

The Role of Words of Mouth in Social Interaction on Shaping Women Intention to Online Gambling Activities

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Abstract

The rise of online gambling is getting more noticeable. There's a signifying high interest in it. The initial assumption is that women develop an interest in online gambling by obtained information from interaction around the circle, with one of the main sources being word of mouth. Women's interest in online gambling is indicated by various factors, including both internal and external ones. When they receive information about online gambling, women tend to evaluate what they have learned by listening unobtrusive the activities the circle. The goal of this research is to understand how social interactions, like chats and recommendations from friends, shape young women's interest in online gambling. The research identifies the issue of how social interactions shape women's interest in online gambling. This research employs a qualitative analysis method by interviewing the object of the study, with the research location being in the city of Surabaya. This study uses purposive sampling, selecting women aged 18-25 who have been involved in online gambling for the past three months. We found that word-of-mouth information strongly motivates women to develop an interest in online gambling. Additionally, we found that advertising, whether through websites or social media, also plays a role in shaping their interest. Social interactions within women's groups or communities, such as testimonials and recommendations, significantly influence their decision to engage in online gambling.

Keywords: Interaction; Interest; Word of Mouth; Online Gambling

Abstrak

Fenomena judi *online* semakin meningkat. Minat terhadap judi *online* menunjukkan prevalensi yang cukup tinggi. Asumsi awal terbentuknya minat perempuan bermain judi *online* ialah mendapatkan informasi dari kegiatan interaksi di sekitarnya. Pembentukan minat Perempuan dalam bermain judi *online* dilatar belakangi dari berbagai macam faktor, diantara-Nya faktor internal dan faktor eksternal. Ketika mereka menerima informasi tentang judi *online*, perempuan cenderung mengevaluasi apa yang telah mereka pelajari dengan mendengarkan secara tidak langsung aktivitas di sekitarnya. Tujuan dari penelitian ini adalah untuk memahami bagaimana interaksi sosial, seperti obrolan dan rekomendasi dari teman, membentuk minat perempuan muda terhadap judi *online*. Penelitian ini mengidentifikasi masalah bagaimana interaksi sosial membentuk minat perempuan terhadap judi *online*. Penelitian ini menggunakan metode analisis kualitatif dengan wawancara terhadap objek penelitian, dengan lokasi penelitian di kota Surabaya. Penelitian ini menggunakan



purposive sampling, dengan memilih perempuan berusia 18-25 tahun yang telah terlibat dalam judi *online* selama tiga bulan terakhir. Kami menemukan bahwa informasi dari mulut ke mulut sangat memotivasi perempuan untuk mengembangkan minat dalam bermain judi *online*. Selain itu, kami menemukan bahwa iklan, baik melalui situs web atau media sosial, juga berperan dalam membentuk minat mereka. Interaksi sosial dalam kelompok atau komunitas perempuan, seperti testimoni dan rekomendasi, secara signifikan mempengaruhi keputusan mereka untuk terlibat dalam permainan judi *online*.

Kata Kunci : Interaksi; Pembentukan Minat; *Word of Mouth*; Judi *Online*

Introduction

The involvement of women in online gambling activities indicates an increasingly alarming phenomenon. According to David, online gambling is an online betting activity that can lead to addiction (Hodgins & Stevens, 2021), ease of access (Corney & Davis, 2010), and anonymity (especially among underage individuals) (Canale et al., 2016). Online gambling is considered a form of engaging and entertaining digital entertainment (Messerlian & Derevensky, 2006). This phenomenon is one of the most critical issues and has drawn global attention (Lelonek-Kuleta, 2021). Forecasts indicate that over the next five years, online gambling will experience a high growth rate among gambling users worldwide, with the Asia-Pacific and Europe regions accounting for more than 75% of online gambling expenditures (Hume & Mort, 2011). In Indonesia, the issue of online gambling has become widespread in our surroundings, affecting individuals from teenagers (Molde et al., 2009) to adults (Andrie et al., 2019). According to a survey by Drone Empirit, Indonesia ranks among the highest countries in online gambling website usage (Nursam, 2023), with total online gambling transactions in the country reaching IDR 327 trillion throughout 2023 (Williams & Volberg, 2013).

