

# Funny Moments of Friendship Lead to Medicine Brand Recall Recommendation (Evidence in Indonesian Humor)

Lissa Rosdiana Noer<sup>1,2</sup>, Syaifurizal Wijaya Putra<sup>2</sup>, Sri Hartini<sup>2</sup>

<sup>1</sup>Department of Technology Management, Sepuluh Nopember Institute of Technology (ITS), Indonesia

<sup>2</sup>Department of Management, Airlangga University, Indonesia

**Corresponding Author:** Lissa Rosdiana Noer

**Email:** [lissarosdiananoer@gmail.com](mailto:lissarosdiananoer@gmail.com)

## ABSTRACT

This research aims to understand how funny moment in social interaction friendship able to explore memory toward brand a product is in the moment. The research method used is a qualitative approach, namely SIT method (Sequential Incident Technique). The findings of this study explain that friendship, storytelling are proven antecedents and have been discussed by previous researchers. However, there are findings of new antecedents, namely memory light, feeling on story, feeling on product or brand and business consequences. funny moments are part of feeling on the story but have something to do with memory light and purchasing decisions. Originality offered in this research is use of any object's memory in individual psychology relation and connection to branding a product has rarely examined. In drug use, Indonesian people tend to provide recommendations based on funny storytelling.

**Keywords:** Funny Moment, Friendship, Medicine, Humor, Storytelling, Consequencess on business.

## Correspondence:

Lissa Rosdiana Noer

Department of Technology Management, Sepuluh Nopember Institute of Technology (ITS), Indonesia

Email: [lissarosdiananoer@gmail.com](mailto:lissarosdiananoer@gmail.com)

## INTRODUCTION

Human is social being who certainly cannot be separated from other humans (1). Personal relationship was able to provide assistance, comfort, so as to create a very valuable in individuals (2). Social interaction in humans is inseparable from the closeness between individuals which we often refer to as friendship. Interpersonal relationships or we know as friendship will be established if interpersonal communication goes well. The existence of togetherness, interests and similar views related to background, views, hobbies, ideals of belief and carry out activities together. In friendship, an emotional relationship in the form of mutual understanding, respect, and trust in one another is a basic thing which needs to be built in order to give attention and support to one another (3). Unwittingly, the moment of friendship is formed when someone spends time together. The development of technology has made it easy to access information on events, culinary and films which will be published through internet media, it provides an opportunity for them to try new things with friends. The joint activity is unwittingly able to produce moments, where can be romantic, sad, happy, and humorous moments. The memories are attached to someone when they are separated by distance, sometimes the memory is lost some time and will be able to recall when seeing an event, place or purchase of an item or service that reminds us of that moment. The memory paradigm model is able to divide memory structures into three systems, namely: sensory memory, short-term memory, long-term memory (4).

In friendships, it is not uncommon for someone to humor one another, whether intentionally or not. Thus, created funny moments which are done when spending time together. A funny moment can occur if someone (an actor) does something silly and funny in a public place (stage) when spending time with friends (audience) (5). The events that occur are sometimes able to make someone recall the incident. Businessmen observe that a moment which happens to someone is very interesting to take the concept and transmit it back to consumers by putting the

moment in an advertisement (6). It is expected that by seeing advertisements from these companies, consumers are able to remember well and will have the attraction to buy. Advertising can be said to be optimal, if it is able to convey an advertising message which attracts attention, maintain interest, arouse desire, and move action (8). Advertising is one of which can affect brand awareness. Consumers can re-identify a brand from a certain category through two things: First, brand recognition is the ability of consumers to recognize a brand when given a choice of brands with cues. Second, brand recall is the ability of consumers to remember the brand through memory or consumer memories when given a product category (10; 9). Consumers at this level, just hear the product category or glance at the products they need to remember the brand of the product (11).

The purpose of this research is to explain the social interactions between individuals in friendships to be able to tell funny moment while being able to remember the brand of products contained in the moment. Research can be said to be interesting because there are no journal articles that discuss the concept of funny moments with product brand recall on consumers. The benefits of research are expected to provide readers with an understanding that funny moments are generated by memory through social interactions of friendship. This is considered important by businessmen, especially in the effort of business practices, namely forming consumer loyalty through the depth of advertising techniques and making strategic business strategies going forward (13). Especially the strategy regarding the sale of medicines which does require good storytelling from consumer to consumer.

## LITERATURE REVIEW

### Friendship

The label "friend" is given to someone in describing a variety of relationships that range from ordinary introductions to very close relationships (14). A communication relationship is very dependent on the

extent to which individuals have friends and closeness. Friendship relations have three distinctive features, namely: good quality friendships (virtues such as honesty, sympathy, generosity, justice, and courage) (15). Friendship is initially formed due to an individual's desire to provide descriptive personal information and provide comments on neutral topics, then continues to tend to involve evaluative or affective personal information in giving opinions that are accompanied by emotions to someone (18).

Friendship relationships that are built between two individuals will continue to develop, so that the relationship cannot be built instantly and static. Efforts are needed in establishing good relations. There is openness in conversation with friends, support, positive thinking and interaction between individuals who establish relationships. The quality of friendship regardless of how its assessment relates to happiness, as well as efforts to maintain friendly relations (19). Interference in the fabric of friendship can increase one's sense of humor with each other, although it has not known the extent of the form of humor and its interruption in them (21). Balderjahn & Lee (2019) explained that certain humor will increase consumers' wellbeing and ultimately increase the desire to consume an item. Increased consumer humor can be measured through psycho-social wellbeing. Psycho-social wellbeing can be interpreted as the social environment of prospective consumers who form a psychological character to buy products or can be exemplified is friendship.

#### Memories

Human ability to remember something is very dependent on the character of each individual. If the ability to remember is good, then it is clear enough to tell his/her experience. While individuals who have the ability to remember are not good then less able to remember or not remember at all (23). So as to help recall an event, what can be done is to provide visual stimulation of imaging (24). Basically humans have long-term memory and short-term memory that interact with each other to remember information (25).

Emotional experiences, both positive and negative, are part of consumers' semantic memories, so they can influence consumers' social and social identities. This has the potential to form attitudes and tends to be an additional indicator that is useful for future behavior. Experiences related to emotions and memories are mediated by subsequent experiences which are important aspects in determining satisfaction, consumption loyalty, and post-consumption references (27).

Emotions are categorized into three focuses, namely (1) looking ahead, generally related to anticipation, anxiety, and hope. (2) see the present, related to happiness and frustration. (3) looking back, relating to arrogance, and embarrassing events. This shows that emotional capture can occur over time both before and after consumption. Individual emotions can be personal or can be general depending on the conditions of the incident. Emotion will be stronger when there is physical closeness with others. Emotional experiences, memories and sharing stories will have an impact on attitudes and behavioral intentions of consumers (29).

