden the discussion about the role of emotions in the context of viral marketing especially for cultural products namely Batik and to identify the understanding of Indonesian cultural values.

2. Literature Review

Viral marketing utilizes emotions to create relationships with customers so that messages must be persuasive and motivate viewers (Kaplan & Haenlein, 2011). The success of viral marketing is influenced by emotions that arise due to the response or perception of consumers after watching a viral marketing program. Emotion is an important factor in the process of having cultural awareness (cultural awareness). The formation of cultural awareness in individuals is something that does not just happen (Thompkins et al, 2006) but through various things and involves various factors such as perception and emotions, awareness will be formed.

Emotions according to Hawkins (2010) are strong and relatively uncontrolled feelings that affect behavior. There are six primary emotions with strong influences namely surprise, joy, sadness, anger, fear, and disgust (Dobele et al, 2007). Emotions arising from viral marketing programs are based on several aspects, which are by following with cultural background, experience, adopted values and developing news that can influence the acceptance of viral marketing programs (Chu, 2011).

Emotions arise from the process of hearing, seeing and feeling. Emotions in viral marketing are subjective towards an object. At least one of the six emotions (ie, surprise, joy, sadness, anger, fear and disgust) must be the basis of a viral marketing strategy as long as the emotion is relevant to the brand, product or message (Lindgreen and Vanhamme, 2005). In applying the viral marketing model, emotions received by message recipients are expected to foster cultural awareness.

Thompkins et al (2006) state that the formation of cultural awareness in individuals is something that does not just happen but through various things. Perceptions and emotions will shape awareness. Emotion is an important factor in the process of having cultural awareness (cultural awareness). Cultural awareness (cultural awareness is an ability to recognize and understand the influence of culture on human values and behavior (Wunderle, 2006).

In applying the viral marketing model, emotions received by message recipients are expected to foster cultural awareness. This is due to content that contains sentimental messages, is more easily received and spread quickly. Sentimental messages are more emotional, which is to make believers share the message

3. Method

In this study, the design used was genuine experiments. Genuine experiments are the best choice (Nahartyo & Utami, 2015). Experimental research was chosen because it is the most powerful research method and can clearly describe the influence between independent variables and dependent variables.

The purpose of this study was to obtain evidence of a causal relationship between the independent variables with the dependent variable. In this study using a genuine experimental design to prove the relationship. The experimental design in this study involved three groups/groups, each of which had different conditions. The first experimental group gets the first manipulation, the second group gets the second manipulation, and the third group without manipulation.

The message being campaigned is a viral message about batik that contains emotional attributes (ie positive or negative) in the content created. Researchers prepared 3 viral messages in the form of audiovisuals about batik with the spread on social media platforms.

4. Results

Sampling data was taken from January 17, 2019, to January 25, 2019. The total number of respondents who participated in this study were 1,004 respondents but only 805 respondents fulfilled the criteria for the sample. The reason for the sample is reduced because the answers given by participating respondents are incomplete.

From the results of testing the hypothesis shows that emotion on positive and negative video is not a variable that moderates the effect of viral marketing on cultural awareness, which means that the effect of positive video does not differ significantly from the effect of negative video. Another thing was seen that respondents' answers to the cultural awareness variable from negative videos and positive videos did not look significantly different. Therefore, it can be interpreted that the emotion variable is not a variable that moderates the effect of viral marketing on cultural awareness as evidenced by the results of respondents' answers as follows:



Figure 1: Graph of Average Answer for Negative and Positive Video Respondents.

Based on the graphs of respondents' answers Negative and Positive videos in Figure 1 above, it appears that respondents' answers to viral marketing variables from negative videos and positive videos do not look significantly different, namely the average score of 12.18 and 12.21, and it appears that respondents' answers the cultural awareness variable of the negative video and positive video did not look significantly different, namely the average score of 8.30 and 8.28. Therefore, it can be interpreted that the emotion variable is not a variable that moderates the effect of viral marketing on cultural

awareness, so in this study which states "The higher the level of emotion received from a viral campaign the more positive the viral marketing will be and can affect cultural awareness" rejected.

5. Discussion

The results of this study indicate that the formation of cultural awareness is something that does not just happen but through various things and involves a variety of factors of perception and emotions (Thompkins et al, 2006). As for other reasons according to (Chu, 2011) that emotions that emerge towards viral marketing programs are based on several aspects namely according to cultural background, experience, values adopted and news that develops to influence the acceptance of viral marketing programs.

The results of this study enrich the results with the opinion of Ferguson (2008) who said that the formation of cultural awareness is something that does not just happen but through various things that involve perception and emotion. In cultural awareness of understanding to consider culture, namely the factors in dealing with certain situations. At the basic level, cultural awareness is information, giving meaning about humanity to know about the culture. Moalosi *et al* (2010) imply that cultural capital must be contextualized and realized across different generations purposeful and appropriate manner.

This research is in line with Chu's (2011) research which says the emotion that arises towards the viral marketing program is based on several aspects namely cultural background, experience, values adopted and developing news that influences the acceptance of viral marketing program. Based on the findings in the field that the formation of cultural awareness in individuals is something that does not just happen but through various things and involves a variety of factors including perception and emotion (Thompkins et al, 2006).

6. Conclusion

The formation of cultural awareness in individuals is something that does not just happen so that the emotions that emerge towards the viral marketing program so that batik actors must make careful planning based on aspects of cultural background, experience, values adopted and news developing news that influenced the acceptance of the viral marketing program. Viral marketing programs can be arranged by batik performers with a cultural approach to becoming a content that can influence the cultural awareness

of recipients to get to know more closely the cultural products offered continuously on social media to increase the success of batik marketing and can help improve existing market share to the entire world.

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