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Article

E-Advertorial Design using the Addie Model as a Marketing and Health Promotion Strategy

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Abstract: Teaching factory Nutrition Care Center (NCC) is a nutrition service center for the wider community in health consultations, but so far patients only come from internal campuses. NCC has experienced a decline in the number of visits every months. The decrease in the number of visits to NCC may be caused by many things, and one of them caused by the marketing strategy. NCC needs to introduce its products by using effective messages such as e-advertorials. E-advertorials are more effective in creating brand awareness than other advertisements. The aim of this research is to design an EAdvertorial as a marketing and health promotion strategy to introduce NCC service products to the general public and increase patient visits. The research method uses a qualitative approach with descriptive qualitative research type. The design study was research and development. Data collected by questionnaire, interview, and literature study. The development of E-Advertorial uses ADDIE model. The results of the validation assessment score is 90.8%, which means this media is suitable for publication. The feasibility test assessment score is 80%, which means the E-Advertorial media is very good. E-advertorials can be used as a eligible promotional medium that is interesting, informative and easily accessible.

Keywords: Advertising; advertorial; marketing

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1. Introduction

The Nutrition Care Center (NCC) is one of the teaching factories which provides nutritional services for the academic community and the general public. Based on the results of problem analysis through interviews with laboratory heads, data was obtained that the number of patient visits was low and services were only utilized by the academic community in 2023. The number of visits from January to May only 36 people. The low number of visits is not in accordance with the NCC's target of reaching a wider community in providing nutrition services. NCC as a teaching factory is required to be able to develop services and become a business unit. Therefore, the level of patient visits needs to be of special concern, and holistic marketing strategy efforts are needed to increase patient visits to the NCC. Holistic marketing means that all aspects are closely related to marketing and everyone can become a marketer [1]. Marketing efforts require a communication tool as a channel for messages to be conveyed to consumers. The components of holistic marketing include relationship marketing, internal marketing, and social responsibility marketing [2]. The most effective ways that producers can introduce their products and create consumer interest is by advertising. The form of advertising can influence a person's interest in seeking further information about the product. The right

marketing strategy to increase consumer interest in searching for product or services information is to market in the form of videos or advertorials via social media [3]. Advertorial advertising is a form of editorial or article that is packaged journalistically and provides information related to company activities or assessing the benefits of a product using empirical facts and useful information. Advertorial advertising is a simpler and more informative presentation of a product, service, or business activity [4]. Advertorial advertising is a part of content marketing whose appearance attracts the public, and makes readers more comfortable because it gives the impression that there is no pressure to buy a product or use a service but consumers are interested in reading it. Advertorial is presented clearly, concisely, and easily understood by the general public [5]. Types of advertorials are differentiated based on the message material conveyed in the writing. Several types of advertorials such as; product advertorials is discuss what products you want to present to the public. Service advertorials is present the services offered to the public, corporate (company) advertorials is discuss the existence and activities of the company or agency in question, government advertorials is discuss activities in the government sector or the potential of a region[6]. Advertorials are suitable to be implemented to increase awareness, interest and increase the number of patient visits. Advertorials engage readers by telling stories related to their health problems or fears about health problems and explaining how NCC products or services can address those health concerns. The aim of this research is to design a holistic marketing e-advertorial as a marketing and health promotion at the TeFa Nutrition Care Center (NCC).

2. Materials and Methods

The research method used was the Research and Development of the ADDIE model. ADDIE is a product development concept that has the acronym to Analyze, Design, Development, Implementation, and Evaluation. The ADDIE concept is applied here to develop E-Advertorial. This research was conducted at Tefa Nutrition Care Center, with the subjects of the research was academic community in Politeknik Negeri Jember. Data collection techniques in this research used literature study, interviews, and questionnaires / Angket. The development of E-Advertorial consist of five phases based on research design Analysis, Design, Development, Implementation, and Evaluation of learning materials and activities.