Happiness is defined as satisfaction that comes after cognitive and affective evaluation of an individual's life. The cognitive component of happiness focuses on physical interactions between individuals, and the affective dimension addresses the balance of positive and negative

feelings that are often experienced by individuals (31). One form of happiness is the presence of humor. Some understanding of humor according to some experts among them interpreted as a logical result of the expansion of forms of humorous behavior into the intellectual realm that is more abstract and accepted as an idea (32). Humor can also be interpreted as a theme of conversation between two or more individuals where at least one individual considers it as entertainment and considers it to be funny. Jokes are an effort to interpret humor and are conceptualized as humorous events where there are interactions of three main actors namely the giver of expression, the target, and the audience (34; 39).

When the expressionist tries to use humor, the target and the audience will judge the success of the humor effort based on several factors namely the appropriateness of the meaning of humor and whether the meaning engenders laughter or not (40). There are two things for humor to be considered funny: first, it can violate psychologically, for example violation of linguistic, social, or moral norms and second, it is easy to understand.

Furthermore, there are several indications of the meaning of humor that fails to convey (41). The indications are first, if the target or audience considers the meaning of humor to be difficult to understand. Second, if the meaning of humor is not interesting, not fun, or not entertaining, then the target or audience can find the meaning of humor boring. Third, the meaning of humor may fail by referring to the target of the joke, the audience, or both (46).

#### Brand Recall and Brand Equity

Consumers easily recognize certain brand names without having the experience of buying certain products they usually have a unique character. The character of consumers is to buy products with well-known brands without considering the price of these products (49). If it is observed that repeated advertisements with planned brand placements are able to create memories in the minds of consumers, which subsequently leads to brand recall (Belch, 2004; Harrigan et al., 2015).

Brand recall is the condition of consumers remembering certain product brands because of past memories. On the other hand, *brand equity* is the automatic impact of brand recall on consumers to connect themselves with the brand, which should ideally be strong (consistency and relevance), profitable (ability to give and want), and unique (extraordinary and sophisticated). A marketer must be able to understand the difference in direct communication in society and communication with technology. It simply that is online and offline communication from consumers. Offline communication in the community is much deeper and has many new ideas to increase consumer loyalty (Berthon et al., 2016). The ability to manage brands can positively affect product brand performance (Lee et al., 2019). The ability to manage a brand can be achieved positively if the memory of a product is strengthened in the promotional element. Building good promotion must also begin by understanding the dimensions and challenges of entering certain business markets (Koubaa, Boudali and Fort, 2015; Kaynak et al., 2016).

Mood has a significant impact on consumer behavior. This condition occurs because consumers have certain experiences with advertisements, brands, or products. Mood consists of two characteristics of mood condition, for example sad, happy and the intensity of consumer arousal (Gardner, 1987). Evaluation of a product brand occurs because the condition of feelings, emotions and

awareness of consumers (60). Consumers will really like a particular brand if they remember the positive attributes of the brand or the happy feelings that arise due to remembering the brand as a cognitive feeling (feelings come from actions of thinking or remembering) (61).

Based on the background and literature review, the following research questions were formulated:

RQ1: How funny moments in social interactions friendship relationships are able to dig up memories of a product brand?

RQ2: How to describe the funny moment phenomenon and business strategy in an attractive model?

## RESEARCH METHOD

### Research Context

This research approach uses the type of qualitative research. Qualitative research is carried out because it is able to tell projective stories, observe and record daily activities (62). Qualitative research is used to find and explain social phenomena in more detail (63). The model will be arranged after the results of social phenomena are found and continued with quantitative research test. This effort is needed so that social phenomena can be modeled and confirmed (64). As explained by Belk (2017) that qualitative research is able to produce more inventions and better understand interactions between individuals as the purpose of this study.

### Sampling Method

The subject of this research is individuals in productive age, have the ability to tell funny moments with friends

and are able to mention the product brand at the event and live in Indonesia. The sample size for the number of respondents to be taken will not be tightly regulated so that researchers focus on the saturation point of the data taken. The sampling technique which was taken was snowball sampling where the respondent who had been interviewed would provide suggestions for appointing the next appropriate respondents (66).

### SIT (Sequential Incident Technique)

The technique used in this study is Sequential Incident Technique (SIT), where SIT is one of the variants in the Critical Incident Technique (CIT). SIT compares services by positioning episodes of positive, neutral or negative relationships (Stauss and Weinlich, 1997). Research has been conducted focus on positive and negative incidents. The researcher gives a description of the process from a story and explains the consequences in the research output model, with the aim of understanding each antecedent found (Olsen and Thomasson, 1992). CIT and SIT have positive and negative incidents and the analysis is based on the attribute of the question. While the focus of research has different things, sustainable relationships and results are reported as linked attributes (CIT) or compared attributes (SIT). The author's research will use SIT to explore what happened during the funny moment, and the ability of the respondents to mention the brand of the product in the event. This research conducted the respondent's interview data by using coding process. The coding sequence that will be performed is as show in table 1 (71).

Table 1. Coding Process by (71)

First Order Concept	Second Order Themes	Aggregate Dimintions	Model Formation	Interpretation
•In the initial stages, we will change the raw data from the interview into an easy understanding keyword	•in this stage, we create appropriate categories in several themes from first order concept	•in this stage, we create narrower dimension from the second order	•in this stage, we try to forming model which is easier to understand and more interesting concept	•in this stage, we explain the model that has been described by proving some interview data as well as emprical evidence from previous research

## RESULTS

The interview process was found thirty respondents with saturation point. After the saturation point was found, coding was done as explained in the stages of research method and coding results will be formed. However, for the description of first order, second order and aggregate dimensions, then we try to illustrate them with a model of memory light in recalling the product brand. The "aggregate dimension" is memory. In memory there is a "second order" that is feeling on product, feeling on story and consequence on business. In the three "second orders" itself, there are kinds of "first order" which we will discuss it one by one using interview quotes. The descriptions of

each respondent can be seen in table 2. Based on the gender of the respondents, we can conclude that female respondents dominate in providing explanations of funny moments. However, if we look at the ages and occupation, all ages and occupation can experience funny moments and brand recall. The majority of respondents admitted to having experienced brand recall because of having funny moments in the past which more than 10 times. This proves that funny moments can be very influential in buying decisions. We also found that the product category that most often made consumers remember funny moments and brands was the food category.

