Advertisement Exposure and Investment Interest: Study on Octafx Advertising Trading Platform Among Students

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Abstract

Some trading platforms are declared illegal, and since 2016 until now the Ministry of Communication and Informatics (Kominfo) has blocked a lot of illegal investment content, especially those using binary options trading systems because they are considered similar to gambling systems. Nevertheless, advertising impressions of trading platforms with binary options systems such as OctaFX can still be found by the public through advertisements on online media such as Youtube. Where advertising has become part of an e-marketing strategy that is considered more effective and efficient at a minimum cost but gets a lot of attention from the target audience. Therefore, this study aims to test the impact of OctaFX trading platform advertising exposure on students' interest in investing in Youtube ads. This research uses stimulus-response theory where advertising is used as variable X and investment interest as variable Y. This study uses an explanatory quantitative approach, with data collection techniques by distributing questionnaires to one hundred student respondents in South Jakarta. The results of this study indicate that exposure to advertisements for one of the trading platforms, namely OctaFx on the online media Youtube, significantly affects the level of interest of students in South Jakarta in investing through this trading platform.

Keywords: Ad Exposure; Trading Platforms; OctaFx Aplication; Student Investment Interests.

Abstrak

Beberapa platform trading dinyatakan ilegal, dan sejak tahun 2016 hingga saat ini Kementerian Komunikasi dan Informatika (Kominfo) banyak memblokir konten investasi ilegal, terutama yang menggunakan sistem trading binary options karena dianggap mirip dengan sistem perjudian. Meski demikian, impresi iklan platform trading dengan sistem opsi biner seperti OctaFX masih dapat ditemukan oleh masyarakat melalui iklan di media online seperti Youtube. Dimana advertising sudah menjadi bagian dari strategi e-marketing yang dianggap lebih efektif dan efisien dengan biaya yang minimal namun mendapat banyak perhatian dari target audience. Oleh karena itu, penelitian ini bertujuan untuk menguji dampak paparan iklan platform trading OctaFX terhadap minat pelajar untuk berinvestasi di iklan Youtube. Penelitian ini menggunakan teori stimulus-respons dimana iklan digunakan sebagai variabel X dan minat investasi sebagai variabel Y. Penelitian ini menggunakan pendekatan kuantitatif eksplanatori, dengan teknik pengumpulan data dengan menyebarkan kuesioner kepada seratus responden mahasiswa di Jakarta Selatan. Hasil penelitian ini menunjukkan bahwa terpaan iklan salah satu platform trading yaitu OctaFx di media online Youtube berpengaruh signifikan terhadap tingkat minat mahasiswa di Jakarta Selatan dalam berinvestasi melalui platform trading ini.

Kata Kunci : Terpaan Iklan; Platform Trading; Aplikasi OctaFx; Minat Investasi Mahasiswa.

INTRODUCTION

Some trading platforms are declared illegal, and since 2016 until now the Ministry of Communication and Informatics (Kominfo) has blocked a lot of illegal investment content, especially those using binary options trading systems because they are considered similar to gambling systems. This system works by asking traders to predict the price of assets in the form of gold, silver, stocks, to foreign currencies (forex) within a predetermined period (Rohman, 2022), if the prediction is correct it will get a profit of 60-90%, and vice versa if the prediction is wrong it will experience a loss equivalent to the capital issued. Therefore, trading platforms like this are often called investment platforms under the guise of gambling, and these platforms mostly have no legality in Indonesia.

Nevertheless, advertising impressions of trading platforms with binary options systems such as OctaFX can still be found publicly on online media such as Youtube. Therefore, the public must be more careful in controlling and selecting the advertising content to be seen to avoid being exposed to advertisements, and the government through the Commodity Futures Trading Supervision Agency (Bappeti) cooperates with the Ministry of Communication and Informatics (Kominfo) to protect the public from illegal investment platforms by blocking Youtube channels containing advertisements for binary options-based trading platforms (Ramli, 2022). Then, the government also urges influencers not to accept offers to advertise trading platforms without doing careful research (Laucereno, 2022). Because, only advertising in online media can attract more attention and increase the interest of the audience, especially the target consumers, such as students, students, or people who are still new to the world of investment to make investments to get practical income.

