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**UNRAVELING THE GUERILLA MARKETING ELEMENTS THAT
CONTRIBUTE TO THE LIKABILITY OF ADS AMONG
GENERATION Z**

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Abstrak

Penelitian ini mengeksplorasi elemen pemasaran gerilya mana saja yang mempengaruhi tingkat kesukaan iklan di kalangan konsumen Generasi Z di Jabodetabek dan Bandung. Meskipun ketertarikan terhadap strategi pemasaran gerilya semakin meningkat di seluruh dunia, hanya ada sedikit penelitian akademis yang berfokus secara khusus pada elemen-elemennya di kalangan Generasi Z, khususnya dalam konteks Jabodetabek dan Bandung. Studi kualitatif ini bertujuan untuk mengisi celah penelitian ini, menyelidiki peran elemen pemasaran gerilya dalam membentuk kesukaan iklan dalam kelompok demografis ini. Pendekatan triangulasi digunakan untuk pengumpulan dan validasi data, yang melibatkan 20 wawancara eksplorasi semi-terstruktur yang dilakukan melalui Zoom dengan individu Generasi Z, tinjauan literatur yang komprehensif, dan diskusi kelompok terfokus. Elisitasi visual digunakan selama wawancara, memanfaatkan contoh dunia nyata dari kampanye pemasaran gerilya yang sukses untuk memancing diskusi dan menangkap data yang kaya dan bernuansa. Temuan menunjukkan korelasi positif antara elemen-elemen pemasaran gerilya dan kesukaan iklan di kalangan konsumen Generasi Z Jabodetabek dan Bandung. Hasilnya menunjukkan preferensi untuk iklan yang kreatif, tidak terduga, menarik secara emosional, estetis, dan relevan. Dengan demikian, penelitian ini memberikan wawasan berharga bagi pemasar khususnya UKM yang bertujuan untuk terhubung dengan konsumen Generasi Z di Jabodetabek dan Bandung. Ini menunjukkan potensi strategi pemasaran gerilya dalam meningkatkan kesukaan iklan dan menunjukkan bahwa memahami taktik ini dapat menjadi bagian integral untuk berhasil menjangkau kelompok demografis yang berpengaruh ini. Penelitian lebih lanjut direkomendasikan untuk memvalidasi temuan ini dalam konteks budaya lain dan di berbagai kelompok konsumen

Kata Kunci: Pemasaran Gerilya, Kesukaan Terhadap Iklan, Generasi Z, Kualitatif, Elisitasi Visual, UKM.

Abstract

This research explores which elements of guerrilla marketing that affect advertisement likability among Generation Z consumers in Jabodetabek and Bandung. Despite the growing interest in guerrilla marketing strategies worldwide, there is limited academic research focused specifically on its elements among Generation Z, particularly within the Jabodetabek and Bandung context. This qualitative study aimed to fill this research gap, investigating the role of guerrilla marketing elements in shaping advertisement likability within this demographic group. A triangulated approach was employed for data collection and validation, involving 20 semi-structured, exploratory interviews conducted via Zoom with Generation Z individuals, a comprehensive literature review, and a focus group discussion. Visual elicitation was used during the interviews, utilizing real-world examples of successful guerrilla marketing campaigns to provoke discussion and capture rich, nuanced data. The findings revealed a positive correlation between guerrilla marketing elements and advertisement likability among Jabodetabek and Bandung Generation Z consumers. The results showed a preference for ads that are creative, unexpected, emotionally engaging, aesthetic, and relevant. This research thus provides valuable insights for marketers especially SMEs aiming to connect with Generation Z consumers in Jabodetabek and Bandung. It demonstrates the potential of guerrilla marketing strategies in increasing ad likability and suggests that understanding these tactics could be integral to successfully reaching this influential demographic group. Further research is recommended to validate these findings in other cultural contexts and across different consumer groups.

Keywords:

Guerrilla Marketing, Advertisement Likability, Generation Z, Qualitative, Visual Elicitation, SMEs.

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Pendahuluan

Advertising plays a significant role in business, influencing sales and profitability (Kumar, Choi, and Greene, 2017). For that particular reason, advertising is considered one of the most important media of communication influencing a company's performance in more than one way (Dauda, 2014). Many businesses spend money on advertising to boost sales, market share, and reputation. As time passes, the competition of human intelligence leads to the discovery of more innovative and dynamic ways to market and advertise a company's goods and services (Velema et al., 2018). At this rate of technological advancement, companies are learning new methods and tools to conduct dynamic marketing communication with target audiences, allowing them to be more competitive.

Small and medium-sized enterprises (SMEs) play a crucial role for the economy of Indonesia, providing employment opportunities, contributing to local communities, and driving economic growth (Eggers, 2020). Comprising over 60% of Indonesia's GDP and employing about 97% of the workforce, SMEs are the backbone of the Indonesian economy (Coordinating Ministry for Economic Affairs, 2022). As of 2020, Indonesia has around 64 million SMEs, including 63 million micro-enterprises, 821,000 small enterprises, and 1,400 medium enterprises (Ministry of Cooperatives and SMEs, 2021). However, SMEs often face significant challenges in competing with larger firms in terms of marketing, where limited budgets and resources can limit their ability to effectively reach potential customers (Resnick et al., 2016).

In response to these challenges, guerilla marketing has emerged as a low-budget strategy for SMEs to create buzz and excitement about the brand (Ahmed et al., 2020). Guerilla marketing is a non-traditional marketing strategy that aims to promote products or services in an unconventional way (Summer, Guerrilla Marketing, and Ramaxhiku, 2019). It involves the use of creative and unexpected methods to reach out to the target audience and create a memorable experience for them (Levinson, 2007). Guerilla marketing, with its focus on creativity and unconventional tactics, may offer SMEs a cost-effective way to stand out in the marketplace and attract new customers. This is because guerilla marketing campaigns are often unexpected and catchy, which makes them more shareable and likable. According to Jay Conrad Levinson, the father of guerilla marketing, this strategy is particularly effective for small businesses with limited marketing budgets as it enables them to compete with larger companies (Levinson, 2007). Yet, the application of guerrilla marketing is dominated by large, well-known brands. For example, Mcdonalds' creatively advertise their french fries with a zebra cross as image below.