Table 2. Respondents Description

No.	Nickname	Sex	Occupation	Age	Frequency of remembering brands due to funny moments in the past				Common Product Category
					1-5 Times	6-10 Times	<10 Times	Do not count	
1	Reza	Male	Lecturer	25	ü				Coffee Drink
2	Olis	Female	Tax Analyst	22			ü		Food
3	Rida	Female	Banker	22				ü	Clothes
4	Rasyid	Male	Lecturer	25			ü		Food
5	Dono	Male	Entertainer	28		ü			Smartphone
6	Septi	Female	Auditor	29			ü		Cosmetic
7	Amik	Male	HR Manager	33		ü			Motorcycle
8	Rangga	Male	Marketing Staff	34		ü			Mountain Clothes
9	Destri	Female	Risk Consultant	33		ü			Cosmetic
10	Yuniar	Female	Corporate Communication	32			ü		Perfume
11	Hesti	Female	Selebgram	25			ü		Cosmetic
12	Lolla	Female	Entrepreneur	24	ü				Food
13	Mega	Female	Marketing Staff	26		ü			Bicycle
14	Roni	Male	Financial Planner	25			ü		Motorcycle
15	Sinta	Female	Auditor	29				ü	Smartphone Accesories
16	Sahrul	Male	Sales Manager	30		ü			Coffee Drink
17	Tian	Male	Salesman	28		ü			Clothes
18	Maulida	Female	Teacher	41	ü				Food
19	Diana	Female	Teacher	41			ü		Food
20	Yessi	Female	Banker	43		ü			Food
21	Efendi	Male	HR Manager	36			ü		Clothes
22	Rozaq	Male	Student	17			ü		Medicines
23	Desi	Female	Student	16			ü		Coffeeshop
24	Laila	Female	Student	17			ü		Coffeeshop
25	Wawan	Male	Student	18			ü		Movie
26	Widya	Female	Student	19			ü		Movie
27	April	Female	Account Officer	22		ü			Tourist Attraction
28	Wahyu	Male	Student	21			ü		Food
29	Indah	Female	Account Officer	23		ü			Medicine
30	Nabila	Female	Account Officer	24	ü				Bank Service

### Memory as New Dimension

Friends relationships are inseparable from experience when do the activities together and it's very close to the disclosure of information between individuals with another in it relationship. The ability of an individual to tell a story in detail (story telling) which includes the activities carried out, the conversation and when it happened is the most important thing in returning an individual's memory in a friend's relationship. Memory can appear if there is friendship and good storytelling. Because we have found the saturation point, we will try to discuss it with quotation to represent all the respondents that have been

obtained. Friendship and storytelling have become a concept that has been researched by previous researchers. So that the quotation to be discussed in this study will only concern the concept of antecedents which is a new finding. There is some new finding contained in the memory dimension, namely:

#### a. Feeling on product or brand

Based on interviews with respondents, there are information about experience of using several products or brands. The moment of experienced by the respondents with their best friend. Unwittingly, respondents mention the names of products or brands easily, this happens



because the intensity of using the products or brands is relatively long enough and it associated with certain events (moments). excerpts of the conversation are as follows:

*"At that time, my friend bought a mountain jacket from Eiger (brand of adventure equipment).. we all know that the jacket is quite strong parasitic and does not penetrate the cold air. Well, the jacket was new, and my friend just bought it. Unfortunately, when used on top of mountain it does not work "(Rangga).*

*"Since in a boarding house I was an Indomie (local brand) lover ... I don't like the other ones ... I felt indomie is better ..." (Wahyu).*

The delivered of the information, Rangga and Wahyu often recalling brand by mentioning the brands commonly.

*"All of them are favorites ... (laughing). There are MCD, Penyetan Belut (fried eels) of H. Poer, Bakso (meatballs) in Kenjeran (Beach in Surabaya), ... so we have to vote first ..." (Olis).*

*"So every come out for a lunch and pass the MCD, we definitely ask one each other, do you want a burger for a snack (laugh)" (Lolla).*

The delivered information of Olis and Lolla represent recalling brand by mentioning the restaurant brands that they usually consumed and always makes purchases again for the restaurant brands they usually visit.

*"So, since in college, he likes to use a Bodyshop ... but now it is turning out, I am following him using the recommended product and what he feels about the product, I also feel the same." (Hesti).*

*"...the motorbike is pretty old, that is Astrea 1996 (Brand of Honda). Because the bike is old and there is no indicator for the bicycle gear's position. And we must be able to instinct ourselves perfectly (laughter)." (Amik).*

The information Hesti and Amik represent conducts of recalling brand by mentioning the names of beauty product brands and motorcycle brands that have been consumed and commonly used in telling their experiences.

*"There was my friend when I was in bachelor's degree, we really like to try oriental food (Japanese and Korean food), like Cocari, Carpentier, Oju ... But that can't be forgotten when we eat at 100 degrees ..." (Diana).*

*"... we also try Korean food in Bandung. It's called Chingu Café ... when we were there it's not only good to eat, but also there's a photo spot for take a moment..." (Diana).*

From the information conveyed by Diana, the respondent conducts recalling brand by mentioning the restaurant brands that were consumed and making purchases again for restaurant brands that were considered good to visit.

The results of the interviews with seven respondents were sufficient to represent the twenty-three other respondents. Thirty respondents have reached the saturation point, which namely, the feeling of a product or brand is capable of producing brand recalling or purchasing again from the experienced.

#### b. Feeling on story

Based on the result of interviews with the respondents, they related to Feeling on story there is information about the types of moments experienced by respondents with their friends. The moment was told because the respondents had memories and wants to repeat the moment. The results of the interview with the respondents are as follows:

*"Because they are more than relatives in my opinion! Whatever is good or bad they were. If there is an incident, everything happens during the 6 years and always returns to our boarding house..." (Mega).*

From the results of interviews with Mega, it was found that the respondent's nostalgic moment when retelling the moment with a boarding mate.

*"... Well, because we have unfocused condition and starving. When I was not aware, half the bottle of tomato sauce was mixed into my noodles by my friend. but I was hungry at that time... Try to imagine what kind of friend it was ...!! (Laughter)" (Reza).*

The results of the interview, it can be seen that the funny moment occurs when Reza spend the times with friends.

*"... imagine, a mountain jacket plus a raincoat, how can we not laugh when see it ... then there is the most ridiculous moment when we were passed with the foreign tourists and Bagus (my friend) is heading to the top of the mountain. This tourist asked (in English) is it under the mountain raining? And my friend answers it with relax "Mboten Ngertos" (Javanese expression mean is not knowing). (Laughter)" (Tian).*

The embarrassing moment also occurred in the results of the interview when the Tian's best friend did an activity that led to the wrong assumption by others who saw it.

