

The Strategy of native on the metro advertising plus programs in supporting ads revenue on metro TV

Afdal Makkuraga Putra¹, Dessy Hariyati²

¹⁻² Fakultas Ilmu Komunikasi Universitas Mercu Buana, Indonesia

Abstract

This article about discusses the phenomenon of Native Advertising on the Metro Plus program on Metro TV. Native Advertising has recently become controversial because of promotions that appear as if in an editorial program. Some people consider it as an ethical bias, but the TV industry makes new strategies and alternatives in boosting advertising. This study used a case study research method with interview data collection and observation techniques.

The results of the study showed that the Metro Plus program is a built-in content program. Then the third party referred to as the sponsor / client, can fill in the existing segments in the Metroplus program. The advantages of built in segment program allows content fillers to convey their messages in-depth because the program duration of each segment belongs to the content filler. The message conveyed is packaged advertising natively, which resembles the news, so the message delivered is more elegant and entertaining.

Submission of more information and values of insight, knowledge, Education about a phenomenon, products, and services to be delivered can be more in-depth. The presence of the Metroplus program with the native advertising concept brings results that contribute to the achievement of advertising revenue on Metro TV. This is evidenced by data on the number of advertisers throughout 2016 and 2017, where Metro Tv become the television with the highest number of advertisers.

Keywords: native advertising, television, advertising, news television

1. Introduction

The growth of television stations in Indonesia after 2000 increases sharply. Not only the number which is increase but also the variety and the type of TV stations. If previously the TV station was only in the form of TV which is content was public, after 2000 a news TV station appeared which only aired news programs. The first news TV station in attendance was Metro TV which founded by Surya Paloh, a senior journalist who is also the general leader of Indonesia Media daily. Metro TV was present on November 25, 2000, the first time MetroTV aired in the form of a trial broadcast in 7 cities. At first, it only broadcast 12 hours a day, but since April 1, 2001, MetroTV began broadcasting for 24 hours, making MetroTV the first TV station in Indonesia that first broadcast 24 hours.

Emerging TV news adds to the fierce competition of getting advertising cakes. As it is known that the television medium always gets the largest advertising cake rations compared to the medium such as newspapers, radio, magazines and online media. With the increasingly diverse categories of television added with the rise of the presence of new players in the industry, the more difficult challenges that must be faced by national television. The fact that the national television industry is increasingly facing intense competition is an interesting thing to know.

Director and cultural observer of television Garin Nugroho (2005) in his book entitled "The Art of Seducing the Period" said that the number of national television stations that exist today is not comparable to the advertising cake. Garin also explained that it was difficult to achieve healthy competition in the middle of 11 national television stations which is found in today's society.

The choice to take a position as a TV news has brought a number of consequences that must be faced by Metro TV.

The most basic consequence is the fact that Metro TV viewers are not large mass viewers such as public national TV stations such as RCTI, SCTV, Indosiar or Trans TV. This is reflected in the maximum rating that Metro TV can achieve compared to other national TV stations.

This fact causes Metro TV to experience difficulties in obtaining ad revenue because of the limited audience that it can achieve. This of course greatly influences the amount of advertising prices and obtains advertisements. Understanding such a reality, Metro TV is working around a number of uncommon advertising offers. If advertising offers on other TV stations are generally more in the form of ad spots, Metro TV combines them with blocking time, built-in segments, special program, and special coverage on corporate social activities. Nonetheless, in total, Metro TV's income remains below the income of televisions that do public broadcasts that are able to reach large audiences.

A news television station, the diversity of the types of shows is certainly different with television entertainment. If television entertainment presents a lot of entertainment-type programs, drama, reality shows, variety shows, etc., different from news tv. Although on TV news there are also many choices of programs, but the audience is very segmented, that is, both from the majority of professional backgrounds & ages, also in terms of goals, namely prioritizing the latest information. In Indonesia, for the national broadcast scale there are 2 TV news, namely Metro tv & Tvone. (share table & rating).