The OctaFX application consists of two, namely those from PT Octa Investama Berjangka which already has legalization from Bappeti, and OctaFX which comes directly from the country of origin, namely Britain, which does not have legalization operating in Indonesia. OctaFX is one of the trading platforms that have many users, namely more than 10 million active trading accounts from 150 countries in the world (Tim, 2022). When viewed from the map of user distribution in Indonesia, traders mostly come from cities on the island of Java, including Jakarta, because people in large cities that are very heterogeneous are considered to be "literate" in technology and the internet. Thus, OctaFX as part of the results of technological advances and is currently popular is getting a lot of interest from the public, especially from millennials and generation Z in Indonesia.

Currently, many trading platforms do ads through Youtube to be able to reach many audiences easily and quickly. In the advertisement, the ad actors act as traders explaining the profits and benefits, as well as the ease of investing through their trading platform. Of course, this will greatly attract the attention of the public, especially people who are interested in earning income easily and practically. Proven to be popular, the trading platform currently has many active traders from various countries worldwide, including Indonesia (Pratomo, 2022).

Advertising becomes a form of persuasive communication, whereas a means of explaining an organization, products or services, and ideas. Including in a very important promotional strategy, especially for companies that want the products or services they produce to be known to the public. Mass media is the company's choice for advertising because it is considered that it will get a large audience easily. Thus, companies began to carry out advertisements that were spread through mass media so that the public was exposed to messages from advertisements and decided to consume the products that the company offered.

Along with technological advances, advertising exposure can be accessed through online media using the internet, so online media has become part of the e-marketing strategy (Febrida &

Oktavianti, 2020). Therefore, companies that produce goods or services will start choosing to place advertisements on online media so that their products can be known to many people, and spread more widely because they are considered more effective and efficient at a lower cost and get the attention of many target consumers. One of the companies that utilize online media as a promotional medium is a company that makes trading platform products that are currently popular among the Indonesian people, especially among students as local investors of the Millennial generation and generation Z which currently dominate the Indonesian investment market, reaching 80% (Lavinda, 2022). Thus, the purpose of this study is to analyze whether the exposure of OctaFX ads on Youtube social media affects student investment interests in South Jakarta.

THEORITICAL REVIEW

Response Stimulus Theory

A response is a reaction that an individual gives when receiving stimuli from the media. The theory of response stimulus became the basis of the process of mass media effects. This theory assumes that the presence of certain stimuli (stimuli) can cause changes in behavior because this theory has the object of study, namely the human psyche in the form of attitudes, opinions, behaviors, cognitive, affective, and conative. The process of behavior change according to the response stimulus theory is often equated with the learning process, where the message as a stimulus that the communicator gives to the communicant can be accepted or rejected. If the communicant rejects the stimulus, then the stimulus is less effective at influencing the mind, so the learning process is stopped. However, if the stimulus can be received well, it will be considered effective and can continue the learning process, then the communicant processes the received stimulus to provide a behavioral change effect by the stimulus with the support of its facilities and environment (Ivony, 2022).

Several factors can influence the success of response stimulus theory, including that the communicator as a messenger to the communicant must have communication skills and attractiveness that can attract attention, the communicator is also required to have high credibility according to communicant standards. Furthermore, the media as a means to convey the message, the media used must be by the characteristics of communicants to facilitate the understanding process, so the media user needs to be selected in detail so that the message as a stimulus given can be received easily by the communicant. Then, the characteristic of the communicant is to know whether or not a message is received and also to reinforce the success rate of the message as a stimulus given by the communicator.

As a communication theory, response stimulus theory has several advantages and disadvantages in its application so that it can realize effective and efficient communication. The advantages of this theory include that this theory is quite effective in persuading a person because in the study of stimulus theory, the response emphasizes communication so that the process of persuasion can be carried out easily, in an interpersonal context where the process of communication and discussion occurs more intensely makes the probability of success of this theory quite high, and the theory of response stimulus can be used to predict the response that will arise from the stimuli and communicant character possessed.

Then, the disadvantage of response stimulus theory is that it does not guarantee that a given stimulus will be successful in persuading a person so that it changes behavior, and the success of the response stimulus theory depends largely on the process of communication between the communicator and the communicant because there will be a possibility that the message conveyed

by the communicator is rejected by the communicant, which makes the process of persuasion unable to continue.

Thus, the use of technology with Youtube media is increasingly advanced and widespread and aims to reproduce and distribute messages (stimulus) that are expected to maximize understanding and response by the audience. The attention of the communicant can also affect the communication process, which shows that when after the communicant processes and receives it, there is a change in behavior as an effect of the message being received (D, 2020).