*"Because we want to go back to the office and pass the MCD in Mulyosari area, suddenly Aulia asked us to buy a sweet dessert ... like Ice cream or cup of Pepsi. then she asked," OK, Bintang order this, then Novi order that, and I ordered this." then Aulia whispered to the waiter of drive thru if she added cheeseburger in a slow tone (hungry face) ... So, every time we go out to lunch and pass the MCD we definitely ask the Aulia, don't you want to stock a burger for a snack huh? (laughing)" (Wahyu).*

From the results of the interview, embarrassing moment and funny moment happened together in one gathering time.

*"... we are trying out Korean BBQ food in Gyu-Kaku the ingredients food which is cooked by ourselves... so we don't know how to turn down the stove, with our own way we continue to burn the meat quickly to avoid burn... it turns out that what we are doing actually makes the stove fires even bigger till the waiter comes and tells us how to turn off, turning down and increase the heat volume of the stove" (Yessi).*

From the results of interviews with Yessi, both respondents and friends also experienced embarrassing moments and nostalgic moment in using brand.

*"... Astrea 1996. Because the bicycle has old enough and there is no indicator that the bicycle gear's position. We have to be enabled our instinct ... and we don't know before that we have to park the motorbike above, we have to go through steep climb... it's still half the steep climb... the motorcycle stopped and unable to run even though on full gas, finally we forced to push wear our feet while still sitting on the bicycle..." (Amik).*

From the interview result it was found that there was a concurrent moment in the incident that was the funny moment for the respondents and the embarrassing moment that felt by Amik and friend.

*"... I really like the taste and not because I like Korean dramas... my friend asked for recommendations to me, we tried some dishes, when the food came it was not like our expectations, very different from the photo including and presentment. for me that because of Indonesian tongue, but not for my friend... many times he said "what food is this? The test quite terrible and expensive". it seems like he gets traumatized when I am offering Korean food to him" (Lolla).*

From the interview with Lolla, embarrassing moments seemed to be felt by her and friends who were not used to

the new things. The results of the interviews with seven respondents were sufficient to represent the twenty-three other respondents. Thirty respondents have reached the saturation point, namely that the moment which occurs with a friend consists of funny moments, embarrassing moments, and nostalgic moments which can occur simultaneously or not.

#### c. Consequences on business

From interviews with respondents, there is information relating to the consequences on business contained in the respondents' moment with friends. Unwittingly, respondents mention the information easily or without burden, it can be an opportunity for businessmen to improve their business strategies in the future. This can be seen through the following interview's results:

*"At that time my friend bought a mountain jacket from Eiger (brand of adventure equipment). we all know that the jacket is quite strong parasitic and does not penetrate the cold air, ... "(Rangga).*

Based on the interview, advertising has successfully entered into the minds of consumers, including the equity of the brand.

*"It happened in 2014 to 2016. I always remember, about Indomie, Extra spicy sauce ABC, Boncabe until Shampoo with a motorbike brand. we always... we always remember it (laughter)"(Efendi).*

From the interviews, the equity of the brand was successfully obtained in the minds of consumers.

*"We have so many choices for lunch, and all of them are favorites... (laughing). There are MCD, Penyetan Belut (fried eels) of H. Poer, Bakso (meatballs) in Kenjeran (Beach in Surabaya), Bakso Pak Djo, Bakso Bonet and KFC, so we have to vote first ..." (Wahyu).*

From the interviews, the equity of the brand was successfully obtained in the minds of consumers.

*"Especially if there is a promo menu in one of the food store promos, then the voting does not apply, and we directly go to that place...(laughs)" (Lolla).*

From the interviews, marketing strategic by consumer experience can be done by businessmen to find strategic in capturing the market.

*we tried some dishes, when the food came it was not like our expectations, very different from the photo including presentment. for me that because of Indonesian tongue, but not for my friend... many times he said "what food is this? The test quite terrible and expensive." (Maulida).*

From interviews, marketing strategic by consumer experience can be done by businessmen to find shortcomings of the brand and provide improvements. The results of the interviews with five respondents were sufficient to represent the twenty-five other respondents. Thirty respondents have reached the saturation point, namely that advertising, strategic marketing by consumer

experience and brand equity which are part of the Consequences on business.

## DISCUSSION

After conducting research and looking for similarities with previous research, we divided the antecedents into two types. First, the antecedents that had been proposed by some previous researchers, and second, those that were newly discovered in the interview process. The antecedents that have been proposed by several previous researchers are those that have been confirmed as proven in the interview, but the quotations are not displayed because they have the same meaning as previous research. The antecedents that have been confirmed are friendship and storytelling. Meanwhile, antecedents that were just found in the interview process will be explained in more detail. This explanation is expected to provide an understanding of the importance of this new antecedent.

#### a) Antecedent by Previous Research (Valid in Our Interview)

We have tried to compare our findings with previous studies. From the results of these comparisons, we found that there are several researchers who have proposed or found proven antecedents which has same findings as in the interviews we conducted. We try to describe it easier through figure 1.

##### 1) Friendship

Friendship is very dominant in forming model that we conduct. Without friendship, memories can be formed but it will be more difficult to encourage brand recall (72). A friendship can be considered valid if there are several things (73). First, there is time to do activities together. Second, there are some incidents that are easy for individuals in the group to remember for each other. Third, there is more than one person in the interacting group. Fourth, there is a sense of humor that tends to be the same in one group (25). These four things are the main measuring indicators of friendship.

##### 2) Storytelling

Storytelling is a person's ability to tell stories about their past experiences. The better storytelling skills, better it will influence others (74). There are several things that measure storytelling getting stronger (75). First, strong motivation from the storyteller about the importance of these past events to be told. Second, there is a better storyteller ability by using impersonate techniques. Third, there is closeness between person to person. This means closeness of the person who is telling the story and the person who is listening to the story.