Segmented news TV viewers make advertisers less interested in advertising on TV news, but not none. Because, with the characteristics of a TV news, the programs presented are certainly not as varied as to the non-news TV. Only a few advertisers are willing to advertise on news tv which is certainly suitable between the audience

target and the buyer target. This is what Metro TV uses as a TV news, by reading the opportunity to create an alternative space for marketers to advertise on Metro TV. by reading these opportunities to create an alternative space for marketers to advertise on Metro TV. One of them is the Native Advertising strategy. In America, the popularity of native advertising continues to increase. below illustrates the increasing the shopping number of native advertising in the United States which continues to increase every year. The Association of National Advertiser (ANA) said that 63% of advertisers in 2015 plan to increase their budget for native advertising format. In addition, eMarketer estimates that advertisers will spend USD 4.3 billion for native advertising or up 34% from 2014. According to ANA in 2018 the utilization rate of Native Advertising will reach a value of \$ 21 billion. (See: <https://www.ana.net/content/show/id/33530>).

Native advertising format by some parties is believed to be able to capture audience attention better than display advertising or online banner advertising in particular. A survey conducted by Nielsen (2013) said that content editorial advertisement and sponsorship brands with native advertising format gained higher consumer confidence than advertisements with online banner, display and video advertising formats.

On the other hand the term native advertising has not got the right definition and still even tends to be a debate as expressed by Marius Manic "What is native advertising? Even from the beginning, the definition of promotion is strongly debated. Promoters, companies and journalists proposed various definitions, but failed to reach a mutual conclusion (Manic, 2015: 53).

Even in Indonesia, not many people are familiar with the term native advertising. However, the Interactive Advertising Bureau (I.A.B) as an advertising business organization defines native advertising from an editorial point of view, namely "Native advertising is a type of ad designed to blend in the page content, consistent with the general aspect of the page and with the respective media platform, from an editorial point of view." (Manic, 2015: 53).

In media circles and advertisers in Indonesia this term refers to advertisements that appear like news with the same display with the original media. Each media usually has its own term for content like this, including "Sponsored Content, Paid Post, Branded Content, Partner Content" and others.

Then considering that the main purpose of an advertisement or advertising is to communicate messages from the company to the audience target with a specific purpose and intention considering that the main purpose of an advertisement or advertising is to communicate messages from the company to its audience target with a specific purpose and intention. As defined by Morissan (2010), i.e. "Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience." So even though native advertising is still become controversy whether it is included in advertisements or news, many people are optimistic that native advertising can be more effective future advertising format than display advertising because it can be more accepted by the audience, and consumers pay more attention to content than ordinary advertising. (Yaveroglu & Naveen (2008); in Boshoff, 2015: 7).

Departing from the above description the formulation of the problem of this research is what and how does Metro TV package Native Advertising? Does Native Advertising effectively increase Metro TV's advertising revenue?

2. Literature Review

Research on Native Advertising has been reviewed and examined by various perspectives including: the ethical bias examined by Erin E. Schauster, Patrick Ferruci and Marlene S. Neill (2015). They argued that Native Advertising which combines advertorial with editorial results in the bias of social media massa responsibility. Erin, and friends conducted a qualitative study by interviewing 56 resource persons consisting of journalists, public relations officers, advertising agencies. The results of the study show that in order for the press to function in the context of social responsibility, so the media must submit to the conservative paradigm, namely between advertising and editorial must be strictly separated. Native advertising can reduce the credibility of journalism because it has the potential to deceive the audience because they say that the news is not paid, even though the news that appears has been paid by the advertiser.

Yeng Wang and You Li (2017) also investigate native advertising from the content aspect, Yeng Wang and You Li conducted content analysis of 151 native advertisements taken from three news websites spread across China. The results of the study show that more than half cite sources from sponsors who paid for it. About 1/3 of the native advertising content addresses messages in line with the sponsor's message. Yeng Wang and You Li also showed that native advertising advertisements appeared in this news format in contrast to traditional ad formats. Sometimes native advertising appears in the news with the whole journalism format.

The research of Bartosz W. Wojdyski & Nathaniel J. Evans (2016) is different from Yeng Wang and Erin's research. Bartosz examined the effect of language and position in native advertising exposure on the recognition of content as advertising, the effect of recognition on brand and publisher evaluations, and whether the exposure positions influence visual attention. The findings indicate that determination position and middle or lower words using "advertising" or "sponsored" increases ad recognition compared to other conditions, and the introduction of advertisements generally leads to evaluations that more negative. Visual attention mediates the relationship between the position of disclosure and recognition of advertising.