Traditionally, online gambling has been perceived as an activity dominated by men, but prevalence surveys in various countries show a significant increase in female participation (Corney & Davis, 2010; Welte, 2002). Statistical data indicate that 16.2% of women engage in online gambling, and within the last four weeks, this figure has risen to 22.1% (Arpan & Pompper, 2003). Most online gamblers obtain gambling-related information from their surroundings and activities (Hing et al., 2014). However, few are aware of the impact of Word of Mouth (WOM) interactions and online gambling advertisements on ongoing gambling activities (Griffiths et al., 2009). Word of Mouth (WOM) is one of the most powerful marketing strategies, particularly in cases like online gambling, where consumers are often influenced by others' opinions when engaging in high-risk activities (Godes & Mayzlin, 2004). In addition to WOM, advertising promotions also serve as an effective marketing strategy, allowing companies to deliver information and promotions to target consumers, often through celebrities and well-crafted messaging strategies (Kuberasyani & Rahyuda, 2019). Referring to the cases studied by (Hutasoit & Swardhana, 2019) and (Nurdiana et al., 2022), researchers have also found similar situations in everyday life that align with these studies, showing that online gambling has spread throughout Indonesia, including in the city of

Surabaya. Research by (Suhada, 2017) on teenagers engaged in online gambling in Surabaya also serves as a reference, as the researcher aims to contribute to studying Surabaya as a target location.

There are discussion interactions within female communities that lead to actions of engaging in online gambling due to the desire to earn instant money. Corney & Davis noted that online gambling can be a free and entertaining activity, and their discussion findings indicate that the primary reasons women engage in online gambling are convenience (48%) and enjoyment (24%) (Corney & Davis, 2010). Certain factors indicate that women not only gamble casually but also excessively (Corney & Davis, 2010). Based on these findings, the researcher's interest in online gambling is particularly focused on the role of Word-of-Mouth interactions and advertising promotions in shaping women's interest in gambling. The intensity of online gambling problems decreases with age, as observed across various age groups, including the 18-24 age group (up to 27%), with the lowest prevalence in the 55-64 age group (5.8%) (Lelonek Kuleta, 2021). The strength of this research is built upon interviews with female participants engaged in online gambling due to their interest sparked by Word-of-Mouth interactions and online gambling advertisements, ultimately influencing their inclination to make high-risk decisions.

With its easily accessible characteristics, many people want to keep playing continuously (Hume & Mort, 2011) and sometimes lack control to stop. This leads individuals to try various types of games in online gambling. Online gambling can be done by anyone using mobile network devices such as smartphones, tablets, and laptops (Lelonek, 2021). As a result, gamblers can play anytime and anywhere using these mobile devices (Gibson, Hume & Sullivan Mort, 2011). Online gambling sites offer many gaming activities such as online casinos, slots, online bingo, online lotteries, online poker, video games, sports betting, and more (Forecast, 2023). According to the literature by the APA (2013), this impulsive activity arises due to a lack of boundaries, causing gamblers to be unable to limit their spending on online gambling, chase losses, lie about their gambling activities, and face high risks associated with excessive online gambling (Hing et al., 2014). According to The Business Research Company (2021), since the COVID-19 pandemic, online gambling has become more accessible and frequently used by gamblers, generating \$92.86 billion in 2023 and potentially increasing to \$113.12 billion by 2025 (America & Act, 2023). Along with this case, the rise of online gambling has also been experienced by Indonesians who "try their luck" due to boredom and job loss since the COVID-19 pandemic (BBC, 2022).

The internet and social media have changed how gamblers form and maintain their social relationships and how they interact regarding online gambling activities (Savolainen et al., 2022). These interactions have quick access, such as online discussions without spatial and temporal limitations, direct or indirect interactions using technology (Ridings & Gefen, 2004). In the context of the internet world, information and news do not only come from the individual but sometimes originate from interactions within their environment (Hasanah, 2015). Various types of interactions can occur (Fadlilah, 2022), linked to Word of Mouth (WOM), which refers to interactions between consumers who share information about a brand or product and discuss their experiences using a product or service with others (Sari &

SRI, 2012). Word of Mouth (WOM) can occur when individuals are in a happy or sad emotional state, aiming to restore their mood by interacting with others (Ladhari, 2007). WOM interaction generates attraction that influences others to engage in online gambling. Several studies on online gambling in Indonesia also state that Word of Mouth interaction is one of the significant elements (Adli, 2015; Hasanah, 2015, in Alvin, 2022). According to researchers, this interaction can be obtained from familiar environments. This behavior is influenced by both internal and external factors. Online gambling interactions also generate certain vocabulary terms known only among players, such as: Gacor, Kakek Zeus, Rungkad, Jackpot, Depo, Withdraw, and Scatter (Setiawan et al., 2021).