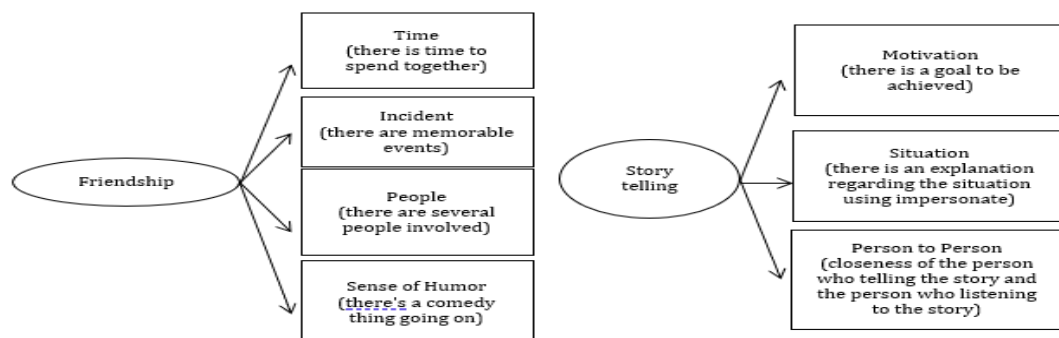


Figure 1. Measuring indicator of friendship and storytelling

b) New Finding Antecedent

1) Feeling on product or brand

Based on interviews with the first respondents, told of funny moments that resulted in unintentional or intentional ignorance or deliberately or arranged and planned. in telling the moment, the respondents often unconsciously told some of the brand names of a product used or the cause of the moment. The respondents also said that when buying some of these products, respondents automatically remembered a friend who had a funny incident with respondents and missed the moment. While on Olis interview, she revealed each friend who has a product and restaurant recommendations because they are liked or loyal to the product. Lolita also confirmed that when respondents saw the name of a product brand and fast-food restaurant, respondents remembered a funny incident with a friend. As for Amik, the funniest moment that Amik did was when he had an old bicycle and had a moment with the use of the brand. While Diana, she liked the Japanese and Korean restaurant brand. The seven respondents can be concluded that recalling brand and purchase again occur in memory of feeling on product or brand. These results are in accordance with the description of the moment stored in someone's memory can be done by depicting where someone was when the moment, what happened, how you react and also others when you see it (76). Respondents are able to understand the role of the feelings of content, emotions, and awareness of consumers (60) and create memories in the minds of consumers, which in turn lead to brand awareness (50; 11; 77). This finding also supports the findings of Bruwer et al. (2019) which states that consumers can be grouped into groups to find out and identify the characteristics of each of their interaction stories.

2) Feeling on story

The description of the moment stored in someone's memory can be done by describing where someone was at the moment, what happened, how you react and also others when you see it (76) The moment was told by the respondents in this research. Embarrassing moment is generally caused by disruption of social interaction followed by social evaluation theory (for someone who feels ashamed, his self-esteem, or self-esteem in the eyes of others, has been eroded) (79), almost all respondents had embarrassing moments. Based on Mega interview, there were a number of moments he experienced during social interaction with one boarding friend, There are some funny moments when she see a boarding friend experiencing an embarrassing moment, where the incident can occur without a storyline setting scenario or intentional (80,81). Because of that moment, Mega longed to experience the moment (nostalgic moment). Whereas from Reza story, gathering moment between friends showed that he experienced a funny moment related to his friend who kept privacy due to hunger conditions and decided to buy food again even though lunch was finished. While Wahyu's habit of conveying information repeatedly to remind the moment with friends

when passing through the restaurant brand, has caused embarrassing moments to experienced friends and the respondents is able to tell in detail and miss those times (nostalgic moments) (75,82). This funny moment is most often experienced by millennials so this funny story must be a separate marketing strategy for millennials (83). Companies might use this story as part of consumer participation in advancing business (84).

3) Consequences on business

Emotional experiences, memories, sharing and reviving will have an impact on attitudes and behavioral intentions of consumers (29). This can be seen through the results of interviews conducted with respondents. Product or service experience is inherent in customer satisfaction (85). Consumer experience can be divided into two levels of experience awareness: conscious or phenomenological levels, and unconscious or cognitive levels (86–89). Cognitive perception of a brand, which increases the value of the offer in the eyes of customers caused by brand equity (90). Based on Rangga's interview, the incident that happened to a friend when buying a product and memorize the advertisement. In the interviews also found several product brands that are often consumed and make repeated purchases of these products. Whereas from Wahyu's story, the moment with friends showed that the promotions obtained and references from friends related to the brand equity were able to influence purchasing decisions (91). Finally, Maulida's story showed dissatisfaction with the product because the taste of the food was different from the country of origin. This phenomenon can be a marketing strategy based on consumer experience (92,93). From interviews with all respondents, it can be seen that the moment of friendship can provide information in the form of memory that is associated with close experience with Consequences on business (94,95). Important points gained during the interview process are advertising, strategic marketing by consumer experience and brand equity needed by businesses to build business strategies going forward.

c) Memory Light Model

Figure 2 is a research model that represent interesting result from this research. This model explains the recall of brand products that we try to draw through memory light in recalling the product brand. Memory in an individual can be explored due to motivation, whom (by person), situation and keywords that come from moments told from friendly relations. Memory that comes from friendly relations is related to three things. The first, feeling on the product or brand is recalling the brand and purchase again that can be used as an evaluation of the product brand as well as input for the advertising side. The second, both feelings on the story produce several moments including funny moments, embarrassing moments, and nostalgic moments. Where today many businesspeople take advantage of romantic moments in advertising, to attract potential customers. So that the moment obtained can be used as a new opportunity for businesspeople in advertising. Embarrassing moment has been studied previously and only felt by people who experienced the incident (96), it is hoped that this research can complement what has been done by previous researchers

in the same field. The third, the consequences on business consist of advertising, strategic marketing by consumer

experience and brand equity that can benefit businesspeople in making future business strategies.