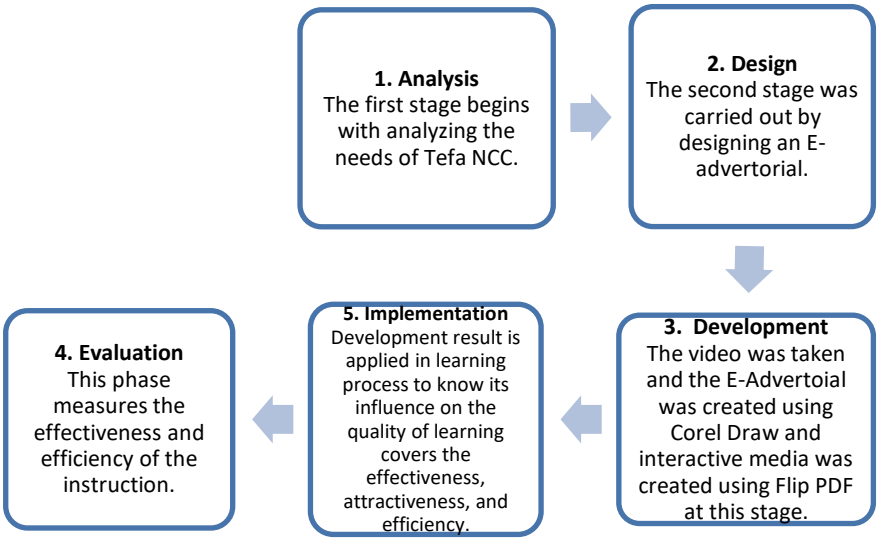


Figure 1. Research Method

Implementation

Development result is applied in learning process to know its influence on the quality of learning covers the effectiveness, attractiveness, and efficiency. The first stage implementation is to test the validity of the media on media experts and test the validity of the material on Tefa NCC managers. The validity instrument used is a validity questionnaire developed by researchers. Media validation includes: suitability of message, visuals, language, text readability, image presentation and sound elements. Meanwhile, material validation includes; content of material and language, form of presentation. The validation results are then used as a basis for improving the E-Advertorial. The second stage of implementation carried out a feasibility test on a small group of 15 lecturers of health department, then the researchers received input and suggestions for improving the E-Advertorial. The feasibility test which is each person is given a questionnaire to assess and provide input for improvements in the development of the E-Advertorial product. The questionnaire assessment is arranged on a likert scale of 1 to 5. The data from the trial results are then analyzed descriptively to get a picture of the E-Advertorial assessment by converting it into percentages as in the following categories:

Table 1. Assessment Criteria

Eligibilty Presentation	Criteria	Interpretation
0 – 19,99%	Not very good	Very not eligible, needs to be revised
20% - 39,99%	Not good	Not eligible, needs to be revised
40% - 59,99%	Pretty good	Enough eligible, needs to be revised
60% - 79,99%	Well	Eligible, no need to revise
80% - 100%	Very good	Very eligible, no need to revise

Evaluation

This phase measures the effectiveness and efficiency of the instruction. Evaluation actually occur throughout the entire instructional design process - within phases, between phases, and after implementation. This research applies formative evaluation because this evaluation relates to the steps of development research to uplift development product resulted. Evaluation in ADDIE model has been done step by step.

3. Results

1. Analysis

The analysis phase is the foundation for all other instructional design phases. During this phase, the investigator defines the problem, identifies the source of the problem and determines possible solutions. Researchers identified problems at TeFa Nutrition Center Care (NCC) in the early stages of creating e-advertorial media. Based on the results of interviews with the Head of the Tefa NCC Laboratory, it is known that patient visits are low, because the public does not know much about the existence of Tefa NCC. The majority of clients only come from the academic community of Politeknik Negeri Jember. The data showed bellow:

Table 2. Patient visit data at NCC

Months	Total patient	Percent
January	14	39%
February	8	22%
March	9	25%
April	2	6%
May	3	8%

Source : NCC,2023

Patients who undergo body composition examinations and nutritional consultations, most of the results are cholesterol up to 58,5%. Beside that, there is no interactive media owned by Tefa NCC to carry out health marketing and promotion for the public. TEFA NCC is needed as an interactive media that is useful for marketing and health promotion. The e-advertorial in this research can contain the NCC profile and the various services. The importance of advertorial books for a company or institution as a sign or corporate identity in establishing cooperation or good relations with other related companies, institutions or agencies. Advertorial book is a picture of a company's professionalism, which can be used as an effective marketing tool because it contains visual elements in the form of images and text, especially if other multimedia elements are added. This will make the Advertorial book design look more attractive and can impress clients[7].

Advertorials can be more effective than traditional advertisements if readers read them well. Advertorial messages can last longer in readers memories than commercial messages[8]. Progress in technology also affect on marketing. Internet marketing or online marketing/E-marketing as some type of marketing based on internet. The reputation of Internet Marketing is developing very quickly in all variety of business Awareness is the most important things that one should have to do the internet marketing[9]. Advertorial Book is an image of a company's professionalism that can be used as an effective marketing tool because it contains visual elements in the form of images and text, especially if other multimedia elements are added, it will make the Advertorial book design look more attractive and can impress clients[7].

2. Desain

The Design phase involves using the outputs from the Analysis phase to plan a strategy for developing the instruction. During this phase, the investigator outline how to reach the instructional goals determined during the Analysis phase and expand the instructional foundation. Some of the elements of the Design Phase may include writing a target population, description, conducting a learning analysis, writing objectives and test items, selecting a delivery system, and sequencing the instruction[10]. Researchers at this stage create an advertorial media concept in the form of an online or electronic book prototype called E-Advertorial Book. E-Advertorial book Tefa Nutrition care Center which contains information about the Tefa NCC profile, Tefa NCC service products and health promotional videos. The target of this E-Advertorial Book is the entire Jember State Polytechnic academic community and the general public, so this is a consideration for the research team to develop online media, so that it is more attractive and easy to distribute to consumers.