Figure 1.1 McDonald's Zebra Cross Guerilla Marketing

Although guerrilla marketing is a good marketing approach for small and medium-sized firms in brand awareness, according to Yuksekbilgili (2014), actual data reveals that 82% of businesses are not familiar with the concept. Only 16% of them, however, really utilize or intend to employ this strategy. Sadly, research shows that very few small and medium-sized businesses actually employ guerrilla marketing. Guerrilla marketing techniques are frequently discussed using Levinson's concepts or the father of guerrilla marketing principles, although they are rarely examined in detail how SMEs can adapt and learn from big companies to utilize this strategy as well.

According to Mughari (2011), guerilla marketing has been found to be effective in enhancing brand awareness and consumer engagement. Yet, its effects of increasing ad likability remain unclear. In Bandung city, many SMEs still rely on traditional advertising methods to increase their reach and engagement. However, traditional advertising methods are becoming more saturated and less effective as consumers are getting better at avoiding or ignoring traditional marketing campaigns (Smith, 2012).

At the same time, the rise of the digital-savvy Generation Z, who spend an average of 4 hours and 15 minutes a day online via mobile (Global Web Index, 2021), represents both a challenge and an opportunity for advertisers. They are the first generation to have grown up in a fully digital world, having never known a time without smartphones, social media, or high-speed internet (Turner, 2020). As a result, they are technologically proficient, globally aware, and deeply influenced by their online experiences (Seemiller & Grace, 2017). Current studies indicate that Gen Z has the most significant interaction with advertising, making them a prime target for advertisers. As the future key consumers, understanding their preferences, behavior, and reactions to advertising strategies is vital for businesses aiming to connect and build loyalty with this demographic (Schawbel, 2020). Furthermore, their unique digital nativity shapes their expectations for advertising: they respond best to authentic, engaging, and creative ads, which makes strategies like guerrilla marketing particularly effective (Woods, 2019).

Meanwhile, ad likability, defined as the capacity of an advertisement to resonate with the audience, is becoming increasingly essential in bridging audiences to higher brand awareness, increased purchase intention, and a more positive brand image (Haley & Baldinger, 2019). This crucial concept is rooted in the idea that ads that resonate well with the audience are more likely to be remembered, shared, and even acted upon (Heath, Brandt, & Nairn, 2011). A likable ad not only captures attention but also fosters a positive association with the brand, leading to higher engagement and subsequent actions (Percy & Rosenbaum-Elliott, 2016).

A study conducted by Teixeira, Wedel, and Pieters (2012) revealed that positive emotional responses towards ads, which in turn contribute to ad likability, have a significant positive impact on the viewers' attention and retention of the ad's content. This underlines the importance of designing ads that are likable, as it influences the amount of attention viewers pay, the level of information processing, and ultimately the ad's effectiveness in achieving its objectives.

In essence, a focus on ad likability is not merely about creating ads that audiences enjoy. It is a strategic approach that can amplify the impact of an ad, create long-lasting brand impressions, and ultimately drive purchase intention and brand loyalty. Therefore, understanding what makes an ad likable, particularly in the context of guerrilla marketing tactics, is a key concern for businesses aiming to connect with the technologically advanced and savvy Generation Z consumers.

Therefore, this study aims to explore which elements of guerrilla marketing that affect ad likability among generation Z and explore the elements that influence the effectiveness of guerrilla marketing campaigns in this context. By providing empirical evidence on the effectiveness of guerrilla marketing that well-known brands have done, this study can help SMEs in Bandung to learn from it and make more informed decisions by applying guerrilla marketing to their marketing strategies and potentially enhancing their ad likability, further translating to brand recognition in the marketplace.

Research Question

According to the research background, there are two questions that need to be analyzed, which are:

1. do specific elements of guerrilla marketing influence ad likability as perceived by Gen Z?
2. Why are certain elements of guerrilla marketing more suitable for SMEs in their marketing approach?

Metode

Research Design

This research employs a systematic approach that begins with problem identification and the establishment of research objectives. The research then proceeds to a comprehensive literature review, providing the foundation for the study. Primary data is collected and subsequently coded to ensure systematic analysis. The collected data is then analyzed in depth to answer the research questions. Finally, the research concludes with a set of recommendations based on the study's findings.

Research Approach

The research approach used in this study is qualitative, utilizing a semi-structured interview, exploratory methodology. Given the exploratory nature of this study, the research will adopt a qualitative approach to gain a deep understanding of the impact of guerrilla marketing on ad likability among Jabodetabek and Bandung Gen Z consumers. The qualitative method is appropriate for this research because it provides an opportunity to explore and understand complex social phenomena, enabling the researcher to capture the essence of the participants' experiences (Creswell, 2018).

The semi-structured nature of the interviews allows for a flexible yet focused data collection process. Interviewees will have the freedom to express their views in their own words and at their own pace, allowing for the exploration of unexpected themes and insights (DiCicco-Bloom & Crabtree, 2006).

Lastly, this research is exploratory in nature. Given that the research is investigating a relatively new and under-researched area – guerrilla marketing in the context of well-known brands – an exploratory approach will facilitate the discovery of new insights, understanding, and knowledge (Stebbins, 2001).