Advertising Exposure

Advertising is a form of marketing communication carried out by a company to be able to promote the products they already produce. There are three indicators of ad exposure, including frequency which is how often the audience watches the ad, intensity which is the level of attention kahalayak in understanding the message given by the ad impression, and duration which is how long the audience uses to see the ad impression (Rahmasari, 2021).

All three indicators of advertising exposure have a very important role, such as the OctaFX trading platform utilizes these three indicators to be able to provide target exposure that can affect changes in its behavior. Therefore, with the increase in information in online media, audiences should be smarter in selecting the content they see to avoid unwanted exposure. There are also four processes of advertising exposure to consumers, including advertising exposure creating brand awareness in consumers which has a role to make consumers more familiar with the promoted brand; advertising creates a brand personality or an image of the promoted brand such as providing information about the brand advantages offered in advertising; advertising can associate something in a brand with creating certain feelings through advertising in consumers; and advertising can create an impression of a brand being liked by the surrounding environment or certain groups, usually companies will use an influencer as the star of their advertisement (Putri, 2021).

Student Investment Interests

Interest is the condition of a person who has more attention to something and is followed by a desire to know, learns, and even prove further. According to the Big Indonesian Dictionary, interest is a desire or high tendency towards something. Thus, interest can be interpreted as the tendency or direction of a person's desire for something to satisfy impulses, because interest comes from a strong impulse from within that can influence the will to be able to realize something. There are five elements to interest, including attention, preparation, curiosity, readiness to act, and a tendency to get involved. Then, investment is an activity in delaying the consumption or use of funds in the present to obtain profits in the future. Thus, investment activities, in addition to requiring funds, also requires other sacrifices such as time and thoughts in the hope of getting profits in the future (Nurdilla, 2021).

Thus, investment interest can be measured from three dimensions, namely expectations, plans, and desires (Fahreza & Surip, 2018). Therefore, an indicator of investment interest is the desire to find out about investments, take the time to learn more about investing, and try to invest (Pinem, 2021).

Based on the discussion of theories and concepts above, this research uses the theory of stimulus-response and AIDA, because this research revolves around the use of research subjects, namely the exposure of advertisements for a trading platform on Youtube online media and

investment interests. This research also wants to find out more about the impacts that advertising the OctaFX trading platform on Youtube can have on fostering students' interest in investing.

From the variables in this study, between the advertising of the OctaFX trading platform on Youtube and the interest in investing a person can have a cause-and-effect relationship that will cause action and reaction. Like when the OctaFX trading platform advertisement explains the advantages and benefits of investing using Binomo can provide practical benefits to its users, can foster one's interest in making investments using the platform. Thus, the hypothesis in this study is that the advertising exposure of the OctaFX trading platform affects students' interest in investing in OctaFx.

A.I.D.A

The AIDA model is a form of basic marketing in displaying advertisements that can create audience perception. The purpose of the AIDA model is to attract the attention of the target audience, thereby increasing the interest and desire of the audience to take final action, namely purchasing or using products or services from a company. In the process of marketing through advertising, the AIDA model can increase the level of trust of potential consumers who have the potential to become actual consumers (Rahmasari, 2021). The elements of the AIDA model are attention, interest, desire, and action.

Attention is related to increasing the attention of the audience by using the appearance of advertisements and attractive words that are easy for the audience to understand. Then, Interest intends to increase the interest of the audience.

Desire is related to convincing the audience that an interest in a product or service offered can meet the satisfaction of their needs. Furthermore, Action is the decision-making of the audience from potential consumers to actual consumers by buying and using the products or services offered in advertising.

RESEARCH METHOD

This research uses a quantitative approach with a survey method conducted on students in the City of South Jakarta with a population of 239,017 people based on BPS data in 2021.

The sampling technique in this study used purposive sampling technique. The technique is one of the non-probability sampling techniques where researchers ensure the citation of illustrations through a method of determining identity criteria that are by the research objectives so that they are expected to answer the formulation of research problems. The respondents who were sampled in this study were students in South Jakarta. The variables tested in this study were media exposure and the level of interest in students' investments in the OctaFX trading platform.

The variables are measured by three dimensions, namely the frequency with which respondents watch ads on Youtube, the intensity to analyze the level of attention of respondents in understanding the content of the advertisement provided by ad impressions, and the duration to analyze how long it takes respondents when watching ads on Youtube.