Online gambling has evolved over time. The most notable recent change is the increasing participation of women in online gambling activities (Sartaj Singh, 2022). Interest in an activity develops due to attitudes shaped by repeated exposure to the surrounding environment. Interest is not innate but acquired later (Mustofa & Roniwijaya, 2013) Interest in online gambling can lead to a desire to engage in gambling due to external or internal influences, where individuals evaluate the outcomes of online gambling based on their surroundings (Helmi, 2016). Gender equality in women regarding this activity has increased, affecting their roles, decision-making authority, lifestyles, and societal perceptions (Svensson et al., 2011). Although research (Griffiths, 2009) states that men still dominate online gambling, with 74% of players being male and only 26% female, the gender gap in online gambling may decrease. Investigations suggest that women have a high proportion of online gambling participation, reaching 54.8% (Parke et al., 2007). Gender representation has created stereotypes and emphasized the social construction of masculinity and femininity in the relationship between men and women (Jackson & Sue Scott, 2001).

Women are more likely to be problematic gamblers and seek help to quit (Williams, 2018). According to Williams, women tend to experience mental health issues such as depression, anxiety, or other problems (Williams & Volberg, 2013) As a result, women turn to online gambling for pleasure, escapism, loneliness, and other reasons (Järvinen-Tassopoulos, 2016). Another hypothesis suggests that 17.5% of female gamblers also experience greater social anxiety (Specker et al., 1996) and sometimes avoid or reduce social activities (Toneatto & Millar, 2004).

Women tend to prefer fast-paced games (Singh, 2022) such as slot games, which do not require special skills and involve minimal interaction with others (Corney & Davis, 2010). Referring to Roslyn Corney, in the interview findings that explain why online gambling attracts women's interest, they responded that it is due to the ease of access (Corney & Davis, 2010) and the temptation of earning money instantly without having to work hard (Dwihayuni & Fauzi, 2021). This study emphasizes efforts to understand how social interactions in women's lives contribute to shaping their interest in participating in online gambling activities. This is highlighted to provide an overview that can serve as a reference for understanding how social interactions shape interest and attraction toward certain activities, in this case, online gambling.

Method

This study employs a qualitative method with a case study approach to provide an in-depth depiction of the phenomenon in accordance with real-life conditions in the field (Ibrahim, 2015). Within this approach, the researcher adopts a constructivist paradigm, emphasizing how individuals construct their knowledge and social reality through social interactions and cultural contexts.

The subjects of this research are women actively engaged in online gambling activities, selected based on specific criteria using a purposive sampling technique. Purposive sampling is used to ensure that the chosen respondents are those most likely to provide useful information for this study (Kelly, 2010 in (Campbell et al., 2020). The object of this research is online gambling activities among women, with a specific focus on how advertising promotions and social interactions influence their interest. By focusing on women aged 18-24 who reside in Surabaya and have been engaging in online gambling for the past three months, this study aims to analyze the role of advertising promotions and Word of Mouth in shaping their interest in online gambling.

This study explores how these factors shape women's interest in online gambling in Surabaya, East Java. In the data collection process, two main methods are employed: interviews and documentation. In-depth interviews are conducted to obtain direct insights from informants, consisting of women aged 18-25 in Surabaya. The informants are selected through purposive sampling based on predetermined criteria. Each interview is recorded and analyzed to identify specific patterns in social interactions and how these influence interest in online gambling. Additionally, documentation serves as a supporting method by collecting materials such as conversation screenshots, social media posts, and relevant advertisements to ensure that the gathered data effectively supports the analysis.