Sampling Methods

The sampling method employed in this study is purposive sampling, a non-probability sampling technique. In this method, participants are selected based on their knowledge, experiences, and insights about the research topic (Etikan, Musa, & Alkassim, 2016). In the context of this research, participants were selected based on their status as consumers belonging to Gen Z and their experience with guerrilla marketing ads by well-known brands. Given that the research is qualitative and exploratory, the aim is not to generalize the findings to all Gen Z consumers, but to gain a deep understanding of the impact of guerrilla marketing on ad likability among this specific group. Below is the sample characteristics:

1. Age of 19 to 25 years old
2. Currently live in urban area (Jabodetabek, Bandung)

Sampling Size

The sample size for this research is 20 participants. This sample size was chosen in line with the guiding principles of qualitative research that prioritize depth of understanding over breadth (Creswell, 2013). Qualitative studies often work with smaller sample sizes to allow for a deeper exploration of individual experiences and perceptions. According to a study by Guest, Bunce, and Johnson (2006), a sample size of around 15-20 participants is typically enough to reach data saturation in qualitative research, which is the point at which no new information or themes emerge from the data. Consequently, the sample size of 20 participants in this study is deemed sufficient for thorough exploration of the research questions and to ensure data saturation.

Gathering Data Method

Primary data will be collected through semi-structured interviews and focus groups. Interviews will be conducted with Gen z consumers who have been exposed to guerrilla marketing tactics. The interview will be designed to obtain detailed information about participants' experiences, perceptions, and attitudes toward guerrilla marketing (Bryman, 2016).

Focus groups will be conducted to facilitate a deeper understanding of Gen Z perceptions and the collective impact of guerrilla marketing on ad likability. The discussions will be guided by a moderator to ensure that the conversation stays relevant and provides valuable insights (Krueger & Casey, 2014).

Visual Elicitation

Visual elicitation is an increasingly popular method in qualitative research that involves using visual stimuli - such as photographs, advertisements, or other images - to provoke discussion and elicit deep responses from interview participants (Banks, 2011). This method can often generate richer and more nuanced data compared to traditional interviewing techniques alone, as the visual stimuli can trigger emotional responses, recall memory, and stimulate creative thinking.

In the context of this study, visual elicitation will be employed in the form of guerrilla marketing examples during the interviews and focus group discussions. Participants will be presented with a variety of guerrilla marketing campaigns by well-known brands and asked to share their thoughts and perceptions. This approach can provide significant insights into the reactions elicited by guerrilla marketing, and its impact on affecting ad likability. In applying visual elicitation, this research aims to gain a more profound understanding of the subjective experience and interpretations of the respondents towards guerrilla marketing.

Time Horizon

The data collection process for this study will be carried out over a short period of time, also known as a cross-sectional time horizon. Specifically, the data collection activities will commence on May 22 and conclude on July 14. This timeframe will ensure that the data collected is contemporary and relevant, while also providing adequate time for data analysis and interpretation.

Profile of Interviews

The interviewees for this study consist of Generation Z in Jabodetabek and Bandung area. These individuals represent a key demographic for many well-known brands and SMEs and are likely to have been exposed to various forms of guerrilla marketing. Their insights and perspectives will be crucial in understanding the contribution of guerrilla marketing on ad likability. Generation Z is also chosen due to the time and resource constraints.

Participant selection in qualitative research is not about the quantity but the richness and relevance of the data they can provide (Creswell, 2017). Hence, the goal is not to generalize but to provide deep, contextualized understandings based on their individual experiences. Creswell (2017) suggests that for qualitative studies, the ideal sample size can range between 5 to 25 individuals. However, the definitive number should be determined based on when data saturation is achieved at the point at which new data no longer brings additional insights to the research questions. Given this guidance, for this study, this research aims to interview approximately 15-

20 Generation Z to gather meaningful insights, but the final number may vary depending on the point of data saturation.

The interviewees are selected using a purposive sampling method to ensure that they have sufficient exposure to guerrilla marketing and can provide valuable insights. Additionally, the selection of these interviewees also considers the feasibility in terms of their availability and willingness to participate in the interview process

Data Analysis Method

The primary data analysis method for this research is qualitative coding, a process that allows us to glean insights from the rich narratives collected through in-depth interviews. This method encompasses three stages: open coding, axial coding, and selective coding. These stages aim to deconstruct and reconstruct the data from the interviews to generate a deeper understanding of the phenomena under study and provide comprehensive answers to the research questions.

In the initial stage, known as open coding, the researcher will examine the raw data and break it down into distinct parts. Each interview transcript will be carefully read line by line, and codes or labels will be attached to segments of text that appear to represent specific thoughts or concepts. This meticulous process helps the researcher to dissect complex narratives and classify data into manageable chunks. Importantly, during this stage, the researcher aims to remain as open as possible to the data's potential meanings and not let preconceived notions guide the coding.

Following open coding, the researcher will proceed to axial coding. This stage involves linking the codes that the researcher generated in the open coding phase based on their shared characteristics or relationships. The goal of axial coding is to identify central categories around which other categories cluster, essentially forming a kind of 'axis.' These axes can help to explain the phenomena under study in more detail and aid in the development of a theory.

The final stage, selective coding, is where the researcher refines and streamlines the codes to build a comprehensive narrative. During this phase, the researcher will review the axial codes and choose the ones that provide the most in-depth insight into the phenomena under study. These selected codes will serve as the core categories in the analysis. The researcher will then build a narrative that integrates these categories and illuminates the relationships between them, ultimately leading to a grounded theory or conceptual framework.

The goal of this multilayered analysis process is to develop an in-depth understanding of the research problem. The meticulous process of coding and recoding not only ensures data validity but also helps reveal nuances and complexities that may not be immediately evident in the raw data. Through this rigorous process, the researcher aims to gain valuable insights into the effectiveness of guerrilla marketing on Gen Z's ad likability.

Triangulation

The research utilizes methodology triangulation, corroborating the findings across different methodologies. This increases confidence in the study's findings, ensuring they accurately reflect the phenomena being studied. The triangulation sources are qualitative research interviews, secondary data findings through literature review, and focus group discussion.