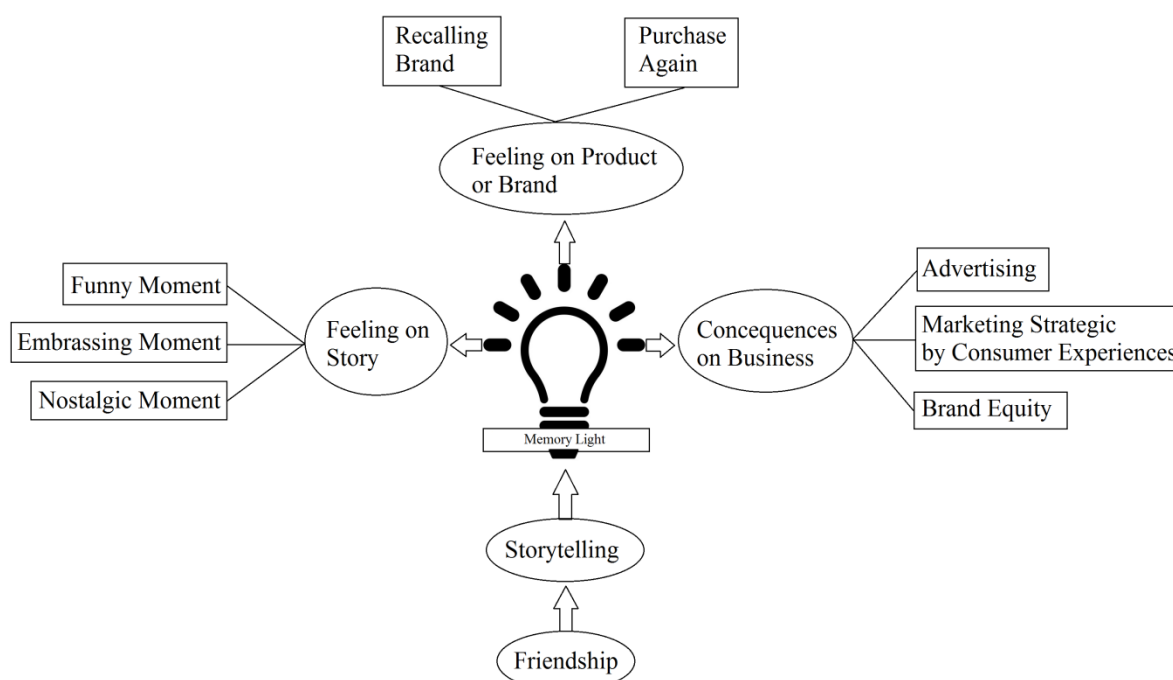


Figure 2. Memory light in recalling the product brand

## CONCLUSION

The relation of social interaction among individuals can create memories which provide funny moments, embarrassing moments, and nostalgic moments. The moment can occur depends on the perspective from which we see the part, whether in terms of the audience or actors in the story in the moment. This is inseparable from the brand product which is commonly used in friendships which end in repeated purchases as an effort to remember the moment with friends. The seven respondents felt the same way and had a desire to return into the time when the moment occurred. The experience related to the use of several products was felt and made a deterrent so that they did not want to go back to buy products which were not in line with expectations. This finding is expected to be able to complement information for businesspeople, especially in advertising, strategic marketing by consumer experience and brand equity in order to act as a business strategy going forward. This case also occurs in pharmacies (medicine store) which are one of the businesses that are closely related to the

recommendations that arise based on storytelling. Basically, good storytelling also arises because of the contentment and sense of achievement felt by the storyteller.

## LIMITATIONS

The limitation of this study is that the use of respondents who are still few and cannot be generalized, so we recommend further research to bridge this deficiency through quantitative research based on our model. We try to provide a more detailed picture of a future model that can be used for re-assessment using a quantitative approach. This review is expected to confirm whether the model can be used for the majority of funny moment memory phenomena in different societies. The model in Figure 3 explains several things, namely:

- 1) friendship affects story telling
- 2) Storytelling affects memory light
- 3) Memory light affects feeling on story, feeling on product or brand and consequences on business

