



# SEMAPSI

Penguatan Kesejahteraan Mental Melalui Pendekatan  
Neurosains dalam bidang ilmu Psikologi dan Kesehatan

📍 Hotel Luminor Surabaya | 08.00 - 15.00 WIB | 15 November 2023



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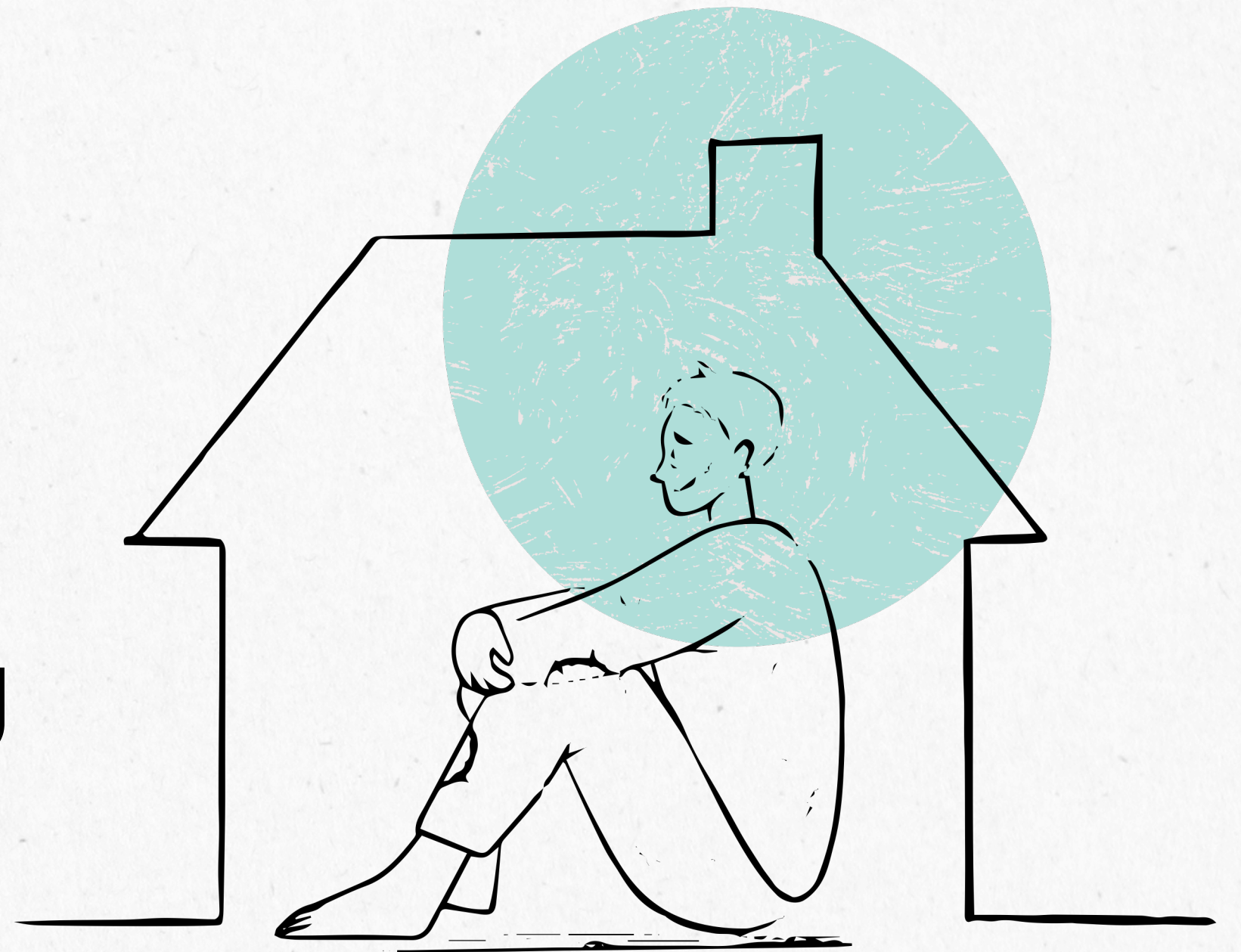
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# Brains and Brands: Unlocking Well-Being Through Neuromarketing Insight

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# Introduction

Marketing research has utilized a diverse range of methods and methodologies in order to extract valuable information pertaining to the complexities of customer decision-making and preference.

This paper approach integrates perspectives from the fields of marketing, psychology, and neuroscience, thus providing a deeper comprehension of the cognitive processes involved in consumer decision-making.