Hasil dan Pembahasan

Effects of Guerilla Marketing in Contributing to Ad Likability of Gen Z
Positive Depth Emotion

The data revealed a substantial emotional response from the interviewees when they interacted with guerrilla marketing tactics. They reported a range of feelings, including excitement, happiness, amazement, and inspiration. Interviewee #7 (AK), for instance, noted, "...I felt a burst of excitement when I first saw the ad. It was something different, unexpected, and I was immediately committed to consuming the ad..." This type of emotional response suggests that guerrilla marketing can trigger deep-seated emotions, ultimately contributing to the ad's likability.

Similarly, Interviewee #15 (YAR) explained, "...The ad made me amazed because it was so out-of-the-box. It was refreshing to see something different from the usual ads..." This emotional response can create a positive association with the brand, which further enhances the effectiveness of the marketing campaign. Therefore, a significant element of the guerrilla marketing strategy seems to be the elicitation of a deep positive emotional response.

Intellectually Curious Appeal

The data indicated that the guerrilla marketing approach appeals to the intellectual curiosity of Generation Z. Interviewee #10 (AP), for example, stated, "...I was intrigued by how clever the ad was. It made me think and question who's the team behind this ad, which is something I appreciate..." Similarly, Interviewee #4 (RCS) commented, "...The ad was really smart. I enjoyed figuring out what it was trying to say..." This appeal to intellectual curiosity differentiates guerrilla marketing from traditional ad formats, which may be more direct and less engaging.

The data also revealed that guerrilla marketing ads appeal to Gen Z's intellectual curiosity. For instance, Interviewee #16 (JJ) said, "...The ad was so unique and thought-provoking that I found myself drawn in, trying to understand the deeper message..." Similarly, Interviewee #9 (RG) stated, "...The ad was clever and subtle. It made me think and pay attention, and that's something I value in an advertisement..." This intellectual engagement is a key contributor to ad likability, as it allows the audience to connect with the ad on a deeper, more meaningful level.

Attention Inspiring

A strong theme that emerged from the data was the ability of guerrilla marketing ads to attract and maintain attention. Interviewee #2 (RMR) mentioned, "...I remember the ad because it was something I hadn't seen before. It definitely caught my eye..." Moreover, Interviewee #18 (AL) added, "...I couldn't help but notice the ad. It was unlike anything else around it..."

These responses suggest that the novelty of guerrilla marketing strategies is successful in capturing the attention of Generation Z. This characteristic is vital in today's digital landscape, where consumers are often inundated with marketing messages and have increasingly shorter attention spans.

Many interviewees commented on the guerrilla marketing ads' ability to command attention in a crowded advertising landscape. Interviewee #5 (DDH) said, "...The ad really stood out. It was a neckbreaker for sure..." Additionally, Interviewee #8 (Mario) noted, "...I was instantly drawn to the ad. It was intriguing and unique, and it caught my attention right away..." These comments underscore the effectiveness of guerrilla marketing in capturing and sustaining the attention of Gen Z, a demographic notorious for its fleeting attention span.

Creatively Admired

The data showed that Generation Z greatly appreciates the creativity inherent in guerrilla marketing strategies. Interviewee #11 (HAH) stated, "...I was impressed with how creative the ad was. It is always nice to see a result of a hard-working marketing team..." Interviewee #1 echoed these sentiments, saying, "...The creativity of the ad made me admire the brand more. It showed they were willing to think outside the box..."

In a market saturated with similar ads, guerrilla marketing stands out due to its unique and unconventional approach. The data suggests that this creativity not only attracts Generation Z but also instills a level of admiration for the brand. This further underscores the effectiveness of guerrilla marketing strategies in contributing to ad likability among this demographic.

Key Elements of Guerilla Marketing in Influencing the Ad Likability of Gen Z Creative Execution

Interviewees regularly mentioned the importance of creative execution in increasing ad likability. Interviewee #11 (HAH) stated, "...The unconventional tactics used in the ad were really captivating. The execution is just amazing..." This creativity, often inherent in guerrilla marketing, enables the advertisements to stand out among a saturated marketing landscape. Interviewee #17 (DMJ) expressed, "...The ad was not just selling a product. It was telling a story, a very imaginative one. And that drew me in..." The participants appreciated the departure from traditional marketing strategies and the innovative ideas expressed through guerrilla marketing. Interviewee #6 (FR) emphasized, "...The ad didn't just catch my attention, it held it. I was intrigued by how different and creative it was..."

Aesthetic Message Clarity

The importance of aesthetics and message clarity came up frequently in the interviews. Interviewee #13 (TF) asserted, "...The ad was visually stunning, and even though it was a bit complex, the message was clear..." The aesthetics of the ad often serve as an initial attraction point, while the clarity of the message ensures that the audience understands the intended communication. Interviewee #2 (RMR) added, "...It was beautifully designed and straight to the point. I didn't have to think hard to understand what they were trying to say..."

Perceived Relevance with Good Timing

Many participants highlighted the importance of relevance and timing. They emphasized that guerrilla marketing ads that relate to current trends or events and are timed well are particularly likable. Interviewee #9 (RG) noted, "The ad referenced a current event and felt immediately relevant. It made me feel like the brand was in touch with what's going on." Similarly, Interviewee #20 (AM) said, "...The ad was displayed right when it was most relevant. That kind of setup makes me appreciate an ad more..."

Inspired with Humor

Participants often reported that humor, when used appropriately, can significantly increase the likability of guerrilla marketing ads. Interviewee #12 (FA) stated, "...The ad had a funny twist that made me laugh. I realized it when I think about it more..." Furthermore, Interviewee #15 (YAR) shared, "...The ad was funny but also made me think. I felt entertained and inspired at the same time..." When humor is combined with a thought-provoking message, it appears to foster a deeper connection with the audience, leading to an increase in ad likability.