Meanwhile, the variable investment interest is measured through three dimensions, including expectations to see respondents who know investment activities from the results of watching OctaFx trading platform advertisements on Youtube, the second is a plan where respondents take their time to study investment activities more deeply after seeing OctaFX trading platform ads on Youtube, and the desire where after respondents know and explore investment activities further increase desire to carry out investment activities.

The interesting variable in this study also used the A.I.D.A model to help test the level of interest of respondents in investment activities on the OctaFx trading platform. In the A.I.D.A model consists of the respondent's Attention (attention) to the advertisement of the OctaFx trading platform, the respondent's interest in knowing more about investment activities in OctaFx, the respondent's desire to invest in OctaFx, and the respondent's Action (action) in deciding to invest through the OctaFx trading platform.

The data analysis technique used in this study is a regression test to test the hypothesis that there is a positive and significant influence between the exposure of OctaFx trading platform advertisements on Youtube online media on the investment interests of South Jakarta students. There is also a validity test method in the form of a t-test and an f-test to determine the influence and meaning of both variables, namely the free variable (Y) and the bound variable (X) on the study.

RESULT AND DISCUSSION

This research has conducted a survey of 100 respondents, who are students in university. The survey was distributed to 17 universities in South Jakarta; there are Pancasila University, National University, Indraprasta University, Jakarta Institute of Social and Political Sciences, UIN Syarif Hidayatullah, Poltekkes 2 Jakarta, Muhammadiah University Jakarta, Paramadina University, Al- Azhar University Indonesia, Gunadarma University, Jendral Achmad Yani University, Sahid University, Bakrie University, Dr. Hamka University, Trilogi University, Prof. Dr. Moestopo University, and Jakarta Open University. The total of respondents 26% were male, and 74% were female.

Data Analysis Results

1. Validity Test

This study surveyed 100 respondents, namely a student. The survey was distributed to 17 universities in South Jakarta, including Pancasila University, National University, Indraprastha University, Jakarta Institute of Social and Political Sciences, UIN Syarif Hidayatullah, Poltekkes 2 Jakarta, Muhammadiah University Jakarta, Paramadina University, Al-Azhar Indonesia University, Gunadarma University, General Achmad Yani University, Sahid University, Bakrie University, Dr. Hamka University, Trilogy University, Universita Prof. Dr. Moestopo Agamaa, and Universita Terbuka Jakarta. Of the overall respondents, 26% were male, and 74% were female.

Data Analysis Results

1. Validity Test

The Validity Test is a test of the ability of the questionnaire so it can be measured. The validity test criterion, if r count > r table, with degrees of freedom df = n-k, where n = sample magnitude, k = construct, and real level of $\alpha = 0.01$. Therefore, in this study it was established with the number of samples = 100 people, construct = 2, thus obtaining the value df = 100-2= 98. In the table of values of the Coefficient Correlation "r" with the value of df = 98, then the value of the table r = 0.2565. Then in conducting a validity test, researchers used SPSS ver.27.0 software.

The validity test results for the Ad exposure influence variable as variable X can be seen in the following table:

TABLE 1

Correlations

		X1	X2	X3	X4	X5	X6	Total_X
X1	Pearson Correlation	1	-.002	.059	.243*	.177	.039	.413**
	Sig. (2-tailed)		.983	.561	.015	.078	.703	.000
	N	100	100	100	100	100	100	100
X2	Pearson Correlation	-.002	1	.294**	.397**	.093	.175	.483**
	Sig. (2-tailed)	.983		.003	.000	.359	.081	.000
	N	100	100	100	100	100	100	100
X3	Pearson Correlation	.059	.294**	1	.305**	.264**	.591**	.707**
	Sig. (2-tailed)	.561	.003		.002	.008	.000	.000
	N	100	100	100	100	100	100	100
X4	Pearson Correlation	.243*	.397**	.305**	1	.256*	.319**	.674**
	Sig. (2-tailed)	.015	.000	.002		.010	.001	.000
	N	100	100	100	100	100	100	100
X5	Pearson Correlation	.177	.093	.264**	.256*	1	.331**	.609**
	Sig. (2-tailed)	.078	.359	.008	.010		.001	.000
	N	100	100	100	100	100	100	100
X6	Pearson Correlation	.039	.175	.591**	.319**	.331**	1	.719**
	Sig. (2-tailed)	.703	.081	.000	.001	.001		.000
	N	100	100	100	100	100	100	100
Total_X	Pearson Correlation	.413**	.483**	.707**	.674**	.609**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

In table 1 above, specifically in the Total_X column as r calculates the overall value of each question item regarding the Ad Exposure variable greater than 0.2565. Thus, it can be concluded that all 6 questions asked are "valid".