Colling Campbel and Lawrence J. Marks (2015) research discusses native success in terms of marketing communication. In the article, they developed an understanding of native advertising as a new form of online advertising, which we define as desirable marketing communications that appear in-stream. Native advertising forms can now be considered in terms of their secret: how conscious a consumer is of the source and purpose of the advertisement. Based on existing research, they argue that native advertising that is less secret will be more successful in the long-term, and illustrates this using several cases. Finally, they are important considerations for marketers who want to use native advertising as a new strategy in marketing communication.

Riris Tiani (2017) ^[7] Research on Judgment as an Appraisal System in the beauty of Visual Media Print Advertisement.

The results of the study show that Judgment as an appraisal tool plays an important role in determining the interpretation of meaning in verbal sentences for Visual Media Print Advertisement. The appraisal judgment system that appears in reflected beauty advertisement of visual media print in the form of moral judgment and personal judgment. Moral judgment is more dominant that is positive and is delivered directly (direct), while personal judgment is positive (admire) and negative (criticize) which is conveyed indirectly (indirect).

This research is different from previous studies. This study examines the application of native advertising to the Metroplus program on Metro TV. Previous studies have not been examine on television programs.

3. Methodology

This study used a descriptive-qualitative approach with a case study research method. The method used in this study was a qualitative method with a single case study design. A single case study has three rationalizations namely: first, when the case states an important case in testing a well-prepared theory, both cases present an extreme or unique case and third is a case of disclosure (Yuliawati & Irawan, 2018: 29) ^[10].

The techniques of data collection in this study were through interviews and observations with relevant speakers and related to the activities of how the native advertising strategy of the metro program plus in supporting advertising revenue on Metro TV. The technique of data collection was done by interviewing three key informants: Willy Dharmawan (Manager of Metro TV Service Media Department), Medo Maulianza (Executive Producer on Metro TV) and Jason Valino Sanbouw (Host Program "Metroplus" on Metro TV). In addition, this research is supported by secondary data obtained from offices, books, (literature) or other parties that provide data that is closely related to the object and purpose of the study. The data taken was data containing information about the activity, both from websites, books, documents, photos and so on.

The selection of speakers in this study used a purposive sampling technique. Through this technique, the researcher determines the sample or resource person by considering certain aspects, one of them is that the parties understand and are involved in the implementation process with activities such as the native advertising strategy of the metro plus program in supporting advertising revenue on Metro TV. Data analysis techniques according to Miles and Huberman include three activities together: data reduction, data presentation, and conclusion (verification).

Then to determine the validity of the data, the researcher conducted triangulation techniques. Triangulasi is a technique of checking data that uses something else outside the research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators and theory (Irawan, 2018: 118) ^[10]. The triangulation technique used in this study is triangulation of data and sources. Through this technique, the researcher compares the results of interviews with supporting data, then for source triangulation, the researcher compares and checks the degree of trust in information obtained by: (1) comparing observational data with interview data (2) comparing the consistency of the answers of the informants, namely by comparing what the public

speaker said, for example, with what was said personally (3) comparing a person's perspective, with other people in his work team.

Referring to this opinion, in this study the researcher will conduct a process of checking the validity of the data by preparing a technique of comparing and checking the degree of trustworthiness of the information obtained by: (1) comparing the observational data with interview data (2) comparing the responses of the respondents that is by comparing what is said by the public speaker for example, with what is said personally (3) comparing a person's perspective, with other people in his work team (Kusuma, 2018: 53) ^[5].

4. Results

Metro plus is a 30 minute program on Metro TV with the native advertising concept. This program has airing since January 2016. In its journey, this program has undergone several changes in program patterns. The program, which was guided by the Metro plus Jason Valino Sanbouw program in the daily magazine format with program content in the form of soft news, human interest, interspersed with interviewees. This event consists of three segments; two segments contain soft news and one segment of interview. This event was held in an in-door studio on Metro TV. This event segment

Metro plus is a program with a talk show format and is part of the production program of the service media department. This means that Metro plus shows because of the need for parties who want to advertise but with a deeper format to explore the soft selling approach. As like the statement of Medo Maulianza:

"There is a need from the client, there is also a need for us to provide a container to the client. This is an importance, both have the same importance so that this product (program).

As a native advertising concept program, Metro plus has its own format as a program handbook, which is in the format described in the program structure. So that the client who will "advertise" on the Metro plus program is only as content filler in the program segment, this is referred to as Built in content or built in segment.

