



THE EFFECTIVENESS OF PERSONALIZED ADVERTISING ON CONSUMER ENGAGEMENT THROUGH EMOTIONAL ATTACHMENT ON SOCIAL MEDIA

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Article info	ABSTRACT
<p>Corresponding Author:</p> <p>Ringgo Syaputra ringosvafutra@gmail.com Department of Management, University of Muhammadiyah Bengkulu</p>	<p>This study aims to analyze the effectiveness of personalized advertising on consumer engagement through emotional attachment on social media. Personalized advertising is increasingly popular in this digital era because it can increase the relevance of messages delivered to consumers. In this context, emotional attachment plays an important role in building emotional attachment between consumers and brands, which in turn can increase consumer engagement to the advertisements displayed. The method used was a literature review, by collecting and analyzing various relevant literature, such as scientific journals, articles, books, and previous studies on personalized advertising, consumer engagement, and emotional attachment on social media. This study also discusses various findings from existing literature and identifies factors that influence the effectiveness of personalized advertising. The study results indicate that personalized advertising that is tailored to consumer preferences can strengthen emotional attachment and increase engagement levels. Therefore, companies need to use consumer data wisely to create a more personal and relevant advertising experience.</p> <p>Keywords: <i>Personalized effectiveness, Consumer engagement, Emotional attachment</i></p>
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INTRODUCTION

In this increasingly developing digital era, social media has become a very important platform for interactions between brands and consumers. As a means of communication and promotion, social media provides various opportunities for companies to utilize technology to attract audiences more efficiently and effectively. In this context, personalized advertising has become one of the strategies increasingly used by companies to target consumers with more relevant and specific advertisements based on their personal data. This approach relies on information such as consumer behavior on the internet, search history, and other preferences to create a more personal and engaging advertising experience (Zhao & Wang, 2019). Previous studies have shown that personalized advertising is more effective in attracting consumers' attention because they feel that the advertisement is in accordance with their interests and needs, which in turn increases the likelihood of interaction or transaction (Schouten et al., 2020).

Personalized advertising is not only limited to increasing the effectiveness of advertising in capturing consumer attention but also plays an important role in building long-term relationships between consumers and brands. One aspect that influences the success of this relationship is emotional attachment or emotional attachment of consumers to the brand. Emotional attachment is a feeling that develops between consumers and brands, where consumers feel a deeper connection that goes beyond just transactions. This relationship has an impact on purchasing decisions, brand loyalty, and ongoing interactions with the brand (Keller, 2020). Emotional attachment can strengthen consumer engagement, because consumers who feel emotionally attached tend to be active in interacting with brands, either by sharing experiences, providing feedback, or engaging in conversations on social media.

This emotional attachment that is formed is closely related to consumer engagement. Consumer engagement on social media not only includes direct interaction with advertising content but also includes active participation in forming opinions and sharing experiences about products or services. High engagement creates a deeper bond between brands and consumers and strengthens consumers' self-confidence and loyalty to the brand (Schouten et al., 2020). One factor that can trigger engagement is the success in delivering relevant advertising messages, touching emotions, and meeting consumers' needs and desires personally. Therefore, personalized advertising has great potential in encouraging consumers to be more active in interacting with brands through social media channels.

However, despite the potential of personalized advertising, challenges remain, especially related to the management of consumers' personal data. The use of data to create personalized ads often raises concerns about privacy and data security. Some consumers are uncomfortable with the collection of data used to present overly personalized ads, which in turn can damage their trust in brands and decrease engagement (Keller, 2020). Therefore, companies must be very careful in implementing personalized advertising, by ensuring transparency in data usage and providing consumers with the option to control the type of data collected and used in advertising.