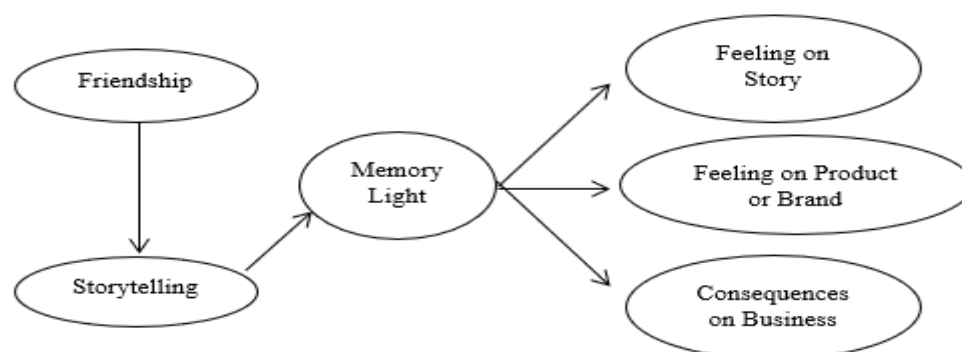


Figure 3. Expected causality model to be tested using a quantitative approach



## REFERENCES

- Septianto F, Tjiptono F, Kusumasondjaja S. Anger punishes, compassion forgives: How discrete emotions mitigate double standards in consumer ethical judgment. *J Retail Consum Serv* [Internet]. 2020;53(December 2018):101979. Available from: <https://doi.org/10.1016/j.jretconser.2019.101979>
- Bergsma A, Poot G, Liefbroer AC. Happiness in the Garden of Epicurus. *J Happiness Stud*. 2008;9(3):397–423.
- West D, Koslow S, Kilgour M. Future Directions for Advertising Creativity Research. *J Advert* [Internet]. 2019;48(1):102–14. Available from: <https://doi.org/10.1080/00913367.2019.1585307>
- Solso RL. Cognitive psychology. 4th ed. Needham Heights: Allyn & Bacon; 1995.
- Goffman E. *The Presentation of Self in Everyday Life*. Garden City: Doubleday; 1959.
- Nyadzayo MW, Leckie C, Johnson LW. The impact of relational drivers on customer brand engagement and brand outcomes. *J Brand Manag* [Internet]. 2020;(2016). Available from: <https://doi.org/10.1057/s41262-020-00198-3>
- Patti CH, van Dessel MM, Hartley SW. Reimagining customer service through journey mapping and measurement. *Eur J Mark*. 2020;
- Kotler P. *Marketing management. Analysis, planning, implementation and control*. 11th ed. Englewood Cliffs: Prentice Hall; 2003.
- West D, Prendergast GP. Advertising and promotions budgeting and the role of risk. *Eur J Mark*. 2009;43(11):1457–76.
- Ford JB. What do we know: About neuromarketing? *J Advert Res*. 2019;59(3):257–8.
- Sajtos L, Cao JT, Espinosa JA, Phau I, Rossi P, Sung B, et al. Brand love: Corroborating evidence across four continents. *J Bus Res* [Internet]. 2020;(December 2018):1–14. Available from: <https://doi.org/10.1016/j.jbusres.2020.02.040>
- Sheth J. Impact of Covid-19 on consumer behavior: Will the old habits return or die? *J Bus Res* [Internet]. 2020;117:280–3. Available from: <https://doi.org/10.1016/j.jbusres.2020.05.059>
- Yuan CL, Moon H, Kim KH, Wang S. The influence of parasocial relationship in fashion web on customer equity. *J Bus Res* [Internet]. 2019;(November 2018):1–8. Available from: <https://doi.org/10.1016/j.jbusres.2019.08.039>
- Hays RB. *Friendship*. In S. W. D. New York: willey; 1988. 391–408 p.
- Aristotle. *Nicomachean ethics* (M. Ostwald, trans.). Upper Saddle River: Prentice Hall; 1999.
- Altman I, Taylor DA. *Social penetration: The development of interpersonal relationships*. Oxford: Holt, Rinehart & Winston; 1973.
- Goffman E. *Asylums*. Garden City: Anchor Books; 1961.
- Taylor D, Altman I. *Communication in interpersonal relationships: Social penetration processes*. M. E. Rolo. Thousand Oaks: CA: Sage; 1987.
- Demir M, Özdemir M, Marum KP. Perceived Autonomy Support, Friendship Maintenance, and Happiness. *J Psychol Interdiscip Appl*. 2011;145(6):537–71.
- Martin RA. *The Psychology of Humor: An Integrative Approach*. Burlington: Elsevier Academic Press; 2007.
- Ruch W, McGhee P. *Humor Intervention Programs*. A. Parks,. Oxford: Wiley-Blackwell; 2014.
- Balderjahn I, Lee MSW. A Sustainable Pathway to Consumer Wellbeing . The Role of Anticonsumption and Consumer Empowerment. 2019;1–33.
- Kensinger EA, Addis DR, Atapattu RK. Amygdala activity at encoding corresponds with memory vividness and with memory for select episodic details. *Neuropsychologia*. 2011;49(4):663–73.
- Marks DF. Visual Imagery Differences in the Recall of Pictures. *Br J Psychol*. 1973;64(1):17–24.
- Baddeley A. Working Memory: Theories, Models, and Controversies. *Annu Rev Psychol*. 2012;63(1):1–29.
- MacDonald MC, Christiansen MH. Reassessing working memory: Comment on Just and Carpenter (1992) and Waters and Caplan (1996). *Psychol Rev*. 2002;109(1):35–54.
- Kim, J-K., & Fesenmaier DR. Sharing tourism experiences: The posttrip experience. *J Travel Res*. 2015;56(1):28–40.
- Tung VWS, Ritchie JRB. Exploring the essence of memorable tourism experiences. *Ann Tour Res*. 2011;38(4):1367–1386.
- Woosnam KM, Aleshinloye KD, Van Winkle C, Qian W. Applying and expanding the theoretical framework of emotional solidarity in a festival context. *Event Manag*. 2014;18(2):141–52.
- Wood EH, Kenyon AJ. Remembering Together: The Importance Of Shared Emotional Memory In Event Experiences. *Event Manag*. 2018;22:163–81.
- Diener E, Suh EM, Lucas RE, Smith HL. Subjective well-being: Three decades of progress. *Psychol Bull*. 1999;126:190–206.
- McGhee PE. *Humor: Its Origin and Development*. San Francisco: W H Freeman; 1979.
- Cooper CD. Just joking around? Employee humor expression as an ingratiation behavior. *Acad Manag Rev*. 2005;30:765–776.
- Cooper CD. Elucidating the bonds of workplace humor: A relational process model. *Hum Relations*. 2008;61:1087–1115.
- Gervais M, Wilson DS. The evolution and functions of laughter and humor: A synthetic approach. *Q Rev Biol*. 2005;80:395–430.
- McGraw AP, Warren C. Benign violations: Making immoral behavior funny. *Psychol Sci*. 2010;21:1141–1149.
- McGraw AP, Warren C, Kan C. Humorous complaining. *J Consum Res*. 2015;41:1153–1171.
- Warren C, McGraw AP. Opinion: What makes things humorous. In: PNAS Proceedings of the National Academy of Sciences of the United States of America. 2015. p. 7105–7106.
- Warren C, McGraw AP. Differentiating what is humorous from what is not. *J Pers Soc Psychol*. 2016;110:407–430.
- Bitterly TB, Brooks AW, Schweitzer ME. Risky Business: When Humor Increases and Decreases Status. *J Personal Soc Psychol Adv online Publ*. 2016;
- Turner BS. A Note on Nostalgia. *Theory, Cult Soc*. 1987;4:147–56.
- Daniel HJ, O'Brien KF, McCabe RB, Quinter VE. Values in mate selection: A 1984 campus survey. *Coll Stud J*. 1985;19:44–50.
- Feingold A. Good-looking people are not what we

think. Psychol Bull. 1992;304–341.