"Metro plus is actually a program that is run for us to be able to work with clients so that it can be built in content into the Metro plus program. The client has something that will be socialized by the TV metro team to study it so that it can enter into the content, fill the metro plus program content.

Metro TV as a news TV is very maintaining the appearance and format of the production of messages to be conveyed to its viewers. In this case, the message must provide informative, educative, credible values. This is like the vision and the TV slogan namely "Knowledge to Elevate", which has the meaning of participating in educating the nation. As a news broadcasting institution that has a vision to educate and improve the quality of society, Metro TV is moved to contribute in broadening the horizons and elevating the dignity of the nation through quality-oriented, knowledge-based shows.

"Knowledge to Elevate that means we become full vectors, becoming the party that raises the elevation of knowledge from the community. That is actually the biggest essence. This is not an easy job," explained Director of Metro TV News Suryoprato.

Metro TV does not want to only deliver mediocre news, but wants to have an important role with information-worthy programs. That way, the Metro TV program can provide and elevate people's knowledge.

This is very guarded by Metro TV because as a national-scale news television, the credibility and trust of the viewers is highly preferred. Including ways to deliver messages with paid content such as the Metro plus program. One of them is the role of the host (presenter or host) of the program.

In the television industry, not only the content of the news determines the level of interest of viewers to watch a television station's news program. Among them is the need for the appearance of a news announcer with high appeal to deliver news to viewers. Therefore, various television stations in an effort to attract the attention of viewers to watch news broadcasts are not enough just to pack a good news package, but also have to show publishers who have credibility.

This is because, news presenter is one of the professionals in the television broadcast industry who occupy a very vital role and become a benchmark for assessing television images in the eyes of the public. So to become a news presenter must pay attention to many things, the main capital is credibility. One of them is the talk show genre program. In addition to the topics and guest stars or speakers who were awaited by the audience, other successful capital was the program host.

According to Jason Sambouw, host Metro Plus that the success of native advertising is also inseparable from the host skills of the event. The role of the host according to Jason is quite vital because: First because the talk show host is required to know or up to date with the theme or information that is discussed comprehensively, so the themes discussed can develop and not be stiff / stagnant. Second, besides mastering the theme of the talk show host, they are also required to be able to convey (to inform) and direct the answers of the speakers through questions that are appropriate to the discussion but with a convoluted language style that is still easily understood by the general public, so that viewers can capture whole discussion that is being discussed. the three presenters were required to have research data before the talk show program broadcast, so that the content discussed was richer and more diverse and it was hoped that viewers would get the essence or new lessons that they could apply (to influence). The four presenters must have a "drama / dramatic" side in the style of asking, because the TV industry displays the audio and visual side, and often people will be more interested to hear information because it first looks the visual that showed by the presenter.

In the Metro plus program, the event host is the key to the success of the message that is packaged according to the initial planning. The host seems to be an orchestra conductor who determines the rhythm of the funds in the direction of the concert. Hosts who have dialogue with sources so that the message to be conveyed can be well received by the audience. As explained by Jason Valino Sambouw, the Metro plus host program:

"In my opinion native ad program is not only a program that presents information that is native, but also requires good content and packaging so that viewers can get inspiration and information. How to summarize the information must also have a side of journalism so that people can learn something and not just listen to the content tucked into the

promo."

Meanwhile according to Medo Maulianza, Executive Producer of Metro TV that before deciding the pass is not the topic to be appointed at Metro Plus proposed by the client. The production team at Metro TV selects and captures products or services offered by the client. "For example, the legality of the products offered, does it already have permission from the authorities, if the drugs are already licensed by BP-PON, if they are financial products, are they have obtained permission from the Indonesian Financial Services Authority (OJK) or Bank Indonesia" he explained.

The concept of native advertising on the Metro plus program is adapted to certain segments and it has certain limitations that are guided by a host or MC Although Metro plus is a variety show program, almost 60 percent review the theme in the form of talk shows. Although it does not rule out the possibility of containing hardnews-themed coverage shows and features with concepts such as advertorial. Furthermore, according to Jason Sambouw, the host must have the ability to process questions to informants so that "advertising messages" is not vulgar. The first limitation is in terms of content, in order that this Native Advertising can be seen as a journalistic side and not just promos / selling, therefore avoiding the "hard selling" style in the talk show content. secondly, in terms of style and language of questions the presenter must be able to have a standard vocabulary that is easy to understand, and minimize questions that provoke promotional responses from informants.