The Effect of Guerilla Marketing in Contributing to Ads Likability

Based on the coding results, several key themes emerged around Generation Z's perceptions of guerrilla marketing and its contribution to ad likability.

General Perception of Guerilla Marketing Ads

The interviewees consistently described guerrilla marketing as a 'neckbreaker,' meaning that it was something that effectively captured their attention and stood out from other types of advertising. They also describe guerrilla marketing as an ad that made them curious. They appreciated the creativity involved in these unconventional marketing approaches and saw them as sources of inspiration. Many informants expressed that they felt motivated to share these creative advertisements with their peers, further suggesting a positive perception of guerrilla marketing tactics.

Gen Z Reaction When Facing Guerilla Ads

Generation Z's reaction to guerrilla marketing was overwhelmingly positive, with many of the coded responses indicating a range of positive emotional and cognitive reactions. They described feeling curious, excited, amazed, and happy when encountering guerrilla marketing ads. The ads were also described as being memorable, catchy, and inspiring. This not only increased their likability but also motivated the informants to share them with others.

The Use of Guerilla Marketing Strategies and Elements in Contributing to Ad Liability

20 out of 20 interviewees claimed that the use of guerrilla marketing principles and elements increases their likelihood of liking an ad. These findings corroborate existing literature, underscoring the relevance of guerrilla marketing strategies in capturing the attention and interest of Generation Z.

Therefore, the responses gathered from the interviews emphasize the power and potential of guerrilla marketing strategies in enhancing ad likability for Generation Z. This is especially valuable for SMEs looking to engage this demographic effectively. The key lies in the incorporation of elements such as creativity, novelty, emotion, and other elements that resonate with this generation.

Key Factors Influencing the Ad Likability of Guerilla Marketing Ad

Novelty

One of the key factors that interviewees found appealing in guerrilla marketing ads is their novelty. They often appreciate the innovative and fresh approaches that these ads take in comparison to traditional marketing strategies. For instance, Interviewee #14 (RJ) noted, "...Guerrilla marketing ads offer something new and different. They don't follow the usual format of ads that we see every day, and that's what makes them attractive..." Interviewee #7 (AK) also commented on this aspect, stating, "...The novelty factor keeps me hooked. It's always interesting to see how brands can think outside the box with their marketing efforts..." The uniqueness of guerrilla marketing ads can spark intrigue among Gen Z, which can contribute to their likability of such ads.

Surprise

The element of surprise was another factor that participants frequently mentioned. Guerrilla marketing ads often rely on the unexpected to capture attention and leave a lasting impression. Interviewee #5 (DDH) expressed, "...The unexpected twist in the ad definitely caught my attention. It made the whole experience memorable..." Similarly, Interviewee #18 (AL) noted, "...The element of surprise makes these ads exciting. It makes you want to pay attention to the ad and see what does the ad meant to say..." The unpredictable nature of these ads can make them more appealing and enjoyable for the audience.

Aesthetics

The aesthetics of the ad also play a significant role in its likability. Many interviewees mentioned that visually appealing ads are more likely to catch their attention and hold their interest. For example, Interviewee #1 (YJS) mentioned, "...The visual design of the ad was very engaging. It was just on point, which made it pleasing to look at..." Interviewee #9 (RG) also emphasized the importance of aesthetics, stating, "...The visual appeal of the ad was striking. It was aesthetically pleasing and well-designed, which made the ad stand out..."

Humor

Humor emerged as a significant factor in influencing ad likability. The interviewees often appreciated ads that made them laugh or smile, as it added an element of entertainment to the viewing experience. Interviewee #13 (TF) mentioned, "...The humor in the ad was clever and made me laugh. It was a pleasant surprise and made the ad more enjoyable..." Moreover, Interviewee

#20 (AM) shared, "...The funny elements in the ad were refreshing. It lightened the mood and made me remember that this ad was made by human..."

Clarity

Clarity in the ad's message was also an essential factor for the interviewees. They appreciated when the ad's purpose or the brand's message was conveyed clearly and understandably. Interviewee #3 (SSD) expressed, "...Despite the innovative approach, the ad was very clear in its message. I appreciated that I didn't have to decipher what the brand was trying to say..." Similarly, Interviewee #16 (JJ) stated, "...The clarity in the ad's message made it easy to understand. It was simple, direct, and to the point..." Additionally, Interviewee #6 (FR) expressed "...I didn't understand the message of the ad, there is a lack of clarity and the message was not delivered to me, let alone liking this ad...". Therefore, while innovation and creativity are critical, maintaining clarity in the message is essential for ensuring the ad's likability.

Simplicity

Simplicity was a feature that was often brought up in the interviews, with many Gen Z participants favoring clear, easy-to-understand ads. Interviewee #6 (Farrel) mentioned, "...I like that guerrilla marketing ads are straightforward. They aren't trying to bombard you with too much information at once..." Similarly, Interviewee #11 (HAH) explained, "...Simplicity makes the message digestible. A simple message is easier to remember and share with others..." Overall, simplicity in guerrilla marketing ads can improve their likability by enhancing their accessibility and comprehensibility.

Goodwill

The presence of goodwill in the ads was another recurring theme among the responses. Many interviewees appreciated when brands used their marketing to demonstrate social responsibility or support for a good cause. For instance, Interviewee #2 (RMR) stated, "...I appreciate when companies use their platform to spread positive messages or support important causes. It shows that they're not just about making money, but also about making a difference..." Interviewee #15 (YAR) echoed this sentiment, noting, "...When a brand displays goodwill in its marketing, it enhances my overall perception of the brand. It's not just about selling a product; it's about contributing to society..." Hence, the element of goodwill can significantly boost the likability of guerrilla marketing ads.