As technology advances and data analytics systems become more sophisticated, personalized advertising is expected to be increasingly effective in building emotional attachment and consumer engagement, especially on social media platforms. However, to achieve optimal results, companies need to understand more deeply about how personalized advertising can be received by consumers without raising concerns about privacy, as well as how best to create ads that are not only relevant but also able to connect consumers emotionally with the brand (Zhao & Wang, 2019). Therefore, it is important for this study to further examine the effectiveness of personalized advertising on consumer engagement through emotional attachment on social media, with the aim of providing a better understanding of how companies can optimize their digital marketing strategies to create stronger relationships with consumers.

Based on this background, it is important to understand how personalized advertising can affect consumer engagement through emotional attachment that occurs on social media. This study aims to explain more deeply the process of emotional attachment that occurs because of customized advertising, as well as how this attachment encourages consumers to interact more actively with brands. Although many previous studies have shown the success of personalized advertising in increasing advertising effectiveness, not many have discussed its impact on consumer engagement that is connected to emotional factors.

This research is very important considering the need to optimize digital marketing strategies in a more personal and emotional context. A better understanding of the relationship between personalized advertising, emotional attachment, and consumer engagement can help companies design more effective and more acceptable advertisements for consumers. In addition, with the increasing competition in the digital world, having a marketing strategy that is able to combine personalization, and emotional attachment will be a significant competitive advantage. Therefore, this study aims to assess the effectiveness of personalized advertising in increasing consumer engagement through emotional attachment on social media.

Thus, the main objective of this study is to examine how personalized advertising affects consumers' emotional attachment, which in turn increases their level of engagement with brands through social media. This study is expected to provide insights for marketers in designing advertising campaigns that are not only effective in increasing consumer attention but also in building long-term emotional and sustainable relationships.

1. Personalized Advertising in Digital Marketing

Personalized advertising is one of the fastest growing trends in digital marketing. This technique aims to deliver relevant advertising messages based on user data, such as browsing history, preferences, or even shopping behavior on digital platforms (Prasetyo & Yuliana, 2019). According to Hidayat (2020), personalized advertising allows brands to reach consumers more precisely, thus increasing the chances of getting their attention. This process also increases a more personal consumer experience, which in turn has the potential to increase their engagement with the advertisements displayed.

Personalized advertising has been shown to increase consumer engagement levels on social media because customized ad content can attract consumer attention better than generic ads (Nugroho & Iskandar, 2018). Research by Purnama & Arifin (2020) shows that relevant advertising not only increases attention levels but can also build stronger trust with consumers. Personalized ads are more likely to attract consumers to interact, for example by liking, commenting, or sharing the content presented.

2. Emotional Attachment in Marketing

Emotional attachment is a feeling of deep attachment to a brand, which develops along with the positive experiences felt by consumers when interacting with the product or service. This emotional attachment theory is important in marketing because emotional attachment can strengthen consumer loyalty and increase their engagement with the brand (Lestari, 2018). In the context of social media, emotional attachment allows consumers to feel more connected to the brand, which ultimately encourages them to interact more often with the content posted by the brand.

According to research by Wulandari (2020), emotional attachment has a significant impact on consumer engagement on social media. Consumers who feel an emotional connection to a brand are not only more likely to engage with the ads they see, but also more likely to share the content with their social networks. This suggests that emotional attachment not only strengthens individual engagement but can also expand the reach of a brand through broader social influence. In addition, emotional attachment also influences consumer perceptions of a brand. In a study by Sari (2021), it was found that consumers who have a strong emotional attachment to a brand are more likely to respond positively to marketing

campaigns and show higher loyalty. This suggests that emotional attachment can act as a mediator between personalized advertising and increased consumer engagement.

3. The Influence of Social Media on Consumer Engagement

Social media has become a very effective platform for interacting with consumers. Through social media, brands can send more personal and direct messages to consumers and get feedback in real time. Anwar & Iskandar (2020) revealed that consumer interaction with brands through social media can strengthen the relationship between the two, which in turn increases the level of engagement. Social media provides an opportunity for consumers to not only see advertisements, but also to participate in conversations and discussions related to the brand.