Result and Discussion

Shaping Women Intention on Online Gambling Based on Social Interaction

The formation of interest within an individual often does not occur spontaneously but rather through a long process influenced by social interactions. From a theoretical perspective, willingness can emerge from the closeness of interactions built between two or more subjects in establishing a bond. Devito (1992) stated that such conditions can be seen as interpersonal communication, where there is a strong and interconnected relationship. In this condition, the information obtained plays a significant role in being trusted based on personal closeness in interpersonal communication. In this study, the author observes interpersonal communication within social groups among the research subjects in the context of message exchanges in the form of recommendations. In marketing concepts, this phenomenon is also classified as Word of Mouth (WoM).

Furthermore, this study finds that women's interest in online gambling is influenced not only by internal factors such as curiosity but also by the influence of their social environment. Social interactions play a significant role in shaping this interest. One crucial factor in social interactions that affects women's interest in online gambling is the influence of

peer groups. Based on social interaction theory, women engaged in online gambling activities are often influenced by their interactions with others, either directly through conversations or indirectly through social media and advertisements. These interactions can shape their perceptions of online gambling, instill curiosity, and ultimately increase their interest in engaging in such activities. In the process of forming an interest in online gambling, discussions within women's groups about online gambling often create an atmosphere that encourages them to try it as a way to gain enjoyment or quick financial benefits. These interactions not only shape their perceptions of the risks and benefits of online gambling but also provide the necessary social encouragement to initiate the activity. Moreover, personal experiences and stories from other players who have either succeeded or failed in online gambling also have a significant influence. These stories are often shared in social settings or through social media, which then impacts women's interest in participating in online gambling. Many women mention that they become interested in trying online gambling after hearing success stories from others in their social circles.

Advertising promotions also play a role in shaping this interest, particularly when supported by social interactions. Advertisements appearing on social media or other platforms often become discussion topics among friends or communities, further reinforcing the interest in trying online gambling. These interactions create a perception that online gambling is an engaging and easily accessible activity, which can increase interest. Overall, social interactions play a crucial role in shaping women's interest in online gambling. Whether through direct discussions, peer influence, or stories from other players, these social interactions provide the context and motivation necessary for women to decide to engage in online gambling. This interest is then reinforced by word-of-mouth interactions and advertising promotions that leverage social interactions as a means to reach a broader audience.

The Role of Words of Mouth on Shaping Perception and Decision to Be Involved in Online Gambling

Word of Mouth (WOM) plays a significant role in shaping individuals' perceptions and decisions, particularly among women, regarding online gambling. WOM serves as the primary trigger that encourages individuals to take the first step in engaging in online gambling activities. Based on the collected data, women reported that they first learned about online gambling through recommendations or stories from friends, family, or online community members (Fadlilah et al., 2022). This form of WOM often provides information that is perceived as more trustworthy compared to formal advertisements, as it comes from sources considered more honest and personally experienced with online gambling. WOM not only helps disseminate information about online gambling but also shapes perceptions of the activity. Women in this study indicated that the opinions of those closest to them have a significant influence on their assessment of the risks, benefits, and comfort of engaging in online gambling. For example, if someone hears a positive experience from a friend who has

won a substantial amount of money through online gambling, it tends to reinforce the perception that online gambling is a profitable and worthwhile activity to try.

Furthermore, WOM also influences the final decision to participate in online gambling. This study found that such decisions are often driven by a combination of curiosity, trust in the source of information, and expectations of positive outcomes, such as winning. Additionally, the study found that WOM has a lasting impact. This means that it not only affects the initial decision to try online gambling but also influences the decision to continue participating in the activity. Respondents who continuously hear success stories from those around them are more likely to keep playing, even if they experience losses initially this is similar with context of (Hasanah, 2015). This indicates that WOM functions not only as an informal marketing tool but also as a mechanism that reinforces player loyalty to online gambling. WOM also serves as a tool for social reinforcement. When individuals decide to engage in online gambling due to encouragement from friends or community members, their decision is often supported by the expectation that they will be accepted and valued within the group. This suggests that the decision to participate in online gambling is driven not only by individual factors but also by the desire to conform to social norms and expectations. Moreover, the long-term impact of WOM can be seen in how individuals continue to engage in online gambling. The continuous sharing of success stories within one's social circle can strengthen the belief that they, too, can succeed, even if they have previously experienced losses (Sari & SRI, 2012). This demonstrates that WOM not only plays a role in the initial decision to play but also in sustaining participation in online gambling.