Next, in table 2, you can see the results of the SPSS output of the variable Y validity test, namely Student Investment Interest:

TABLE 2

Correlations

		Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	Total_Y
Y1	Pearson Correlation	1	.528**	.425**	.469**	.211*	.511**	.555**	.573**	.567**	.684**
	Sig. (2-tailed)		.000	.000	.000	.035	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y2	Pearson Correlation	.528**	1	.454**	.479**	.354**	.479**	.486**	.472**	.443**	.646**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y3	Pearson Correlation	.425**	.454**	1	.606**	.508**	.510**	.675**	.649**	.625**	.771**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y4	Pearson Correlation	.469**	.479**	.606**	1	.559**	.684**	.700**	.734**	.652**	.833**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y5	Pearson Correlation	.211*	.354**	.508**	.559**	1	.505**	.453**	.428**	.434**	.629**
	Sig. (2-tailed)	.035	.000	.000	.000		.000	.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y6	Pearson Correlation	.511**	.479**	.510**	.684**	.505**	1	.756**	.734**	.762**	.841**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y7	Pearson Correlation	.555**	.486**	.675**	.700**	.453**	.756**	1	.846**	.850**	.896**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y8	Pearson Correlation	.573**	.472**	.649**	.734**	.428**	.734**	.846**	1	.832**	.890**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100
Y9	Pearson Correlation	.567**	.443**	.625**	.652**	.434**	.762**	.850**	.832**	1	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	100	100	100	100	100	100	100	100	100	100
Total_Y	Pearson Correlation	.684**	.646**	.771**	.833**	.629**	.841**	.896**	.890**	.877**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Based on table 2 above, specifically in the column Total_Y as r calculate the overall value of each question item regarding the variable Student Investment Interest greater than 0.2565. Therefore, it can be concluded that all 9 questions asked are "valid". Thus, all 15 questions of this questionnaire passed the validity test.

2. Reliability Test

A questionnaire can be called reliable if respondents' perceptions are consistent. Reliability can be measured by repeating similar statements or questions on subsequent numbers. It can also be done by looking at its consistency as measured through correlation with other questions.

The reliability test criteria using SPSS software can be shown at the SPSS output, namely at the Cronbach Alpha value, and it is said to be reliable if the Cronbach Alpha value > 0.6. The results of the reliability test for the variable Influence of advertising exposure as variable X can be seen in the following table:

TABLE 3

Reliability Statistics

Cronbach's Alpha	N of Items
.654	6

Table 3 above has a Cronbach's Alpha value of 0.654. Because the value is greater than 0.6, it can be concluded that the questionnaire submitted for the category of Advertising Exposure variables as variable X is "reliable".

Next, in table 4, you can see the output results of the SPSS variable Y reliability test, namely Investment Interest:

TABLE 4

Reliability Statistics

Cronbach's Alpha	N of Items
.923	9

Based on table 4, in the column, Cronbach's Alpha has a value of 0.923. Thus, it can be concluded that the questionnaire submitted for the Student Investment Interest variable category as variable Y is "reliable" because the value owned is greater than 0.6.

3. Multiple Linear Regression Analysis

Multiple linear regression analysis was carried out to predict the influence between one dependent variable (free) and an independent (bound) variable, where in this study Student Investment Interest was a dependent variable (Y) and Advertising Exposure was an independent variable (X). This multiple linear regression analysis uses the help of the software program SPSS ver.27. Here are the results:

TABLE 5

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.049	2.471		.020	.984
	Pengaruh Terpaan Iklan	1.467	.146	.712	10.032	.000

a. Dependent Variable: Minat Investasi

Based on table 5 above it can be interpreted as follows:

a) The multiple linear regression formula of the Advertising Exposure variable and the Student Investment Interest variable is Y = a + bx, then it becomes Y = 0.49 + 1.467x.

b) The Effect of Advertising Exposure on Investment Interest is represented by a (constant) value of 0.49 and a bx value of 1,467 which means if it occurs.

To find out how much influence Advertising Exposure has on Student Investment Interest, it is necessary to analyze the coefficient of determination, where the value will be in the form of a percentage (%). Therefore, researchers used SPSS ver.27 software in carrying out the analysis, the following are the SPSS output results:

TABLE 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.712ᵃ	.507	.502	2.91381

a. Predictors: (Constant), Pengaruh Terpaan Iklan

Based on table 6, it can be concluded that the contribution of advertising exposure to the level of student investment interest in South Jakarta is 50.7%, while the remaining 49.3% is influenced by other factors that were not studied in this study.