The importance of social media in creating consumer engagement is also seen in research by Wijaya & Hidayati (2019), which found that platforms such as Instagram, Facebook, and Twitter allow brands to leverage user data to create more personal and relevant advertisements. As a result, consumer engagement increases because they feel that the advertisements presented are more in line with their interests and needs. This study confirms that social media not only functions as a communication channel, but also as a platform that supports the personalization process in marketing.

4. Relationship between Personalized Advertising, Emotional Attachment, and Engagement

Based on the literature review, there is a close relationship between personalized advertising, emotional attachment, and consumer engagement. Research by Hidayat (2020) shows that personalized advertising can strengthen consumers' emotional attachment to brands. When personalized advertising matches consumers' needs and preferences, they feel more valued, which increases emotional attachment to the brand. In this context, emotional attachment acts as a link between personalized advertising and increased engagement.

Furthermore, Wulandari (2020) stated that emotional attachment not only increases the level of engagement with advertising but also strengthens consumer engagement with brands in the long term. Consumers who feel an emotional connection to a brand are more likely to interact actively, such as commenting on and sharing content related to the brand. In this case, personalized advertising is one effective way to build a stronger emotional attachment, which in turn increases engagement on social media.

5. Challenges in Implementing Personalized Advertising

Although personalized advertising has many advantages, its implementation does not always run smoothly. One of the main challenges is the issue of privacy and personal data collection. Consumers are increasingly concerned about how their data is used, especially in the context of personalized advertising. Hidayat (2020) notes that companies must be very careful in managing consumer data and ensuring that they do not violate privacy. In addition, overly invasive data or non-transparent data collection can make consumers feel uncomfortable, which can reduce the effectiveness of personalized advertising. In addition, too much personalized advertising can lead to consumer fatigue or boredom, which can reduce the effectiveness of such advertising. Purnama & Arifin (2020) emphasize that personalization must be done in a way that does not interfere with consumer comfort. Consumers are more likely to interact with ads that are not only relevant, but also enjoyable and do not interfere with their experience on social media.

6. Practical Implications in Digital Marketing

From the literature review above, it can be concluded that effective personalized advertising can strengthen emotional attachment and increase consumer engagement on social media. Therefore, companies need to utilize consumer behavior data to create relevant and personalized advertisements and ensure that the advertisements not only prioritize relevance but also respect consumer privacy. Marketing based on emotional attachment will create a stronger relationship between brands and consumers, which in turn can increase consumer loyalty and satisfaction.

This study is expected to provide an important contribution in understanding how personalized advertising can affect emotional attachment and consumer engagement on social media. Therefore, it is important for companies to create relevant advertising experiences and build deeper emotional relationships with consumers to achieve more optimal marketing results.

METHOD

This study uses a literature study approach to analyze the effectiveness of personalized advertising in increasing consumer engagement through emotional attachment on social media. The literature study approach was chosen because this study aims to collect and analyze relevant information from various secondary sources, such as scientific journals, articles, books, and research reports that discuss the concept of personalized advertising, consumer engagement, emotional attachment, and the influence of social media in marketing. With this approach, it is expected to provide a clear picture of the relationship between personalized advertising, emotional attachment, and engagement on social media platforms.

This research design is descriptive-analytical, aiming to describe how personalized advertising can increase consumer engagement through emotional attachment on social media. This study also identifies factors that influence the level of consumer engagement with personalized advertising and explores the impact of emotional attachment on consumer interactions with brands on social media platforms. The data used in this study are secondary data obtained from relevant literature, including scientific articles, research reports, and books that discuss digital marketing, data-based advertising, and consumer behavior on social media. The research procedure consists of several stages as follows:

1. Identification of Literature Sources

Relevant literature was identified through various sources, such as Google Scholar, JSTOR, ProQuest, and other academic databases. Keywords used in the literature search included “personalized advertising”, “consumer engagement”, “emotional attachment”, and “social media marketing”.

2. Literature Selection

The collected literature was selected based on topic relevance, source credibility, and year of publication. The selected literature must be directly related to the influence of personalized advertising on consumer engagement and emotional attachment that occurs on social media.

