

***EXPLORING VISUAL HIERARCHY, BANNER BLINDNESS,
AND SELECTIVE ATTENTION IN TOKOPEDIA SEARCH ADS:
A QUALITATIVE SCREENCAST VIDEOGRAPHY ANALYSIS***



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THESIS

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**STUDY PROGRAM OF TECHNOLOGY MANAGEMENT
BUSINESS FACULTY
UNIVERSITAS MULTIMEDIA NUSANTARA
TANGERANG
2024**

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THESIS

Academic Research Project (ARP) Final Assignment Report
Submitted in Fulfillment of Requirements
for the degree of Master of Management (MM)
In the Study Program of Master of Technology Management UMN

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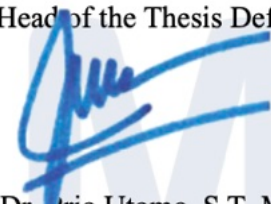
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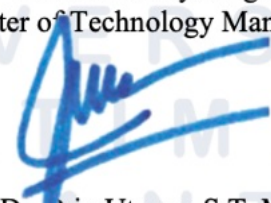
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FOREWORD

With gratitude to the Creator, who has bestowed upon humanity the cultural mandate to explore, develop, and steward the Earth and its vast abundances, I humbly present this thesis, titled ***“Exploring Visual Hierarchy, Banner Blindness, and Selective Attention in Tokopedia Search Ads: A Qualitative Screencast Videography Analysis.”*** This work embodies the spirit of exploration across multiple dimensions of human existence—behavioral, economic, technological, artistic, and rhetorical—seeking to deepen our understanding of the world we inhabit and the tools we create.

The purpose of this research is to investigate how visual hierarchy, banner blindness, and selective attention influence user interactions within the context of Tokopedia search ads. By employing qualitative screencast videography analysis, this study bridges the fields of technology and human behavior, contributing insights that align with the broader cultural mandate: to cultivate resources responsibly and creatively for the common good. It is my hope that this thesis will inspire others to pursue similar inquiries that honor the interplay of human ingenuity and stewardship.

This work would not have been possible without the support, guidance, and encouragement of numerous individuals and institutions. With heartfelt gratitude, I acknowledge:

1. Dr. Ninok Leksono, as Rector of Universitas Multimedia Nusantara.
2. Dr. Florentina Kurniasari T., S.Sos., M.B.A., as Dean of the Business Faculty of Universitas Multimedia Nusantara.
3. Dr. Prio Utomo, S.T, MPC, as Head of the Master of Technology Management Study Program Universitas Multimedia Nusantara.
4. Dr. Djohan Gunawan Hasan, S.Kom., M.M., as the primary supervisor who has helped during the thesis making, as he has dedicated the very significant time by offering guidance, direction, and motivation.

5. Dr. Rajesh Prettypal Singh, S.S., M.M., as the secondary supervisor, who has a crucial role in assisting and offering valuable guidance throughout the process of completing this thesis.
6. My family who has provided material and moral support, so that I can complete this thesis.
7. The Reformed church tradition and community, for their teachings on the cultural mandate, which have provided a framework for understanding the purpose and value of this work. Their fellowship and encouragement have been a constant source of strength and inspiration.
8. My friends and colleagues, whose unwavering support, camaraderie, and insightful conversations have enriched this journey. You've been my sounding board in uncertain moments, my source of laughter in tough times, and my partners in celebrating both big and small milestones. Your encouragement and belief in me have been a true blessing, and I'm deeply grateful for the role each of you has played in shaping this work and my life.

In closing, I reflect on how the cultural mandate calls humanity to cultivate the Earth's resources, not only in physical terms but also through the development of knowledge, creativity, and understanding. May this thesis serve as a small contribution to that ongoing endeavor, inspiring responsible and imaginative approaches to the challenges and opportunities of our age.

Soli Deo Gloria.