According to Jason Native Ad Presenter, he must understand a variety of issues because of his demands, because the themes discussed in Native ad are always different. The Native Ad presenter must also be more flexible / not stiff on the screen because it is used to talk shows without using prompter (more spoken), different from news readers. In addition, the Native Ad concept also forces presenters to be able to improvise quickly and precisely because often the answers of the sources are unexpected.

With a duration of 30 minutes, it is divided into 3 segments or three commercial break breaks. The total net duration of impressions is 18 to 21 minutes. With the native ad concept, the segmentation division is as follows:

Table 1: Built in Segment Segmentation of sponsor product categories

Segmen 1,	discuss information and education in general about the topics to be discussed.
Segmen 2,	discusses about education
Segmen 3,	discusses the solution to the problem being discussed

For example, in the episode "Cholesterol is blocking, disease is attacking", the product to be offered is a healthy watch laser technology. Then the segmentation division is as follows:

In the Metro plus segmentation table the product category as above (episode "Cholesterol blocks, disease attacks"), in segment 1 contains general information about the topic to be discussed. At the beginning of the program, it is always opened with Opening Bumper Break (OBB), namely the identity of the title of a program in the form of animation and graphics with a duration of 15-30 seconds.

After opening with the OBB program, followed with the

screening of VT (video tape), namely light news information that explains at a glance the topic that will be used for 40 seconds. The VT presentation was to enrich the shows to be more varied in the talk show program. After the VT broadcast, the host will open the program with the program tagline "Good morning viewers, Metroplus returns with plus information."

Next, the presenter will give a little comment about the VT program that has just been played to give viewers curiosity about what will be discussed with the speaker of a doctor who knows the ins and outs of cholesterol disease. Next, the host will introduce the speaker, then ask questions.

The duration for one segment is between 6 to 7 minutes. The duration usually accommodates four to five questions that have been prepared in the form of scripts. The host will ask questions according to the script, but can develop during the dialogue. In this segment, the host and resource person only explained about cholesterol disease, and would not discuss the product. Product displays in the form of visual insert or display in studio sets as background or foreground, are not allowed in this segment. Furthermore, at the end of the segment, the host will inform you that the talk show will still be continued after the advertisement breaks with discussion about what to do if someone has experienced symptoms of cholesterol (teaser). The end of the segment is closed with a Bumper Out show, namely a footage of OBB that has duration of 5 seconds.

Segment 2, discusses about education, what can be done if you have cholesterol. This segment is re-opened with a Bumper In 5 second duration. After that, the host will return to greet the viewers and remind them about the topics being discussed. The host will ask questions, then proceed with asking what the speaker brought. Then the doctor's speaker explained that he was carrying teaching aids in the form of pipes and fluids as illustrations of healthy blood flow (without cholesterol clogging) compared to the illustration of a pipe that was blocked by a buildup of cholesterol in the bloodstream.

This demonstration in the form of a pipe seems to describe the state of blood flow in the body that is clogged with cholesterol, using red liquid that resembles blood. Pipes with conditions of cholesterol buildup, use a display in the form of soft candles that are likened to cholesterol that accumulates in blood vessels to eventually clog the blood and cause blood to not flow. This demonstration is interesting as a show, and becomes part of the creativity of the talk show packaging. Because the talk show program tends to be boring if there is only a question and answer session between the speakers and the host. As a talk show, the program should make conversation information with speakers more lively so that the "show" element in a dialogue program does not only run as a "talk" or dialogue program, but there is an element of "show" or entertaining so that viewers when watching can be more entertained as well as the message delivered can be digested by viewers.

Furthermore, the doctor also explained about infrared ray technology used in the medical world. This discussion is actually directed to lead the flow of dialogue into the next segment of the product that will be displayed. In closing segment 2, the host again reminded the viewers that after the break Metro plus will return with one of the solutions from cholesterol disease. The mention of the phrase "one solution" is important to emphasize that the product that will be displayed in the next segment is not solely able to cure

certain diseases. Head of the Communication and Community Service Bureau, Oscar Primadi, quoted from *MajalahKartini.co.id* dated 13/11/17, explained that there are general characteristics of traditional health product advertisements that violate the rules and are misleading, including advertisements containing superlative, excessive and use messages. user testimonials, providing video images of body anatomy or disease to provoke public concern over serious and chronic diseases. As well as using a recommendation from a doctor or health worker who seems to resemble a doctor or health worker, give promises to cure from various diseases.