3. Literature Analysis

After the literature was selected, an analysis was conducted to identify key points related to the influence of personalized advertising on engagement and emotional attachment. The aspects analyzed included: The influence of personalized advertising on consumer engagement on social media; Factors that influence the level of consumer engagement in

personalized advertising; and The role of emotional attachment in strengthening the relationship between consumers and brands through personalized advertising.

4. Synthesis of Findings

The results of the literature analysis were synthesized to identify key patterns related to the relationship between personalized advertising, emotional attachment, and consumer engagement on social media. The findings were then categorized according to key themes, such as “the effect of personalized advertising on consumer engagement,” “the role of emotional attachment in digital marketing,” and “advertising strategies that increase engagement on social media.”.

Testing Techniques and Data Acquisition. The data used in this study comes from secondary literature obtained from various scientific journals, articles, books, and relevant research reports. Data processing is carried out using a qualitative approach, with the following steps: 1) Data Processing: Data collected from various literatures are summarized and grouped based on relevant themes, such as the influence of personalized advertising on consumer engagement and the role of emotional attachment; 2) Synthesis of Findings: Findings obtained from various sources are combined to find general patterns or trends that are relevant to the research topic; and 3) Presentation and Discussion: The results of the analysis are presented narratively to describe the relationship between personalized advertising and emotional attachment in increasing consumer engagement on social media. The research process can be described by the following algorithm:

1. Start
2. Identify and collect literature related to personalized advertising and consumer engagement on social media.
3. Selection of literature based on the relevance and credibility of the source.
4. Analyze the literature to find key findings regarding the influence of personalized advertising on engagement and emotional attachment.
5. Group the findings into categories according to the theme (personalized advertising, emotional attachment, consumer engagement).
6. Synthesize the findings to draw conclusions and recommendations.
7. Present the research results in a narrative manner.
8. Finish.

Data Acquisition, the data used in this study comes from various sources of academic literature, including journals, articles, books, and research reports that discuss the influence of personalized advertising, consumer engagement, and emotional attachment on social media. This data is analyzed to provide a deeper understanding of how personalized advertising can increase consumer engagement through emotional connections built on social media platforms. By using this method, the study is expected to provide clear insights into the effectiveness of personalized advertising in influencing consumer engagement through emotional attachment on social media, as well as how it can be applied in a more effective digital marketing strategy.

RESULT AND DISCUSSION

Finding

The results of this study are based on an analysis of literature related to the influence of personalized advertising on consumer engagement through emotional attachment on social

media. Based on the literature obtained, several key findings were found that explain the relationship between these three variables.

The Influence of Personalized Advertising on Consumer Engagement

Personalized advertising has been shown to have a significant positive influence on consumer engagement on social media. Several studies have shown that consumers tend to be more engaged with advertisements that are relevant to their interests and needs. Adjusting advertising messages based on user behavioral data, such as previous search history or preferences, makes the advertisement more attractive and increases consumer interactions, such as comments, likes, and sharing content (Smith & Johnson, 2021; Kim, 2022). Personalized advertising increases the sense of relevance, which in turn triggers greater engagement compared to generic advertising.

The Role of Emotional Attachment in Increasing Engagement

Emotional attachment plays an important role in strengthening consumer engagement with personalized advertising. When advertising creates an emotional bond with consumers, they are more likely to interact with the advertisement, because they feel personally connected to the brand or product offered. This is consistent with the findings expressed by Miller et al. (2020), which states that a strong emotional bond with a brand can increase consumer loyalty and create higher engagement. Consumers who feel that advertising reflects their personal values or aspirations are more likely to engage in conversations on social media, like content, and recommend products to others.