Creativity

Creativity in the design and delivery of guerrilla marketing ads was one of the key factors contributing to their likability. Interviewee #8 (MH) said, "...I'm always impressed by the creativity in these ads. They break away from conventional advertising and offer something truly unique..." Interviewee #12 (FA) concurred, adding, "...Creativity can make an ad stand out. It's what makes me stop and pay attention..." Thus, creativity can elevate the overall appeal of an ad and enhance its memorability.

Relevance

Relevance to the viewer's interests and lifestyle emerged as a vital element in ad likability. Interviewee #3 (SSD) observed, "...Ads that are relevant to my interests or that reflect my lifestyle are more likely to resonate with me..." Similarly, Interviewee #17 (DMJ) explained, "...When an ad is relevant, it feels personalized. It shows that the brand understands its audience..." Therefore, relevance can significantly improve the likability of guerrilla marketing ads among Gen Z by promoting a sense of personal connection with the brand.

Emotion Arousal

The ability of the ad to arouse emotions was a crucial factor in its likability. Whether it's happiness, surprise, curiosity, or awe, the ability of an ad to evoke an emotional response could strongly influence its appeal. Interviewee #10 (AP) stated, "...I remember ads that make me feel scared. I

believe that emotional connection makes an ad memorable..." Likewise, Interviewee #19 (FR) affirmed, "...Ads that evoke emotion can be powerful. They can create a lasting impression in the audience's brain..." Therefore, the ability of a guerrilla marketing ad to stir emotions can significantly enhance its likability and impact.

Most Important Elements in Contributing to Ad Likability

The study incorporated a ranking activity where interviewees were asked to evaluate and rank ten critical elements based on their significance in influencing their ad likability. The ranking scale ranged from 1 (most influential) to 10 (least influential).

The elements were ranked as follows, where a lower score indicates a higher importance:

1. Creativity (Score: 59)
2. Novelty (Score: 90)
3. Humor (Score: 95)
4. Aesthetics (Score: 97)
5. Relevance (Score: 113)
6. Clarity (Score: 116)
7. Emotion Arousal (Score: 116)
8. Surprise (Score: 127)
9. Goodwill (Score: 138)
10. Simplicity (Score: 149)

Upon analyzing the findings, it is evident that "creativity" was rated as the most influential element, contributing to the likability of an ad among the Gen Z interviewees. This shows that Gen Z individuals tend to value original, innovative approaches in advertising, which resonates with their desire for unique and standout experiences.

In second and third place were "novelty" and "humor," with scores of 90 and 95, respectively. This suggests that Generation Z responds positively to fresh, new content that deviates from the norm and also appreciates humor in ads. It underscores that the interviewees are more likely to be attracted to advertisements that surprise them and make them laugh.

"Aesthetics" followed closely in the fourth place, indicating the importance of visual appeal in the ads. This aligns with Gen Z's known appreciation for visually engaging content. "Relevance" and "clarity" ranked fifth and sixth, respectively, underlining the importance of relatable content that is clearly and effectively communicated.

The "emotion arousal" ranked seventh, showing that ads that evoke emotions have a moderate impact on Gen Z's ad likability. Gen Z appreciates ads that manage to form an emotional connection or stir feelings, although this element is less critical than creativity, novelty, or humor.

"Surprise," "goodwill," and "simplicity" occupied the last three ranks. Although these elements do contribute to ad likability, they were not considered as influential as the others by the interviewees.

In conclusion, Gen Z values creativity, novelty, and humor most in advertisements, followed by aesthetic appeal and relevance. While clarity, emotion arousal, surprise, goodwill, and simplicity are also important, they were not deemed as impactful as the former factors. This insight can guide SMEs in developing guerrilla marketing strategies that resonate with the Gen Z audience.

New Elements Discovered

During the course of the interviews and data analysis, several new elements emerged that were not initially part of the framework, but significantly contributed to Gen Z's ad likability. These new elements were Soft-Selling, Catchy, and Content-Worthy.

Soft-selling

"Soft-selling" emerged as an important factor influencing the likability of an ad among Gen Z respondents. Unlike traditional hard-sell methods that use more aggressive sales language and techniques, soft-selling involves subtler, more persuasive methods of influencing consumers. This strategy resonated well with the Gen Z audience, who often perceive direct sales tactics as intrusive and off-putting.

Soft-selling often aims to build a relationship with the consumer, focusing on their needs and interests, rather than pushing a product or service directly. Gen Z respondents appreciated this approach as it felt less invasive and more genuine. It respects their autonomy in making purchase decisions and fosters a sense of connection and trust with the brand.

Catchy

The second element that surfaced was the "Catchy" factor. The respondents indicated that an ad's ability to grab and hold their attention played a pivotal role in their likability towards it. Ads that used clever slogans, captivating visuals, or memorable jingles managed to stand out, make a lasting impression, and hence, were perceived more favorably.

A catchy ad stays in the mind of the viewer for longer, increasing the chance of recalling the brand or product. As such, this factor can significantly contribute to an ad's effectiveness, particularly in the digital age where consumers are bombarded with a constant stream of advertising content.

Content-worthy

The third element, "Content-Worthy," highlights Gen Z's inclination towards engaging, shareable content. Ads that provided entertainment, information, or an interesting story were viewed as content-worthy by the respondents.

This element reflects the importance of shareability in today's social media-driven culture, where Gen Z consumers often share content that resonates with them on their social platforms. Content-worthy ads can extend the reach of the ad beyond its initial audience and foster a stronger connection with Gen Z consumers, as they are more likely to engage with and share content that they find personally meaningful, interesting, or entertaining.

These newly identified elements emphasize that for ads to be effective and well-received among Gen Z, they must be subtle in their selling approach, be catchy and memorable, and provide content-worthy material that viewers would be willing to share. These insights can significantly aid SMEs in creating ads that better appeal to this particular demographic.

Data Validation

Data validation is a critical step in the research process to ensure the integrity and reliability of the findings. In this study, a triangulation approach was employed involving three key methods: qualitative research interviews, secondary data findings, and an additional method of conducting a focus group discussion with Generation Z representatives.