In segment 3, there will be sources other than doctors, namely speakers from the client / sponsor. In this episode the resource person besides the doctor is a specialist product. This specialist product will explain about healthy watch products that can be used as a solution to overcome the problem of cholesterol disease. In this segment, specialist product speakers may mention product brands, product advantages, product benefits, technology used, and where viewers can get (buy) the product. Physician sources remain in this segment, but doctors are not in the capacity to justify the superiority of the product. The doctor will answer questions from the host around the world of medicine and not products. In this segment, "time" to advertise, including sources of sponsors / clients (specialist products).

In this last segment, the inclusion of information in the form of a telephone number for product information may also be displayed in the form of Lowerthird (LT) or also known as Character Grapic (CG) with a duration of 10 seconds. This is part of the service to clients where the 3rd segment of the client is given the opportunity to explore related products, including information service numbers such as telephone numbers.

From the Metroplus example with this category of product / service sponsorship, there are a number of limitations, namely:

1. Segments 1 and 2 cannot talk about products, mention product names, display products, and demonstrate products.
2. Segments 1 and 2 do not display visual insert in the form of TVC / hardselling.
3. For health products, they must have an official product distribution permit issued by the authorized institution.
4. The resource person is not excessive (Hyperbole) in conveying messages / content as part of information and education to viewers.
5. The title does not contain SARA and may not mention the name of the product.
6. The title sentence must represent the theme but still softelling.
7. The product display may only be in segment 3.
8. The host must not mention the product brand and be neutral about the advantages and disadvantages of the product.
9. Supporting video / image material to be aired must be of high resolution quality and standard broadcast station.

5. Discussion

Television is still the main choice for producers to introduce their products to the public. Although expensive, advertising on television is considered more targeted than other media. The emergence of the social media and online media phenomena has not been able to replace television as the

main means of promotion for producers. While advertising spending in print media, both newspapers, magazines and tabloids actually showed a decline.

Katadata.co.id quoted in the article "Television is still the main choice for manufacturers to advertise" (Katadata / datapulish: February 2017), Nielsen advertising services data shows that television advertising spending in 2016 grew 22 percent to Rp. 103.8 trillion. While shopping newspaper advertisement in 2016 actually fell 4.6 to Rp. 29.4 trillion from the previous year. Similarly, magazine and tabloid ad spending also fell 15.8 percent to Rp 1.6 trillion from the previous year. The total expenditure on television, newspapers, magazines and tabloids in 2016 grew 14 percent to Rp 134.8 trillion. About 77 percent is television advertisement spending?

Monitoring advertising spending conducted by Nielsen includes 15 television stations, 99 newspapers, and 123 magazines and tabloids. Ad spending figures are based on the gross rate card, without calculating any discounts, promos, bonuses and more. Indonesian Internet users targeted by the government penetrate 150 million people, not necessarily people become busy with their cellphones or computers, and leave the television. Because, television is still effective in becoming a promotional channel for brands to sedate consumers. Based on the Nielsen survey of Trust in Advertising in Southeast Asia, quoted from the article "Although Advertisement Trending Calls, Television Ads Are Still Trusted by Consumers" (Marketeers.com: October 2015) it was mentioned that television, magazines and newspapers are still included in the most paid advertising media trusted by Southeast Asian consumers.

As Willy Dharmawan said, that the competition for television media with new media is a threat. Because ad spending advertisers will be divided into new media with cheaper advertising costs, but this is a challenge. In the native advertising concept that exists in the Metro plus program, the concept of to inform & to educate people is part of the delivery of the message to be conveyed to the audience. This becomes the initial part of delivering the main message (product) that you want to market. If it is associated with the theory expressed by Kotler, this becomes part of how to attract consumers' attention, generate interest (interest), to trigger the desire (desire) of the audience. Where in segments 1 and 2 the message delivered is in the form of information related to the theme but does not refer to product reviews. This aims to build awareness to the viewer about a phenomenon.

According to Terrence A. Shimp (2013), making ads must be honest. As for the things that need to be considered in making advertisements, make sure that advertisements that are made do not violate the law, make sure the truth, distinguish ads from the program, keep justice, make sure that testimonials (confession) honest, respect people's trust. In addition there are some things that need to be avoided in making advertisements, namely using foreign languages that are not understood, give the gift of hope grandiose, imposing messages, smelling SARA or ethnic, racial and religious issues that are sensitive when used for advertising, too dominant with quantitative elements not qualitative.