The Effectiveness of Personalized Advertising in Increasing Consumer Loyalty

Personalized advertising also has a significant impact on consumer loyalty, which is reflected in ongoing engagement. Research by Davis & Lee (2021) revealed that personalized advertising not only increases immediate engagement but also strengthens long-term relationships between consumers and brands. By creating relevant and emotional experiences, brands can build deeper relationships with consumers, which in turn increases the likelihood of consumers remaining loyal and interacting with the brand in the future.

Factors Affecting the Effectiveness of Personalized Advertising

Several factors affect the extent to which personalized advertising can be effective in increasing engagement through emotional attachment. These factors include the quality of the data used to customize ads, consumer perceptions of privacy, and the match between the advertised product and the consumer profile. Ads that are highly relevant to consumers' needs and preferences are more likely to create emotional attachment, which in turn increases engagement (Johnson et al., 2022). However, non-transparent data or misuse of personal data can make consumers feel uncomfortable, which reduces effectiveness of the ads.

Challenges in Implementing Personalized Advertising on Social Media

Although personalized advertising has been shown to be effective in increasing engagement and emotional attachment, the main challenges in its implementation are consumer data management and privacy protection. Consumers are increasingly wary of brands' use of their personal data, which can affect their perceptions of personalized ads. Therefore, companies need to ensure transparency in data collection and use and offer consumers greater control over how their data is used in the ads they display.

Based on the results of the literature analysis, it can be concluded that personalized advertising significantly increases consumer engagement through emotional attachment on social media. Personalized ads provide higher relevance, which triggers consumer

engagement and strengthens emotional connections with brands. Factors such as data quality, perception of privacy, and product fit play a key role in the effectiveness of such ads. However, challenges related to consumer data protection must be addressed to ensure the continued effectiveness of personalized advertising.

Discussion

This study aims to explore the effect of personalized advertising on consumer engagement through emotional attachment on social media. The results of the analysis show that advertising personalization, which refers to the use of consumer data to present relevant and individual-preference advertisements, has a significant impact on increasing consumer engagement. In line with the theory proposed by Schumann et al. (2014), personalized advertising can attract consumers' attention in a more personal way, so that they feel appreciated and understood. This encourages them to interact more intensively with the brand, either through clicks, likes, comments, or sharing advertising content.

One of the key factors found in this study is the importance of emotional attachment in increasing consumer engagement. When consumers feel emotionally close to a brand, they tend to interact with the brand more often, even forming a stronger relationship than just a buyer and seller relationship. These results support research by Aaker (2020) which shows that emotional attachment can strengthen consumer loyalty to a brand. Advertisements that personalize messages according to consumer preferences and needs, such as highlighting product advantages that are relevant to their lifestyle, can increase deeper emotional engagement, thus creating a more permanent relationship and not just a transactional one.

Emotional attachment in the context of personalized advertising can be understood as a state when consumers feel that the brand understands and speaks directly to them, either through relevant advertising messages or through products that suit their needs. Research conducted by Kim (2022) shows that consumers who feel an emotional connection with a brand are more likely to take certain actions such as visiting the brand's website, sharing advertising content, or even purchasing the product directly. In this case, personalization plays a role in creating advertisements that can arouse consumers' emotions, either by using touching messages or utilizing visuals that are relevant to their daily lives.

It is important to note that while personalized advertising can drive higher engagement through emotional attachment, there are challenges related to consumer privacy and data usage. When personal data collection is done without permission or is too intense, it can reduce consumers' trust in brands and affect the effectiveness of the advertisement. Zhang and Yu (2022) suggest that in some cases, consumers who feel that their personal data is being used in a non-transparent manner may feel uncomfortable and lose trust in the brand, which in turn will reduce their engagement with the advertisement. Therefore, ethical data management and transparency in the use of consumer information are very important factors in a successful personalized advertising strategy. In addition, consumer psychological factors also affect the effectiveness of personalized advertising. As found in a study by Park and Lee (2021), consumers with high self-confidence or who have preferences for certain products, such as beauty or fashion products, are more likely to respond positively to personalized ads. Conversely, consumers who have concerns about the security of their personal data or who feel less relevant to personalized advertising messages may feel uncomfortable and tend to

ignore the ads. This shows that advertising personalization is not just about using data, but also how advertisers understand the motivations and psychology of their target consumers.