Neuromarketing offers valuable insights into the intricate realm of branding by deciphering brain processes linked to brand impressions and purchasing choices (Alsmadi & Hailat, 2021).







# METHOD

The exploration of the intricate relationship between human brains and brands has gained momentum in recent years.

This literature review adopts a systematic approach to delve into the topic, focusing on the potential of neuromarketing to unlock insights into consumer well-being.

To ensure a comprehensive understanding, a meticulous search protocol is executed across several databases, namely ScienceDirect, IEEE Xplore, JSTOR, Google Scholar, and EBSCOhost.

Keywords such as "neuromarketing," "brand," "consumer behavior," and "well-being" guide the search, with Boolean operators like "AND" and "OR" fine-tuning the results







Table 1. Neuromarketing Tools and Techniques

Technique	Percentage of Studies Using the Technique
Functional Magnetic Resonance Imaging (fMRI)	68%
Electroencephalogram (EEG)	22%
Eye-tracking	10%

Table 2. Relationship Between Consumer Well-being and Brand Perception:

Relationship Description	Percentage of Articles Supporting the Relationship
The direct link between positive brand perception and an increase in consumer well-being	74%

To maintain information integrity, peer-reviewed journal publications, conference proceedings, and book chapters are preferred (Office, 2021).

Articles that are not full-text, peer-reviewed, in English, or relevant are excluded.

After title and abstract screening, suitable publications are full-text read for a complete review.

A quality assessment boosts study credibility and reliability. Only quality-compliant studies are eliminated.



# Results

This approach synergizes marketing, psychology, and neuroscience insights, offering a profound understanding of the cognitive processes steering consumer decisions (Mishra & Shukla, 2020).

It empowers marketers to grasp not merely the thoughts but also the deep-seated emotions and brain responses of consumers (Danylyuk, 2022).

Neuromarketing, on the other hand, delves into the brain's inner workings that fuel brand recognition, loyalty, and engagement (Danylyuk, 2022; Shukla, 2019; Deb, 2021).

# Discussion

This approach seamlessly blends marketing, psychology, and neuroscience insights, offering a profound understanding of the cognitive processes steering consumer decisions (Gedik, 2020).

It equips marketers with the capability to grasp not only the thoughts but also the deep-seated emotions and brain activities of customers.

Neuromarketing, on the other hand, delves into the brain's inner workings, illuminating the pathways that foster brand recognition, loyalty, and engagement (Danylyuk, 2022; Shulha, 2021; Alsharif et al., 2021)

The allure of unparalleled consumer insights is undeniable, but it raises pressing concerns about privacy, potential manipulation, and the moral responsibilities of marketers (Isa et al., 2019)

At its core, it aspires to uplift consumer welfare.



# Conclusion

01

Recent studies have delved deep into the intricate relationship between the human brain and branding where discussions emphasize well-being, grasping the connection between the brain and brands becomes vital.

02

The exploration of neuromarketing has shed light on how brands can influence well-being, offering a fresh perspective on consumer behavior.

03

Brands trigger emotions, shape views, and drive decisions with their messages and visuals.



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Bella Jastacia, a Beijing University of Chemical Technology master's student. He makes his scientific horizons broaden and open to new ideas. His personality appears in his organization involvement. He loves leading and engaging coworkers. Finance, green economics, and marketing show his willingness to learn and benefit society and the environment. The lectures taught him a lot and piqued his curiosity. Being passionate about studying shows his willingness to enhance the future.





Thank you  
very much!