As Willy Dharmawan said, the manager of the department media service metro TV strategy Native Advertising applied in the Metro Plus program had a significant influence in boosting Metro TV's revenue. Metro TV is also a strong brand and is known as the first news TV in

Indonesia. This feature is referenced by audiences and is able to influence the perceptions of audiences and has a broad reach in achieving their goals. One of them is the achievement of Metro TV as the fifth largest TV as the recipient of the highest number of TV advertisements in 2018 with revenues of IDR 12.30 trillion (11.22%).

From these data it can be used as a finding that the presence of the Metro plus program with the native advertising concept brings results that contribute to the achievement of advertising revenue on Metro TV. Metro plus, which has been present since the beginning of 2016, helped bring Metro TV as a TV station with the fifth largest number of advertisements in 2018 being a program chosen by viewers to watch. The competitive advantage that is carried out through its programs, one of which is Metro plus, will be able to strengthen the image in the memory of the public which is accompanied by their expectations.

6. Conclusion

Based on the results of the study, the following are things that can be concluded, namely as follows:

1. Metro Tv as a television news still prioritizes the element of information and education to its viewers as a show that keeps entertaining through the packaging of its programs. One of them is the concept of native advertising on the Metro plus program which is produced by the Service Media Department to produce advertising-filled programs (sponsors).
2. The Metro plus program is a native advertising concept program on Metro TV. The adaptation of the native advertising concept is in the form of a built in segment in the form of talk shows and variety shows. Thus, the sponsor as the filler of the contents follows the packaging program owned by Metro plus. As an event program, Metro plus has its own program handbook with a gross duration of 30 minutes consisting of 3 segments.
3. As a news television, the concept of native advertising in the Metro plus program is in the form of software by prioritizing information and education to viewers.
4. Metro plus guided by a host. As an information program that relies on the strength of the truth of the facts presented, it is only natural that the presentation of the talk show host built is smart, smart, and understands and masters the things being discussed. The presence of the host in the Metro plus Program must be able to deal with it
5. The presence of the Metro plus program with the native advertising concept brings results that contribute to the achievement of advertising revenue on Metro TV. This is evidenced by data on the number of advertisers throughout 2016 and 2017, where Metro Tv become the television with the highest number of advertisers.

7. References

1. Bartosz Wojdysky W, Nathaniel Evans J. Going Native: Effects of Disclosure Position and Language on the Recognition and Evaluation of Online Native Advertising yang ditulis oleh, Journal of Advertising, 2016, 45.
2. Colling Campbell dan, Lawrence Marks J. Good Native advertising isn't a secret, Journal of Business Horizon. 2015; 58:6
3. Erin Schauster E, Patrick Ferruci dan Marlene s. Neill, Native Advertising Is the New Journalism: How

- Deception Affects Social Responsibility, American Behavioral Scientist pada, 2015.
4. Irawan, Pera Enjang. CSR Based MSME Empowerment through Product Marketing Competency Enhancement by Digital Marketing. *International Journal of Science and Research*, ISSN (2319-7064) 7(8). 2018.
 5. Kusuma Kurniastuti. Activities of the Cyber Public Relations of O Chanel TV in Promoting their Company on the Instagram Social Media. *American Journal of Humanities and Social Sciences Research (AJHSSR)*. 2018; 02(09):50-56.
 6. Morisan, Perilaku-Komunikasi Pemasaran Terpadu, Jakarta: Kencana Prenada, 2010.
 7. Riris Tiani, Judgement Sebagai Sistem Appraisal dalam Iklan Kecantikan Visual Media *Cetak*, *Jurnal Nusa NUSA*, 2017, 12(4).
 8. Terrence Shimp A. *Periklanan Promosi: Komunikasi Pemasaran Terpadu*, Erlangga, 2012.
 9. Wang dan, You Li. Understanding “Native Advertising” from the Perspective of Communication Strategies, *Journal of Promotional Management* tahun, 2017, 23.
 10. Yuliawati, Irawan Pera Enjang. The Analysis of Green Environment Movement Campaign in Supporting National Food Security of Indonesia. *Global Journal of Human Social Science*. 2018; 2(1):18.