Qualitative Research Interviews

The primary method of data collection in this research was through qualitative research interviews, specifically visual elicitation interviews conducted with 20 participants from Generation Z. This methodology was selected for its ability to elicit rich and nuanced data on the interviewees' attitudes towards guerrilla marketing and its elements on ad likability. By

integrating visual materials into the interview process, the research could evoke more profound and detailed responses from participants. Visual stimuli, such as examples of guerrilla marketing campaigns, were used to provoke thought and discussion, providing a comprehensive and vivid understanding of Gen Z's perceptions.

These interviews were conducted online via Zoom due to its convenience and ability to accommodate the social distancing measures in place during the time of the study. The utilization of a virtual platform did not deter the depth of responses; on the contrary, it allowed participants to be in a comfortable environment, possibly leading to more candid feedback.

The collected data were then coded using qualitative coding. This method encompasses three stages: open coding, axial coding, and selective coding. These stages aim to deconstruct and reconstruct the data from the interviews to generate a deeper understanding of the phenomena under study and provide comprehensive answers to the research questions.

Further, the data was analyzed descriptively to summarize and interpret the dataset in a manner that would be meaningful and insightful. The focus was to articulate the findings in an easily understandable form, presenting the data in a structured and coherent manner.

As the result, It was found that interviewees generally responded positively to guerrilla marketing campaigns that were creative, innovative, and unexpected. The majority of the interviewees also indicated that they liked ads that were humorous and those that evoked an emotional response. This data strongly suggested that guerrilla marketing could significantly enhance ad likability among the Generation Z demographic in Jabodetabek and Bandung.

Secondary Data Findings

The second method of data validation involved cross-referencing the interview findings with secondary data sourced from a comprehensive literature review. This was an important step in validating the primary data because it ensured alignment with established theories and findings in the existing body of knowledge. Through this comparison, the study was able to confirm common themes and also highlight unique findings that emerged from the primary data. This added a layer of credibility and validity to the results.

As the result, Academic literature emphasized that guerrilla advertisements that have surprising, creative contents, may allow consumers to experience the advertisement on site, these aspects are assumed to influenced ad likability (Özkan, 2019). This is aligned with the primary data from the interviews. The literature review also confirmed that Generation Z prefers creative and unconventional marketing tactics, further supporting the interview findings.

Focus Group Discussion

The third method for data validation was through conducting a focus group discussion with a 4 of Generation Z individuals. They are NADT (21), RMF (21), AJ (22), and IR (23). This offered an additional layer of data collection and validation that employed a different dynamic than the one-on-one interviews. In the focus group, participants could react to and build on the responses of others, sparking a richer and more diverse conversation. This method provided further confirmation of the themes identified in the interviews, and also unearthed additional nuances and insights.

As the result, the group discussion endorsed the results of the individual interviews, with participants expressing a preference for creative, innovative, and emotionally engaging guerrilla marketing campaigns. They further emphasized the possible role of social media as a preferred platform for experiencing and sharing such marketing efforts. The focus group discussion thus not

only confirmed the findings from the interviews but also enhanced the research with additional insights about the preferred platforms for guerrilla marketing among Generation Z. The triangulation of these three methods - interviews, literature review, and focus group discussion - served to enhance the validity of the study. It enabled cross-validation of the findings and offered multiple perspectives on the same phenomena, thereby creating a more comprehensive and reliable understanding of Generation Z's response to guerrilla marketing. This rigorous approach ensured that the conclusions drawn were robust, valid, and reflective of the reality of Generation Z's experiences and attitudes.

CONCLUSION

How do specific elements of guerrilla marketing influence ad likability as perceived by Gen Z? Guerrilla marketing's unique, unconventional approach plays a significant role in shaping Generation Z's perception of ad likability. The selective codes emerging from the research, namely Positive Depth Emotion, Intellectually Curious Appeal, Attention Inspiring, and Creatively Admired, each reveal a specific aspect of how guerrilla marketing influences Gen Z's affinity towards ads.

The Positive Depth Emotion reflects the capability of guerrilla marketing to evoke strong, positive emotional responses from the Gen Z audience. This is an essential factor considering Gen Z's preference for authentic, meaningful experiences that stimulate their feelings. This generation responds favorably to ads that resonate emotionally, making this an impactful element of guerrilla marketing.

The Intellectually Curious Appeal of guerrilla marketing engages Generation Z on a cognitive level, sparking their interest and curiosity. This interactive, thought-provoking nature of guerrilla marketing enhances its likability as it provides a platform for Gen Z to be more actively engaged, rather than passively receiving information.

Attention Inspiring describes the ability of guerrilla marketing to effectively capture the attention of the often-distracted Gen Z audience. Through unconventional, novel tactics, guerrilla marketing succeeds in standing out in a sea of information, increasing its likability through its distinctiveness.

Creatively Admired encapsulates Gen Z's admiration for the creativity that is often inherent in guerrilla marketing strategies. The unique, innovative approach is valued highly by this demographic, leading to a higher likability of the ads that are seen as breaking the norm and pushing the boundaries of traditional advertising.

In terms of general perceptions of Guerrilla Marketing Ads, the data revealed that Gen Z perceives these ads as creative, impactful, and inspiring. This audience values the novelty that guerrilla marketing presents in the advertising landscape. The unconventional approach breaks through the noise of traditional advertising, and this resonates strongly with Gen Z's demand for unique, innovative experiences.

Moreover, the reactions of Gen Z when facing a Guerrilla Ad were predominantly positive. Terms such as 'curiosity', 'excitement', 'amazement', and 'inspiration' were frequently cited by the interviewees, demonstrating how guerrilla marketing effectively evokes a range of positive responses. The unconventional strategies used in these ads ignite Gen Z's curiosity and excitement, contributing to the heightened likability of the ads.