Within this concept of WOM, several aspects are identified to attract women to online gambling, in line with the concepts outlined in the Literature Review, namely:

a. *Talkers*

Base on the concept of WoM (Godes & Mayzlin, 2004), "Talkers" refers to individuals who actively share information, experiences, or recommendations about a product or service—in this case, online gambling. "Talkers" play a crucial role in shaping women's interest in online gambling. They act as key agents in disseminating information informally through everyday conversations, both in direct social environments (such as friends and family) and via digital platforms (such as social media). The role of Talkers is reinforced by the social interactions that take place between them and the recipients of the information. These interactions involve discussions on various aspects of online gambling, such as how the games work, playing strategies, and personal experiences in gambling. Talkers are highly effective in influencing others' perceptions and decisions to try online gambling. When Talkers share positive experiences or recommendations, the information tends to be more trusted because it comes from sources perceived as reliable and personally connected to the audience.

Women's decisions to engage in online gambling are not solely based on the information provided by Talkers but are also influenced by deeper interactions, such as discussions with their partners or close friends. These interactions add another

dimension to the formation of interest, where Talkers not only provide information but also create a supportive environment for women to make the decision to participate in online gambling.

b. Tools

"Tools" refer to various strategies, methods, or instruments used to influence perception and shape interest, particularly in online gambling. These tools include advertising promotions, Word of Mouth, and various digital platforms that facilitate the dissemination of information and social interaction in discussions about online gambling (Godes & Mayzlin, 2004). This study shows that the use of "Tools," such as engaging digital advertisements and effective Word of Mouth strategies, plays a crucial role in shaping public perception of online gambling activities. Advertising promotions are often used to attract consumer attention and create a positive image of the activity, while Word of Mouth serves as a supporting tool that provides social validation through stories or recommendations from trusted individuals.

Tools not only function as a means of communication but also as key determinants in receiving and spreading information about online gambling. For instance, some women in this study frequently obtained information through direct conversations with friends or family, which was later disseminated via social media. These tools act as bridges that enable information to spread rapidly within communities, ultimately influencing women's decisions to try online gambling (Savolainen et al., 2022).

The use of Tools in Word of Mouth also includes symbols, norms, and technologies employed in social interactions related to online gambling. Women often use specific language and symbols understood only by certain online gambling players, which helps foster a sense of belonging and trust among them. Information obtained through these tools is often perceived as more relevant and convincing because it comes from trusted sources, such as close friends or family members. Therefore, Tools play a crucial role in influencing women's perceptions and decisions to try and continue engaging in online gambling, as they feel supported by their social community.

c. Topics

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d. Talking Part

"Talking Part" refers to the stage where individuals actively talk about or share information regarding online gambling with others. This includes informal conversations that take place in daily life, whether in person or through social media. In this context, other women act as information disseminators who can influence people's perceptions of online gambling, whether through personal stories, recommendations, or simply sharing information they find interesting (Specker et al., 1996). Research shows that Talking Part frequently occurs among women, especially when they discuss their experiences in online gambling. The shared information may include tips and tricks, recommendations on which sites offer the best bonuses, or simply personal experiences while playing. This sharing process helps strengthen the interest and curiosity of those who hear it, which in turn can encourage them to try online gambling.

Moreover, Talking Part does not only occur in face-to-face interactions but also through various digital platforms such as WhatsApp, Instagram, and online forums. Social media enables information to spread more quickly and to a broader audience, making Talking Part a highly effective element in shaping opinions and interest in online gambling. As a result, Talking Part via social media has become one of the main drivers in disseminating information about online gambling among young women.

e. Tracking

Women also showed that they use Tracking as a tool to evaluate the risks associated with online gambling. They tend to be more cautious and conduct more intensive tracking when the information they receive is related to potential financial

losses or other negative impacts. In other words, Tracking helps them make more informed and prudent decisions regarding their participation in online gambling.