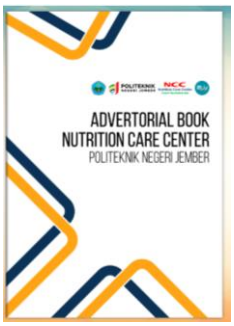
The basic reasons for choosing online marketing are Internet Marketing is an amazing new channel for marketing the technology's architecture supports better

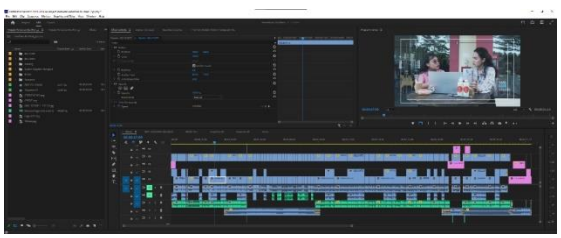
tracking of Return on Investment, using internet marketing companies are able to expand their attainment and filter their sentiments[9].

3. Development

Research and Development is a research process used to develop and validate existing media or develop new products, so that the resulting products are more effective and efficient based on the level of product usability. The development model used in research is the ADDIE (Analysis-Design-Develop-Implement-Evaluate) model[11]. The media design starts from the cover, a video narrative telling about health problems and the examination process at NCC from arrival to completion of counseling, types of NCC services and who the counselors and teams are involved in services at NCC. The form of developing an e-advertorial book prototype is as follows:

Table 3. E-advertorial book prototype

Section Name	Description
	The e-book's cover page features the title, institutional logo, and TeFa NCC
	The second page of the advertorial book contains a video on cholesterol examination and a description of cholesterol
	The third page, featuring a brief description of the services provided by Nutrition Care Center (NCC)

Section Name	Description
	The fourth page consists of the Stages of Nutrition Consultation and Healthy Food Production produced by NCC
	The fifth page of the advertorial book presents the Organizational Structure of Nutrition Care Center (NCC), consisting of the Management Team and Counseling Team
	Page sixth of the advertorial book showcases the products produced by TeFa NCC.
	The process of editing a video about cholesterol and simultaneously creating an Advertorial book

4. Implementation

The implementation process is a stage that aims to assess the media that has been developed [12]. This implementation process is carried out in two stages, validity testing and feasibility testing of the E-Advertorial. Media validity is carried out by media experts who are experts in media, video and film production. Variables that are assessed in media validation include message suitability, visuals, language, text readability, image presentation, and sound elements. The results of validation by experts are as follows:

Table 3. Media Validity E-Advertorial

Variable	Result	Category
Message suitability	88%	Very good
Visual	96%	Very good
Language	85%	Very good
Text Readability	92%	Very good
Image Presentation	90%	Very good
Sound Element	93%	Very good
Total Score	**91%**	Very good

Source: Researcher,2023

Based on the table, it is showed the validity results of E-Advertorial are in the very good category with a score of 91% and suitable for use. Material validity is carried out by the NCC manager. This validation aims to assess the suitability of the content of the material in the E-Advertorial. The validation results are as follows:

Table 4. Material validity E-advertorial

Variable	Result	Category
Message suitability	88%	Very good
Visual	96%	Very good
Total Score	**91%**	**Very good**

Source: Researcher,2023

Based on the validation results by the Tefa NCC manager, it is known that in general the validity results of e-advertorial are in the very good category with a score of 91% and are suitable for use.

The second stage of implementation is to conduct FGD (Focus Group Discussion) in small groups with 15 people are needed, consisting of lecturers at Health Department of Politeknik Negeri Jember. The results of the trial are as follows:

Table 5. Feasibility Test E-advertorial

Category	Total	Percentage
Very eligible	12	80%
Eligible	3	20%
Total Score	**15**	**100%**

Source: Researcher,2023

The results of the feasibility test showed that 80% of the panelists considered it feasible, which means that the e-advertorial is suitable for use as a marketing and health promotion and 20% panelists considered e-adverorial was in the good category, providing input for researchers to edit the video by adding a client history before explaining the results of the cholesterol examination to the client.

4. Discussion

Interactive media is needed for marketing and promotion of health related services NCC and health information. Advertorial Books is a picture of professionalism companies that can be used as tools effective marketing because it contains visual elements in the form of images and text, especially if added other multimedia elements. In the future, this advertorial media can be developed into a more comprehensive information source with more engaging content

5. Conclusions

The results of the validation assessment of the E-Advertorial by experts obtained 90.8%, which means this media is suitable for publication. The feasibility test assessment or also known as the acceptability test by 15 randomly selected respondents gave a score of 80%, which means the E-Advertorial media is very good. The assessments that have been carried out by validators and respondents both provide decent and very good scores, but still receive input so that it becomes an interesting, informative and easily accessible medium for the wider community. This E-Advertorial media can be continued to see its effectiveness in the future

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Conflicts of Interest: The authors declare no conflict of interest.

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