The use of social media platforms is also one aspect that greatly influences the success of personalized advertising. Platforms such as Instagram, Facebook, and TikTok offer the ability to target audiences in detail, either based on demographic data, behavior, or their previous interactions with ads or brands. Research by Lee and Kim (2023) shows that platforms that allow two-way interaction between brands and consumers tend to be more effective in increasing engagement. Features such as comments, likes, and shares allow consumers to actively participate in brand communications, strengthening their emotional attachment to the brand.

In addition, the long-term effects of personalized advertising on consumer engagement are seen in the form of increased consumer loyalty and recommendations. When advertising succeeds in building an emotional connection, consumers are not only more likely to buy the product but will also share their experiences with others through social media or word of mouth. A study by Choi (2023) shows that high engagement through social media can amplify the viral effect of personalized advertising, leading to increased brand awareness and ultimately increasing long-term sales. Therefore, advertisers need to pay attention not only to the level of immediate engagement, but also to the long-term impact of personalized advertising in building ongoing relationships with consumers.

The conclusion of this discussion is that personalized advertising can significantly increase consumer engagement, especially by leveraging emotional attachment. Personalization in advertising allows brands to speak directly to consumers, create deep emotional attachments, and strengthen the interaction between consumers and brands. However, challenges in managing personal data and consumer psychological factors need to be considered so that this advertising strategy can be implemented effectively and sustainably. Therefore, companies need to optimize data usage, choose the right platform, and build consumer trust to maximize the potential of personalized advertising in increasing consumer engagement.

This study shows that personalized advertising has a significant influence on consumer engagement, which is strengthened through emotional attachment. In an increasingly connected digital world, personalized advertising can create a stronger bond between brands and consumers, because it responds to consumers' individual needs and preferences more relevantly. Therefore, personalized advertising is not just a marketing technique, but a very effective tool for building deeper relationships with target audiences.

However, it should be noted that although personalized advertising can increase engagement, the results are highly dependent on how data is managed, and the brand interacts with consumers. As stated by Li (2023), transparent and ethical use of data will affect consumer acceptance of personalized advertising. If consumers feel that their personal information is being used without their permission or excessively, they will lose trust in the brand and in turn lower their engagement levels. This can have an impact on the brand image, which if not managed wisely, can have negative consequences in the long run. The main challenge in implementing personalized advertising is how to manage and utilize consumer data in a way that not only complies with privacy regulations but also keeps advertising messages relevant and not intrusive. In this regard, advertisers need to ensure that they can balance between providing added value to consumers through personalized advertising and

maintaining reasonable privacy boundaries. Research by Wu and Zhang (2022) highlights the importance of implementing clear and transparent privacy policies, as well as giving consumers control over their data, so that they feel comfortable engaging further with personalized advertising.

The emotional attachment aspect is a determining factor in the success of a personalized advertising strategy. When consumers feel emotionally connected to a brand, either through experiences or values upheld by the brand, they tend to be more open to further interaction. This is rooted in brand relationship theory which states that a brand can function as an entity that is more than just a product; it can be a symbol that reflects the consumer's personal identity. As explained by Aaker (2020), brands that can evoke positive feelings, such as trust, pride, or even love, can create deep emotional bonds with consumers.

Emotional attachment also influences the way consumers interact with advertisements on social media. In the context of social media, consumer interactions are not only limited to viewing or clicking on advertisements, but also include sharing content, providing comments, or even inviting others to get to know the brand. Research by Park and Lee (2021) shows that when consumers feel emotionally attached to a brand through personalized advertising, they are more likely to participate in social-based activities such as sharing and recommending products to others. This increases the social value and expands the reach of the advertisement, which ultimately leads to increased brand awareness.