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68	Rina Agusti	bbrina873@gmail.com	082336430793	Psikologi	Pengalaman Emosional Peziarah di Makam Syaikhona Kholil Bangkalan
69	Risma Mahesti	rismahesti98@gmail.com	085828337779	Psikologi	Literature Review : Minat Membeli Kembali
70	Saraswati Stefannie Doho, S. Psi	ssarasdoho@gmai.com	08113459779	Psikologi	Efektifitas penanganan komunikasi anak autis prasekolah
71	Siska Wahyu Andini, S.T.	siskandini95@gmail.com	082330672495	Magister Psikologi	Studi Literatur : Pengaruh Motivasi Kerja Terhadap Produktivitas Kerja
72	Siti Faizah Nuraini	sitifazahnuraini@gmail.com	+62 813-9227-4694	Psikologi	Efektivitas AMO Model dalam Meningkatkan Kinerja Karyawan UMKM Daun Agel Bangkalan di Era 4.0
73	Siti Nur Aisah	sitinuraisah292@gmail.com	083832810261	Psikologi	Studi Literatur: Pengaruh Authentic Leadership terhadap Kepuasan Kerja pada Pegawai Dinas Sosial Kabupaten Bangkalan
74	Supriyanto, S.Psi. M.Si.	supriyanto@upj.ac.id	081212840263	Psikologi	Hubungan Antara Empati dan Toleransi
75	Syahmas Witari	witari010199@gmail.com	082147707008	Psikologi	Bagaimana Social Skills bisa memberikan dampak pada Subjective Well-Being pada Mahasiswa Rantau?
76	Sylvia Kurniawati Ngonde, M.Si	sylvia@ukwms.ac.id	081357913171	Psikologi	Strategi Pengembangan Kesehatan Mental Komunitas Melalui Pemberdayaan Para Kader Lingkungan Untuk Menciptakan Lingkungan Yang Sehat Dan Berdaya
77	Tatik Imadatus Sa'adati, M.Psi., Psikolog	imakediri@iainkediri.ac.id	085790421128	Psikologi Islam	GAMBARAN FUNGSI KOGNITIF, TINGKAT KECEMASAN DAN PENYESUAIAN KLIEN SKIZOFRENIA DI UPT REHABILITASI BINA LARAS KEDIRI.
78	Triyo Utomo	triyo.utomo@trunojoyo.ac.id	81332655489	Psikologi	Pengaruh Kepemimpinan Otentik terhadap Kepengikutan Otentik: Sebuah Kajian Literatur



79	Triyo Utomo, S.Psi., M.Psi., Psikolog	tiyok.utomo@gmail.com	81332655489	S3 Psikologi	Kepemimpinan Otentik, Kelekatan Aman, dan Kepengikutan Otentik Organisasi Publik
80	Ulfatul Munawaroh	ulfamox10@gmail.com	081554222100	Psikologi	Kesiapan Kerja Pada Sarjana Fresh Graduate di Bangkalan
81	Umi Sholikhha Putri	sholikhaputriiii@gmail.com	085806204751	Psikologi	Loyalitas Pengurus Muslimat NU untuk Mempertahankan Organisasi
82	Vidya Nindhita, M.Psi, Psikolog	vidyanindhita94@gmail.com	081226644952	Psikologi	Personal Branding Sebagai Strategi Karier Influencer
83	Wanda Arum Febrianti	200541100155@student.trunojoyo.ac.id	085156642307	PSIKOLOGI	Hubungan Regulasi Emosi dan Stres pengasuhan Ibu yang Memiliki Anak Jarak Lahir Dekat
84	Wasilah	sheiila250603@gmail.com	089602672975	Bimbingan dan Konseling Islam	KURANGNYA BERDAMAI DENGAN KEADAAN : STUDI ILMU SOSIAL, PENDIDIKAN DAN KESEHATAN MENTAL GENERASI Z
85	Wasis Purwo Wibowo	wasispurwowibowo@gmail.com	82234057290	Psikologi	Kesiapan Mental Ibu Hamil dalam Menghadapi Persalinan
86	Widya Febriani	febrianiwidya23@gmail.com	085648686401	Psikologi	Metode Bercerita dan Kepedulian pada Anak Usia Taman Kanak-Kanak
87	Wila Mutasyarifah	mutasyarifahwila@gmail.com	085745515892	Psikologi	Religiusitas Pada Anggota Hijabi Madura
88	Yasmin Mauliidyah	200541100143@Student.trunojoyo.ac.id	085230326683	Psikologi	Hubungan Regulasi Emosi dan Dukungan Suami Pada Ibu yang mengalami Kehamilan Jarak Dekat
89	Yunita Kurniawati, S.Psi., M.Psi	yunita_k@ub.ac.id	088227014965	Psikologi	Eating For Attractive : Peranan Pemilihan Makanan Terhadap Penampilan Fisik Pada Remaja
90	Zalna Antariesmi Irianto	zalnairianto2410@gmail.com	89521466747	Psikologi	Virtual Support Group (VSG) Sebagai Upaya Penanganan Depresi pada Remaja

**Keterangan :**

1. Silakan dipersiapkan Power Point (PPT) untuk dipresentasikan. PPT dikumpulkan maksimal **Senin, 13 November 2023**.

Ketentuan ppt **maksimal 10 slide**. Link pengumpulan akan diumumkan via grup whatsapp.

2. Silakan join di grup whatsapp terbaru, link sebagai berikut :  
<https://chat.whatsapp.com/IN1swxZUrIVCFjD3L3cC1H>

3. Kendala atau pertanyaan silakan menghubungi cp :

CP1 : 081216693680 (Nia)

CP2 : 081261557312 (Ezra)