4. T-test (statistical t)

The t-test is performed to see if the independent variable can affect the dependent variable. By conducting this t-test, it will be known whether Advertising Exposure affects Student Investment Interest. The SPSS output results can be seen in table 7 below:

TABLE 7

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.049	2.471		.020	.984
	Pengaruh Terpaan Iklan	1.467	.146	.712	10.032	.000

a. Dependent Variable: Minat Investasi

Based on table 7, the significance value of the coefficient test results shows that there is an influence between the variables of advertising exposure and student investment interest (sig.000).

In addition, the presence or absence of influence between two variables can be determined through the value of t count > t of the table.

a. Determining the hypothesis

H_0 or t count < t table: H_0 is accepted, and H_1 is rejected, meaning that there is no significant influence between the variables Advertising Exposure and Student Investment Interest.

H_1 or t calculate > t table: H_0 is rejected, and H_1 is accepted, meaning that there is an influence between the variables Advertising Exposure and Student Investment Interest.

b. Calculates the t value of the Ad Exposure variable.

c. Calculating the amount of t table, provided that the significance level is 0.01 and the Freedom Drajat (DK) = n-5 = 100- 5 = 95, provided that the table t value = 2.629 is obtained

So it can be concluded that there is a significant influence between Advertising Exposure on Student Investment Interest, because it has a calculated t value greater than the t table (10,032 > 2, 629).

5. Test F

The f test is used to show whether all variables, namely Advertising Exposure as an independent variable, have an influence on Student Investment Interest as a dependent variable. Here is a table of SPSS output results:

TABLE 8

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	854.390	1	854.390	100.631	.000^b
	Residual	832.050	98	8.490		
	Total	1686.440	99			

a. Dependent Variable: Minat Investasi

b. Predictors: (Constant), Pengaruh Terpaan Iklan

1) Hypothesis

   H_0 or f count < f table: H_0 is accepted, and H_1 is rejected, meaning that there is no influence between the variables Advertising Exposure and Student Investment Interest.

   H_1 or f calculates> f table: H_0 is rejected, and H_1 is accepted, meaning that there is an influence between the variables Advertising Exposure and Student Investment Interest.

2) Determining the f table with the provision of a significant level of 0.01, Degree of Freedom (DK) = n-1 = 2-1 = 1, then the number of data is 100-1 = 99 so the f table = 6.90

Based on table 8, this study has an f count of 100,631 which is different from the f table of 6.90, so H_0 is rejected, and H_1 is accepted. Thus, there is an influence between the Advertising Exposure variable and the Student Investment Interest variable.

In general, the results of this study support the hypothesis that advertising on Youtube affects the level of investment interest in students in South Jakarta.

CONCLUSIONS

Based on the results of data analysis, this study shows that the exposure of advertisements on one of the trading platforms, namely OctaFx, on Youtube online media significantly affects the level of interest of students in South Jakarta in carrying out investment activities through trading platforms. The magnitude of the influence of the advertising variable of the OctaFX trading platform on the investment interest of students in South Jakarta tested in the regression test was 50.7%, and the remaining 49.3% was influenced by other factors that were not studied in this study.

This research also showed that most of the respondents, namely students in South Jakarta after seeing the OctaFX trading platform advertisement, took the time to continue reading articles related to trading platforms and investment activities so that they could better convince respondents to invest in the OctaFX trading platform. This is done because various kinds of interesting information are packaged in such a way as to also pay attention to aspects

A.I.D.A model in the advertisement of the OctaFX trading platform on Youtube online media can be sure to have a lot of people seeing, so advertising becomes one of the e-marketing strategies that are considered more effective and efficient.

Therefore, several factors can increase students' interest in investing in trading platforms through information obtained from an advertisement on Youtube, such as an explanation of funds, appropriate benefits and risks, adequate facilities, and attractive promotional methods. Thus, this research also supports the stimulus-response theory that has been tested through the variables of octaFx trading platform advertising, and student investment interest in South Jakarta.

Some of the suggestions that researchers can give for future research are: 1) testing other variables that can influence the increasing interest in student investment, such as communication strategies in promotion; 2) maintaining and improving the quality of a product advertisement; 3) Subsequent studies can compare respondents' participation in villages and cities in investment activities through one of the trading platforms.

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