In addition, personalized advertising that emphasizes emotional involvement also plays an important role in building consumer loyalty. According to Schumann et al. (2014), consumer loyalty to a brand can be increased when they feel that the brand is always present and understands their needs. For example, advertisements that remind consumers of products or services they like or have used before will increase their sense of attachment and satisfaction with the brand. Over time, this encourages consumers to become active advocates of the brand, either by repurchasing product or recommending product to friends and family.

The implementation of personalized advertising is also more effective when combined with various social media channels that allow for two-way interaction. Platforms such as Instagram, Facebook, and TikTok offer a more interactive experience, where consumers not only receive ads, but also can communicate directly with brands through comments, direct messages, or even product-related posts. Lee and Kim (2023) suggest that the use of these interactive features, such as comments or clicks on video ads, increases the likelihood that consumers will feel valued and further engaged in conversations with brands. Social media, which allows for more personal engagement, is an effective channel for personalized advertising because it increases the opportunity for brands to interact directly with their audiences. However, it is important to note that the effectiveness of personalized advertising can also vary based on consumer characteristics, such as age, preferences, or level of technology adoption. For example, younger or highly connected consumers may be more likely to respond positively to highly personalized ads, while older consumers may feel awkward or concerned about the use of their personal data. Therefore, proper targeting is key to optimizing this strategy. Research by Smith and Chen (2022) suggests that advertisers need to consider more precise market segmentation to ensure that personalized ads are well received by relevant audiences. On the other hand, the success of a personalized advertising strategy involving emotional attachment is also closely related to the social context in which consumers are located. In this digital era, consumers often share their experiences online,

whether it is about a particular product, service, or brand. This creates a network effect where personalized ads not only work for one individual, but can spread through social interactions on social media, such as sharing posts or giving recommendations. Choi (2023) notes that this aspect strengthens the viral effect of personalized ads, which in turn increases the reach and influence of the advertisements.

CONCLUSION

Based on the results of the research that has been conducted, it can be concluded that personalized advertising has a significant influence on consumer engagement through emotional attachment on social media. Personalized advertising provides a more relevant and emotionally touching experience for consumers, which in turn increases their interaction with the brand. This shows the importance of utilizing consumer data carefully to create advertising messages that are in accordance with individual preferences and needs. In addition, the emotional attachment built through personalized advertising has been shown to play an important role in increasing consumer loyalty to the brand.

To optimize the effectiveness of personalized advertising, several suggestions can be given to companies. First, companies should be more in-depth in utilizing consumer data to create a truly personal and relevant advertising experience. The use of demographic data, online behavior, and product preferences can help companies deliver more appropriate messages to the right audience. Second, personalized advertising needs to be adjusted to the characteristics of each social media platform. For example, the ad format on Instagram or Facebook must be adjusted to the style of content on the platform to be more attractive and effective in attracting consumer attention. Third, companies must focus more on building emotional attachment with consumers through advertisements that are not only visually appealing but also touch deeper emotional aspects. This can increase the level of consumer engagement with the brand offered.

Fourth, companies need to pay attention to the frequency and intensity of ad displays. Although personalized ads can increase engagement, if they are displayed too often, they can cause consumers to feel annoyed. Therefore, companies must find the right balance between ad impressions and consumer comfort. Fifth, it is important to continue to evaluate the effectiveness of personalized advertising campaigns. More comprehensive measurements of engagement levels and their impact on purchasing decisions can provide deeper insights into how these advertising campaigns influence consumer behavior. Finally, companies also need to pay attention to the ethical aspects of using consumers' personal data. Consumers tend to feel more comfortable and emotionally attached to brands that are transparent about the use of their data. Therefore, companies need to educate consumers about how their data is used in personalized advertising and ensure that their privacy is well maintained. By implementing these suggestions, companies can not only increase the effectiveness of personalized advertising but can also strengthen emotional connections with consumers and increase their loyalty. Therefore, it is important for companies to continue to innovate and adapt their marketing strategies to technological developments and changing consumer needs, to remain relevant and competitive in this increasingly dynamic market.

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