Furthermore, the use of guerrilla marketing strategies and elements contributes significantly to ad likability. The study identified key elements such as novelty, humor, aesthetics, and clarity as significant contributors to an ad's likability. It was found that Gen Z favors ads that deliver a clear

message through aesthetically pleasing, humorous, and novel ways. Guerrilla marketing strategies, with their focus on creative and unconventional methods, fulfill these preferences effectively.

In conclusion, the research indicates that the guerrilla marketing approach is highly effective in engaging the Gen Z demographic. The unique and innovative strategies used in these ads evoke strong emotional responses, pique intellectual curiosity, capture attention, and inspire admiration. When combined with elements like novelty, humor, aesthetics, and clarity, these factors significantly enhance the likability of the ads, making guerrilla marketing an effective approach in reaching and engaging with Gen Z.

Why are certain elements of guerrilla marketing more suitable for SMEs in their marketing approach?

Based on the findings of the research, several key elements of guerrilla marketing significantly contributed to the likability of ads for Gen Z. These elements align with Gen Z's desire for innovation, creativity, and emotional engagement in marketing. The elements are discussed based on the rank that has been established by the Gen Z based on the importance to increase their likability of an ad.

Firstly, the element of 'Creativity' ranked as the most influential, according to Gen Z's responses. Creativity in guerrilla marketing is highly valued as it provides a unique, memorable experience, which is a factor that sets these advertisements apart from traditional ones. Gen Z appreciates the freshness and novelty that creative guerrilla marketing strategies bring to the table, and this greatly enhances the likability of an ad.

The 'Novelty' element also plays a critical role in driving ad likability. Guerrilla marketing strategies often involve novel tactics that haven't been widely used in the advertising industry, which stirs curiosity and excitement among Gen Z. The unpredictability of guerrilla ads also increases their appeal, as it generates anticipation and creates a memorable brand experience. 'Humor' has also been identified as a pivotal element in guerrilla marketing that resonates with Gen Z. Ads that incorporated humor were more likely to be liked and shared by this demographic. Humor can make an ad more entertaining, memorable, and relatable, enhancing its overall likability.

'Aesthetics' is another important element that Gen Z values. Ads that are visually appealing or artistically interesting have a higher chance of being liked by this demographic. The use of good design and pleasing visuals in guerrilla marketing ads can significantly enhance their appeal.

'Relevance' of an ad also contributed to its likability among Gen Z. Ads that are relevant, either in terms of their content or the timing of their presentation, are more likely to be appreciated by this demographic.

The 'Clarity' of the message in an ad is crucial for Gen Z. In an era of information overload, Gen Z appreciates ads that deliver a clear, concise message. They prefer straightforward communication over ambiguous messages, which aids in the comprehensibility and acceptance of the ad.

'Emotional arousal', another key element, stimulates the viewers' emotions and thereby significantly contributes to the likability of an ad. Gen Z, being a socially aware and empathetic generation, responds strongly to ads that evoke emotions, whether it be joy, nostalgia, or even social concern.

'Surprise' is another important factor in guerrilla marketing ads. By nature, guerrilla marketing involves unconventional strategies, often leading to unexpected experiences for the viewers. This element of surprise can create a strong impression, make the ad more memorable, and increase the likelihood of it being shared, further enhancing its likability.

'Goodwill' is another significant element influencing ad likability. Gen Z consumers appreciate brands that display ethical behavior and social responsibility. Therefore, ads that convey a brand's goodwill, be it through philanthropic efforts or sustainable practices, are likely to resonate with this generation.

'Simplicity' of an ad is appreciated by Gen Z. While they value creativity and novelty, they also prefer ads that are simple and easy to understand. Too much complexity could lead to confusion and reduce the likability of the ad.

Additionally, the study also unveiled new elements that notably impacted Gen Z's ad likability.

Soft-Selling: Gen Z expressed a distinct preference for 'soft-selling' techniques. Rather than overt, aggressive selling, they responded more positively to subtler, indirect marketing methods. This aligns with the broader understanding of Gen Z as a generation that values authenticity and genuine engagement over straightforward product promotions. Brands engaging in guerrilla marketing should, therefore, ensure their messaging leans more towards creating a compelling narrative rather than overtly pushing their product or service.

Catchy: Gen Z's ad likability was also significantly influenced by how 'catchy' the advertisement was. This includes attention-grabbing visuals, unique slogans, or memorable narratives that stick with the viewer long after they've seen the ad. The research emphasized that to capture the fleeting attention of Gen Z, the content needs to be distinctive and engaging.

Content-Worthy: Lastly, the study found that Gen Z particularly appreciated ads that were 'content-worthy'. This refers to promotional content that adds value beyond merely advertising a product or service, such as entertaining clips, informative posts, or thought-provoking messages. These content-worthy ads are more likely to be shared by Gen Z on their social platforms, increasing the reach and effectiveness of the guerrilla marketing campaign.

In conclusion, the research has identified creativity, novelty, humor, aesthetics, and relevance as crucial elements of guerrilla marketing that drive ad likability among Gen Z. These elements not only satisfy Gen Z's preferences for innovative, engaging, and visually pleasing content but also ensure that the ads are relevant and relatable to their lives, further enhancing their appeal. The other 5 elements on the bottom rank also influence Gen Z's ad likability, understanding these preferences and integrating them into guerrilla marketing strategies can craft more effective and appealing ads for the Gen Z audience. Additionally, there are also 3 elements that are discovered in this research. These newly discovered elements add another layer of complexity to understanding what makes guerrilla marketing effective for Gen Z. Not only must the advertisement be creative and novel, but it also needs to subtly sell, be catchy, and offer content-worthy material that Gen Z will be motivated to share within their networks. Therefore, SMEs seeking to reach and resonate with the Gen Z demographic should strategically incorporate these elements into their guerrilla marketing campaigns.

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