"Tracking" in the context of Word of Mouth refers to the process of monitoring and overseeing the impact of communication activities among female online gamblers in Surabaya. This includes evaluating how recommendations and information received from fellow players influence their interest in online gambling. This study identifies that players actively track information related to online gambling through various media, whether through direct conversations or digital platforms such as social media and community forums. The women in this study demonstrated that after receiving information from friends or their community, they often conduct further tracking to verify the accuracy of the information before deciding to engage in online gambling. This tracking activity includes checking reviews, seeking additional recommendations, and comparing their personal experiences with the information received. Thus, Tracking plays a crucial role in shaping women's final decisions regarding their participation in online gambling.

Ads and Promotion on Shaping Perception and Decision to Involved on Online Gambling

Advertising promotion functions as a complement to social interaction in shaping individual interest and decision-making, particularly among women, in engaging in online gambling. Advertising has long been recognized as an effective marketing tool, but in this study, its impact is stronger when combined with social interaction. The findings of this research indicate that advertising promotion can reinforce or even trigger discussions within social circles, which in turn increases individual interest in online gambling. In a social environment where online gambling is discussed positively, advertisements often serve as reinforcements that solidify the messages received through social interactions. This synergy between advertising promotion and social interaction demonstrates how effective marketing messages do not rely solely on a single channel but on a combination of various factors that influence consumer decisions to try the game. In other words, advertisements do not merely provide information but also validate the experiences shared by those around them.

This study also found that advertisements often serve as the initial trigger that introduces individuals to online gambling. However, the decision to try usually occurs after social interactions confirm or support the message conveyed in the advertisement. This suggests that while advertisements play a crucial role in capturing attention, their true power lies in their ability to work synergistically with existing social interactions. Furthermore, advertisements also have the ability to reach a wider audience and facilitate discussions among social groups that may not be directly engaged in online gambling. When someone sees an engaging or enticing advertisement, they may share it with their friends or discuss it in social groups, thereby expanding the reach of the advertisement's message. This process helps create an environment where online gambling is perceived as a normal and even desirable activity. This discussion affirms that advertising promotion and social interaction are two

complementary elements in shaping consumer behavior, particularly in the context of online gambling. Advertisements provide the initial stimulus and support the narratives circulating in social interactions, while social interactions offer validation and the emotional encouragement necessary to transform interest into concrete action. The synergy between advertisements and social interactions demonstrates how effective marketing messages do not rely on a single channel but rather on a combination of various factors influencing consumer decisions.

Within this concept of Advertising Promotion, several aspects are identified to build women's interest in engaging in online gambling, in accordance with the concepts outlined in the Literature Review, namely:

a. Empathy

Empathy plays a crucial role in shaping women's interest in engaging with online gambling activities. In this study, it was found that approximately 90% of women felt a strong influence from the similarity of views shared with their friends regarding quick ways to earn money. This shared perspective becomes the key for women to feel greater empathy toward the messages conveyed in online gambling advertisements, which in turn encourages them to try the service. Apart from shared perspectives, the personal experiences of other women who have successfully won jackpots through online gambling also serve as a determining factor in increasing women's interest. When women interact with their friends who have achieved success, they experience empathy toward those feelings and experiences. This empathetic process strengthens their desire to experience similar benefits, even among those who were initially less interested in online gambling (Specker et al., 1996).

The messages in advertisements that promise large jackpots, attractive bonuses, and easy access are key factors in capturing women's attention. Women who were previously hesitant become more motivated to try online gambling due to these promises. Advertisements that are framed with empathetic messages do not only focus on material gains but also emphasize convenience and accessibility, which can influence women's decision-making. Positive responses and the friendliness of online gambling site administrators also play an important role in this empathetic process. Women who feel acknowledged and treated well by administrators are more easily influenced by these advertisements (Specker et al., 1996). This indicates that empathy is present not only in the content of advertisements but also in the direct interactions between players and online gambling site operators. Empathy in online gambling advertisements successfully stimulates women's interest and desire to engage further. The empathy built through shared experiences, compelling messages, and responsive interactions plays a significant role in motivating women to try online gambling services, even if they initially have doubts.

b. Persuassion

The concept of persuasion in advertising promotion is a strategy used to influence and convince the audience to take specific actions, such as purchasing a product or using a service being offered. In the context of this study, persuasion has

proven to be effective in attracting women's interest in online gambling. Advertising promotions that include messages promising big wins and attractive bonuses successfully motivate players to try and continue using these promotions, even though the outcome does not always meet expectations (Specker et al., 1996). Additionally, expectations and motivation in using online gambling advertisements are often influenced by the experiences of others who have successfully won. Social interactions with other players who provide positive feedback further reinforce the appeal of these promotions. In this regard, social interaction theory explains how motivation, interaction, and social structures influence a person's interest in trying a product or service based on the persuasion conveyed in advertisements.

