

A COMPARATIVE STUDY OF PETRONAS EID ADVERTISEMENTS ON TELEVISION AND YOUTUBE: VISUAL, ETHICAL, AND ENGAGEMENT PERSPECTIVES

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I hereby affirm that the work in this dissertation, entitled “A Comparative Study of Petronas Eid Advertisements on Television and YouTube: Visual, Ethical, and Engagement Perspectives,” is my own, except for the quotations and summaries, which have been properly acknowledged.

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بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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ABSTRAK

Kajian ini menilai keberkesanan perbandingan iklan Raya Petronas di televisyen dan YouTube, dengan fokus kepada perspektif persembahan visual dan kandungan, etika dan nilai, dan penglibatan penonton. Menggunakan pendekatan kualitatif, penyelidikan ini melibatkan analisis kandungan dan temu bual mendalam dengan responden berusia antara 22 hingga 55 tahun. Analisis persembahan visual, kandungan, dan elemen etika dan nilai dilakukan melalui Model Kemungkinan Penghuraian (ELM) untuk mengkaji bagaimana laluan pusat dan persisian berfungsi merentas kedua-dua platform. Penglibatan penonton dinilai menggunakan Teori Kegunaan dan Gratifikasi (UGT), dengan data dikumpulkan berdasarkan 7 tema penyelidikan, termasuk pilihan platform, pengalaman penglibatan, dan cadangan untuk meningkatkan penglibatan penonton. Kajian ini bertujuan memberikan pandangan yang berguna kepada pemasar dalam memilih platform yang sesuai untuk pengiklanan acara perayaan, sambil memastikan piawaian etika dan nilai dipatuhi dan penglibatan penonton dimaksimumkan.

Kata kunci: *Iklan Hari Raya Petronas, persembahan visual dan kandungan, etika dan nilai pengiklanan, penglibatan penonton, televisyen, YouTube, Model Kemungkinan Penghuraian, Teori Kegunaan dan Gratifikasi.*

ABSTRACT

This study examines the comparative effectiveness of Petronas Eid advertisements on television and YouTube, focusing on visual and content presentation, ethics and values, and audience engagement perspectives. Using a qualitative approach, the research employs content analysis and in-depth interviews with respondents aged 22 to 55. The analysis of visual and content presentation and ethics and values is framed through the Elaboration Likelihood Model (ELM) to explore how central and peripheral pathways function across both platforms. Audience engagement is assessed through the Uses and Gratification Theory (UGT) by identifying with the data gathered from 7 research themes, including platform preferences, engagement experiences, and recommendations for improving engagement. This study aims to offer marketers valuable insights into selecting the most suitable platform for festival event advertising while ensuring the ethics and values standards are upheld and audience engagement is maximised.

Keywords: *Petronas Eid advertisement, visual and content presentation, ethics and values advertising, audience engagement, television, YouTube, Elaboration Likelihood Model, Uses and Gratification Theory.*

خلاصة

تستعرض هذه الدراسة فعالية المقارنة لإعلانات بتروناس للعديد على كل من التلفزيون ويوتيوب، مع التركيز على العرض المرئي والمحتوى، والأبعاد الأخلاقية والقيمية، ووجهات نظر تفاعل الجمهور. باستخدام منهج نوعي، يعتمد البحث على تحليل المحتوى والمقابلات المتعمقة مع المشاركين الذين تتراوح أعمارهم بين 22 و55 عامًا. يتم تحليل العرض المرئي لدراسة كيفية تأثير المسارات (ELM) والمحتوى، بالإضافة إلى القيم الأخلاقية، من خلال نموذج احتمالية التوضيح ، من خلال (UGT) المركزية والهامشية عبر المنصتين. يتم تقييم تفاعل الجمهور باستخدام نظرية الاستخدامات والإشباع جمع البيانات المرتبطة بـ7 محاور بحثية تشمل تفضيلات المنصات، تجارب التفاعل، والتوصيات لتحسين التفاعل. تهدف الدراسة إلى تقديم رؤى قيمة للمسوقين حول اختيار المنصة الأنسب للإعلانات الخاصة بالفعاليات المهرجانية، مع التأكيد على الالتزام بالمعايير الأخلاقية وتعظيم تفاعل الجمهور.

الكلمات المفتاحية: إعلانات بتروناس للعديد، العرض المرئي والمحتوى، الإعلان الأخلاقي والقيم، تفاعل الجمهور، التلفزيون، يوتيوب، نموذج احتمالية التوضيح، نظرية الاستخدامات والإشباع.

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