44. Martin RA. The psychology of humor: An integrative approach. Burlington: Elsevier Academic Press; 2007.
45. McGraw P, Warner J. he humor code: A global search for what makes things funny. New York: Simon & Schuster; 2014.
46. Smeltzer LR, Leap TL. An analysis of individual reactions to potentially offensive jokes in work settings. Hum Relations. 1988;41:295–304.
47. Thomas CA, Esses VM. Individual differences in reactions to sexist humor. Group Processes & Intergroup Relations; 2004. 89–100 p.
48. Hoyer WD, Brown SP. Effects of brand awareness on choice for a common, repeat-purchase product. J Consum Res. 1990;17(2):141–8.
49. Celedon P, Milberg S, Sinn F. Attraction and superiority effects in the Chilean marketplace: do they exist with real brands? J Bus Res. 2013;66(10):1780–6.
50. Belch G. Advertising and Promotion – An Integrated Marketing Communications Perspective. 6th ed. New York: McGraw-Hill; 2004.
51. Johnstone E. Placements as Mediators of Brand Salience within a UK Cinema Audience. J Mark Commun. 2000;6:141–58.
52. Harrigan P, Soutar G, Choudhury MM, Lowe M. Modelling CRM in a social media age. Australas Mark J [Internet]. 2015;23(1):27–37. Available from: <http://dx.doi.org/10.1016/j.ausmj.2014.11.001>
53. Berthon P, Hulbert J Mac, Pitt L. Consuming Technology: Why Marketers Sometimes. 2016;48(1):110–28.
54. Lee WJ (Thomas), O’Cass A, Sok P. How and when does the brand orientation-market orientation nexus matter? J Bus Ind Mark. 2019;35(2):349–61.
55. Lancioni RA, Chandran R. Managing knowledge in industrial markets: New dimensions and challenges. Ind Mark Manag [Internet]. 2009;38(2):148–51. Available from: <http://dx.doi.org/10.1016/j.indmarman.2008.12.002>
56. Koubaa Y, Boudali RM, Fort F. Multidimensional structures of brand and country images, and their effects on product evaluation. Int J Mark Res. 2015;57(1):95–124.
57. Kaynak E, Kara A, Chow CSF, Laukkanen T. Role of adaptive selling and customer orientation on salesperson performance: Evidence from two distinct markets of Europe and Asia. J Transnatl Manag. 2016;21(2):62–83.
58. Gardner MP. The Effects of Mood States on Consumer Information Processing. Res Consum Behav. 1987;2:113–35.
59. Srull TK. The Effects of Subjective Affective States on Memory and Judgment. Adv Consum Res. 1984;2:530–3.
60. Greifeneder R, Bless H, Pham MT. When do people rely on affective and cognitive feelings in judgment? A review. Personal Soc Psychol Rev. 2010;15:107–141.
61. Puente-Diaz R, Cavazos-Arroyo J. The role of cognitive feelings and content information in the evaluations of sport brands. Manag Sport Leis. 2019;24(4):262–74.
62. Morais R. In Pursuit of Strategy: Anthropologists in Advertising. Handbook o. Walnut Creek: Left Coast Press; 2014. 571–587 p.
63. Sandberg J. How do we justify knowledge produced within interpretive approaches? Organ Res Methods. 2005;8(1):41–68.
64. Shah SK, Corley KG. Building better theory by bridging the quantitative-qualitative divide. J Manag Stud. 2006;43(8):1821–1835.
65. Belk RW, Belk RW. Qualitative Research in Advertising Qualitative Research in Advertising. 2017;3367(January).
66. Flanagan JC. The critical incident technique. Psychol Bull. 1954;51(4):327–358.
67. Stauss B, Weinlich B. Process-oriented measurement of service quality by applying the sequential incident method. In: a Workshop on Quality Management in Service V. Tilburg; 1995.
68. Stauss B, Weinlich B. Process-oriented measurement of service quality. Eur J Mark. 1997;31(1):33–55.
69. Olsen MJS, Thomasson B. Qualitative methods in service quality research: an illustration of the critical incident technique and phenomenography. In: QUIS 3 Symposium. Karlstad university; 1992.
70. Olsen MJS. The critical episode model as a tool for organizational learning in service organizations. Service Ma. in Edvardsson, B. and Modell S, editor. sweden; 1996.
71. Corley KG, Gioia DA. Identity ambiguity and change in the wake of a corporate spin-off. Adm Sci Q. 2004;49(2):173–208.
72. French DC, Jansen EA, Riansari M, Setiono K. Friendships of Indonesian children: Adjustment of children who differ in friendship presence and similarity between mutual friends. Soc Dev. 2003;12:605–621.
73. Newcomb AF, Bagwell CL. The developmental significance of children’s friendship relations. In W. M. B. Cambridge: Cambridge University Press; 1996. 289–321 p.
74. Zhao X, Kushnir T. How U.S. And Chinese children talk about personal, moral and conventional choices. Cogn Dev [Internet]. 2019;52(August 2018):100804. Available from: <https://doi.org/10.1016/j.cogdev.2019.100804>
75. Hamelin N, Thaichon P, Abraham C, Driver N, Lipscombe J, Naik M, et al. Storytelling, the scale of persuasion and retention: A neuromarketing approach. J Retail Consum Serv [Internet]. 2020;55(April):102099. Available from: <https://doi.org/10.1016/j.jretconser.2020.102099>
76. Singer JA, Moffitt KH. An Experimental Investigation of Specificity and Generality in Memory Narratives. Imagin Cogn Pers. 1992;11(3):233–57.
77. Shimul AS, Phau I. Consumer advocacy for luxury brands. Australas Mark J [Internet]. 2018;26(3):264–71. Available from: <https://doi.org/10.1016/j.ausmj.2018.05.016>
78. Bruwer J, Cohen J, Kelley K, Bruwer J, Cohen J. Wine involvement interaction with dining group dynamics , group composition and consumption behavioural aspects in USA restaurants. 2019;
79. Higuchi M, Fukada H. A Comparison of Four Causal Factors of Embarrassment in Public and Private Situations. J Psychol. 2002;136(4):399–406.
80. Gregory GD, Crawford HJ, Lu Lu, Ngo L. Does humour travel? Advertising practices and audience effects in the United States and People’s Republic of China. Int J Advert [Internet]. 2019;38(7):957–78. Available from: <https://doi.org/10.1080/02650487.2019.1590068>

81. Fedorenko I, Berthon P, Edelman L. Hide and uncover: the use of secrets in marketing. *J Mark Manag* [Internet]. 2020;36(7-8):682-704. Available from: <https://doi.org/10.1080/0267257X.2020.1742188>
82. Gruner RL, Vomberg A, Homburg C, Lukas BA. Supporting New Product Launches With Social Media Communication and Online Advertising: Sales Volume and Profit Implications. *J Prod Innov Manag*. 2019;36(2):172-95.
83. Bucic T, Harris J, Arli D, Clusters TÁ. Ethical Consumers Among the Millennials : A Cross-National Study. 2012;113-31.
84. Jiang Y, Xu L, Cui N, Zhang H, Yang Z. How does customer participation in service influence customer satisfaction? The mediating effects of role stressors. *Int J Bank Mark*. 2019;37(3):691-710.
85. McCole P. Refocusing marketing to reflect practice. *Mark Intell Plan*. 2004;22(5):531-539.
86. Johnson M. The body in the mind: The bodily basis of meaning, imagination, and reason. Chicago: University of Chicago Press; 1987.
87. Joy A, Sherry Jr. JF. Speaking of art as embodied imagination: A multisensory approach to understanding aesthetic experience. *J Consum Res*. 2003;30(2):259 - 277.
88. Lyon M, Barbalet JM. Society's body: Emotion and the dsomatizationT of social theory. Embodiment. Cambridge: Cambridge University Press; 1994.
89. Smith DW. Deleuze's theory of sensation: Overcoming the Kantian duality. Deleuze: A. London: Blackwell; 1996.
90. Aaker DA. Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York: Free Press; 1991.
91. Zaichkowsky JL, Parlee M, Hill J. Managing industrial brand equity: Developing tangible benefits for intangible assets. *Ind Mark Manag* [Internet]. 2010;39(5):776-83. Available from: <http://dx.doi.org/10.1016/j.indmarman.2010.02.017>
92. Ewing MT, Stewart DB, Mather DR, Newton JD. How contagious is your viral marketing campaign? A mathematics moel for assessing campaign performance. *J Advert Res*. 2014;54(2):205-16.
93. Butcher L, Phau I, Teah M. Brand prominence in luxury consumption: Will emotional value adjudicate our longing for status? *J Brand Manag*. 2016;23(6):701-15.
94. Casidy R, Prentice C, Wymer W. The effects of brand identity on brand performance in the service sector. *J Strateg Mark* [Internet]. 2019;27(8):651-65. Available from: <http://doi.org/10.1080/0965254X.2018.1464050>
95. Lee JC, Cui Y, Kim J, Seo Y, Chon H. Photo Taking Paradox: Contrasting Effects of Photo Taking on Travel Satisfaction and Revisit Intention. *J Travel Res*. 2020;
96. Grace D. How Embarrassing! An Exploratory Study of Critical Incidents Including Affective Reactions. *J Serv Res*. 2007;9(3):271-84.