The overall persuasion strategy in online gambling advertising promotions demonstrates that the success of an advertisement is not only dependent on how appealing the message is but also on how well the message builds trust and motivates the audience to act. Aspects such as message relevance, empathy, and personal interaction are key factors in creating effective advertisements that positively impact consumer decision-making.

c. Impact

The "impact" of online gambling advertisements has a significant effect on the decisions and behaviors of female players. This "impact" is evident in how advertisements influence attitudes, perceptions, and ultimately the decision to try or become more involved in online gambling. Successful advertisements are those that stand out among others, capture attention, and build a personal connection with the target audience. Effective promotional advertisements are those that can meet financial expectations and provide an experience consistent with what is promised in the advertisement. Women in this study indicated that the impact of promotional advertisements heavily depends on the experiences and testimonials of their friends. Many of them were interested in trying online gambling due to the influence of stories or experiences shared by their friends.

Additionally, the impact of promotional advertisements can also be seen in the level of comfort and confidence individuals feel when engaging in online gambling. Women who feel supported by their community tend to be more confident in participating in this activity. They feel more at ease due to the support of friends who are also involved in the same activity. In this context, promotional advertisements not only influence individuals directly but also strengthen the social bonds within the community.

d. Communication

The concept of communication in advertising promotion plays a crucial role in effectively conveying messages to the target audience. In the context of online gambling

promotion, communication through advertisements must be able to capture attention, persuade, and convince the audience to try the services offered. One of the key findings of this study is that advertisements using easily understandable language, accompanied by appealing visuals, are more effective in reaching and influencing women's decisions to engage in online gambling.

Conclusions

Social interaction plays an important role in shaping women's interest in online gambling. Research shows that this interest does not arise spontaneously but is influenced by external factors such as social environment and interactions with friends or communities. Discussions within groups, whether in person or through social media, often serve as triggers for women to try online gambling, especially when they hear success stories or recommendations from others. Personal experiences shared in these social interactions, such as stories about big wins or quick financial gains, further reinforce the perception that online gambling is an attractive and potentially profitable activity. Word of Mouth also has a significant impact on shaping women's perceptions and decisions to engage in online gambling. Recommendations or stories conveyed through word of mouth are often considered more trustworthy than formal advertisements because they come from sources perceived as reliable and having firsthand experience with online gambling. Word of Mouth not only spreads information but also shapes positive perceptions about the risks and benefits of online gambling, which in turn influences individuals' decisions to participate in the activity. Success stories that continue to circulate within one's social circle can encourage women to try and continue playing, even if they initially experience losses.

In addition to social interactions and Word of Mouth, advertising promotions also play a crucial role in shaping women's interest and decisions to engage in online gambling. Advertisements often serve as the initial trigger that introduces individuals to online gambling, but their impact is more significant when combined with social interactions that reinforce the messages in those ads. Engaging advertisements, especially those offering bonuses or financial rewards, can spark discussions within social groups and strengthen the desire to try online gambling. However, the decision to play usually occurs after confirmation from the social environment, which provides validation for the messages conveyed in the advertisements. Overall, the synergy between social interaction, Word of Mouth, and advertising promotions forms a strong foundation in shaping women's interest in online gambling. Social interaction provides the necessary context and emotional encouragement, while Word of Mouth serves as a validation tool that strengthens trust and decisions to try online gambling. Advertising promotions, on the other hand, reinforce existing messages and reach a broader audience, creating an environment where online gambling is perceived as an attractive and profitable activity. This combination illustrates how the decision to engage in online gambling is not solely driven by individual factors but also by complex and layered social influences.

Based on the findings of this study, the author recommends that future researchers with similar interests in audience studies expand discussions related to this topic. The author believes that many fraudulent practices still need to be addressed and recommends that other researchers reach a larger audience to provide a more holistic understanding of the role of Word of Mouth in shaping women's interest in participating in online gambling.

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