Tangerang, 2 December 2024

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Eksplorasi Hierarki Visual, Banner Blindness, dan Perhatian Selektif dalam Iklan Pencarian Tokopedia: Analisis Kualitatif Videografi Screencast

Cifran

ABSTRAK

Penelitian ini menyelidiki peran hierarki visual, banner blindness, dan perhatian selektif dalam membentuk interaksi pengguna dengan iklan pencarian di Tokopedia, salah satu platform e-commerce terkemuka di Indonesia. Seiring dengan berkembangnya iklan digital sebagai sumber pendapatan penting bagi Tokopedia, pemahaman tentang bagaimana pengguna berinteraksi dengan iklan pencarian sangat penting untuk meningkatkan efektivitas iklan dan pengalaman pengguna. Penelitian ini didasarkan pada ekonomi perilaku, yang menggabungkan wawasan psikologis dengan pengambilan keputusan ekonomi untuk menjelaskan bagaimana bias kognitif dan faktor emosional memengaruhi perilaku pengguna dalam lingkungan digital yang kompleks.

Dengan menggunakan pendekatan screencast videography kualitatif, penelitian ini mengeksplorasi bagaimana elemen desain visual dan proses kognitif mempengaruhi perhatian pengguna dan pengambilan keputusan. Meskipun hierarki visual (misalnya, penggunaan kontras, ukuran, dan penempatan) memainkan peran penting dalam menarik perhatian, persepsi stimuli terbukti lebih dominan dalam mendorong keterlibatan pengguna. Banner blindness berasal dari proses penyaringan kognitif, di mana pengguna secara tidak sadar mengabaikan iklan yang dianggap tidak relevan. Selain itu, perhatian selektif mempengaruhi keputusan pembelian karena pengguna memprioritaskan iklan yang sesuai dengan tujuan atau preferensi mereka.

Temuan ini menekankan pentingnya pendekatan holistik dalam desain iklan yang mencakup daya tarik emosional, relevansi kontekstual, dan elemen multi-indera. Rekomendasi untuk Tokopedia termasuk penggunaan format iklan yang dipersonalisasi dan adaptif untuk mengurangi beban kognitif dan meningkatkan relevansi iklan dengan niat pengguna.

Penelitian ini memberikan kontribusi pada pemasaran digital dengan menerapkan ekonomi perilaku untuk mengoptimalkan iklan e-commerce. Penelitian lebih lanjut dapat memperluas temuan ini melalui studi lintas platform, pelacakan mata, dan neuro-imaging untuk mengeksplorasi dinamika perilaku iklan digital.

Kata kunci: *ekonomi perilaku, hierarki visual, banner blindness, persepsi stimuli, iklan digital*

Exploring Visual Hierarchy, Banner Blindness, and Selective Attention in Tokopedia Search Ads: A Qualitative Screencast Videography Analysis

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ABSTRACT

This study investigates the role of visual hierarchy, banner blindness, and selective attention in shaping user interactions with search advertisements on Tokopedia, a leading e-commerce platform in Indonesia. As digital advertising becomes a crucial revenue driver for Tokopedia, understanding user engagement with ads is vital for improving effectiveness and enhancing user experience. The research is grounded in behavioral economics, explaining how cognitive biases and emotional factors influence user behavior in a complex digital environment.

Using qualitative screencast videography, the study explores how visual design elements and cognitive processes impact user attention and decision-making. While visual hierarchy (e.g., contrast, size, alignment) guides attention, stimuli perception proves more significant in driving engagement. Banner blindness stems from cognitive filtering, where users subconsciously ignore ads deemed irrelevant. Additionally, selective attention influences purchasing decisions as users prioritize ads aligned with their goals.

The findings emphasize the need for a holistic approach to ad design, incorporating emotional appeal, contextual relevance, and multi-sensory elements. Recommendations for Tokopedia include personalized, adaptive ad formats that reduce cognitive load and enhance relevance to user intent.

This research contributes to digital marketing by applying behavioral economics to optimize e-commerce ads. Future research could expand these findings through cross-platform studies, eye-tracking, and neuro-imaging to explore the behavioral dynamics of online advertising.

Keywords: behavioral economics, visual hierarchy, banner blindness, stimuli perception, digital advertising

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