

Integration of Social Media for Business in Indonesia Urban Cities

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ABSTRACT : This research aims to uncover how to analyze and generate path analysis of Social Media Integration use for snacks industry in Indonesia urban cities whether it is B2B or B2C. The theory used for this research is the circular model of SoMe (Share, optimize, Manage, engage) and content analysis. The research methodology used is qualitative with descriptive approach. Primary data obtained by interviews with business owners and content analysis, the secondary data obtained from literature review. The results shown that how Social Media is useful for Snacks Industry business in Indonesia urban cities based on target audience.

KEYWORDS : B2B, B2C, Circular model of SoMe, Content Analysis, Social Media

I. INTRODUCTION

Selling a trivial product such as snacks are targeting teenagers age 15-18 years old in urban cities is actually easy and generate good revenue if the strategic marketing is in the right position. However, we should be exempt-minded to the current happening. The Internet active users until June 30th, 2017 in Indonesia was in the fifth throne wide world, approximately 132,700,000 users (Miniwatts Marketing Group, 2017). This arousing fact can be made as reference for entire business entities in Indonesia even more in wide world for branding via online. In fact, there are many good sales companies with conservative leaders.

The Marketing Manager in big consumer's good brand with focus on snack product for teenagers and have big marketing budget, it is sorrowful if the company only could spend that much money only for TVC Ads which stands for Television Commercial that broadcasted only on TV (STANDS4 LLC, 2001), below the line (BTL) means the promotion of the brand stated directly to the customer such as sponsorship, sampling, trade promotion and customer promotion (Wijaya, 2009), and sales promo in store is similar with BTL but literally located in store which only seen by the store visitors and not using social media at all.

II. LITERATURE REVIEW

Content analysis defined as a method to uncover the differentiation, meaning and consequences (p. 105). It needs to be evaluated at least once in a month by maintaining the content and avoid the problems to the brand (haters or stagnancy of the brand) (MAZWAHID, 2016). Another theory is circular of SoMe, it stands for Share, Optimize, Manage, Engage. Hayes (2021) stated that Share means the person shares the experiences he gets from buying and selling these products, either by word of mouth or by uploading them to social media. Pakpahan(2019) added that optimize is an effort to listen and learn what is being discussed by the public well, as well as efforts to participate in a conversation. The manage is the step when marketer manage the content and the frequent publish of the contents on social media. The engage stage is the stage where marketers understand that it is important to find out the ins and outs of the target audience and also how to reach the target audience(p. 1). According to Kurniawarti(2021, p. 54) digital media, also known as computer literacy, is one of the components in media literacy skills which is the ability to use computers, the Internet, PDA, social media and other digital equipment. Digital literacy refers to an effort to recognize, search, understand, assess, analyze and use digital technology. Digital media is an individual's interest, attitude and ability to use digital technology and communication tools to access, manage, integrate, analyze and evaluate information, build new knowledge, create and communicate with others in order to participate effectively in society (Kurniawati, 2021).

The function of advertisement itself first before determining a successful of the use social media. First, giving information to the audience about the product of a brand, be memorized by audience and influence the receiver of brand information to literally use the product, yet basically the objective of social media fruitfulness is the 'attitude' of the target receiver. The function is supported by framework thinking of Meta (1994) in her research finding about four models of the advertising effectiveness measurement. There are models based on the response towards sales, model that generates advertisement persuasion toward the audience, model that encourage audience involvement and model based on salience (MARS Indonesia, 2014).

III. METHODOLOGY

The research method uses a qualitative method with a descriptive approach because the problem is related to serious observations in order to get ideal results. According to (Sugiyono, 2005), qualitative research methods are research used to investigate, find, describe, and explain the quality or privilege of social influences that cannot be explained, measured or described through a quantitative approach. The approach that used for this research are based on interview with Manager on Aerofood, Kopibu owner, Makaroni JB, also content analysis on social media data, BCA Contents on Facebook and Indomie Youtube Video.

IV. ANALYSIS

The approval of leaders might be a turmoil concern and blocking the creativity of Marketing Team, but the main reason is the worries about decreasing possibility of income of not using social media for business. The company will incur losses as the time goes by with the limitation media of promotions for the new product. New product is like a new baby born that needs to be known and should be noticed by audience, especially for the target elements. For instance, a small business that produces certain snacks for an element audience, and it is not impossible if other segments like the older segment or the younger segment want to buy the product (snacks), so it's categorized as Business to Customer (B2C) base, not Business to Business (B2B) base (Kosyu, 2015) like PT. Aerofood Indonesia, which engaged in premium catering (Aerowisata, 2017). Its market is fix segmented, such as service in the oil, mining and gas, town catering, as well as health care and wellness industry. Raka, business development of PT. Aerofood Indonesia stated that the company already had fix segment market because the premium catering is based on the customer in a form of big company or industry. PT. Aerofood Indonesia does not need any marketing through the social media to attract customer, because their orientation is to the fix segmented market and the consideration of why big companies choose PT. Aerofood Indonesia because of its quality and track record. PT. Aerofood Indonesia is already revealed as best B2B and has high position in serving the catering among airlines in Indonesia and that is the strength of its retention throne (Verdiyanto, 2017).

It is different with the B2C product that aired advertisement in any media except social media. Social media is a tool of company to reach and communicate with customers. It can be a tool to company's self-introspection too. For instance, Facebook as easy and free social media tool to promote. This figure is a pinpoint example of the great use of social media by BCA Bank.



Figure 1. Example of how-to reach customers in Social Media by BCA Bank
Source : facebook.com

As figure 1 shown above, on Facebook, the customers give feedback (likes) for the post of the company. The interaction will tempt the prospective customer come as a result of unprotected company's account so people can easily give insights, comment or else for the company. Often, the leaders are conservative, which generate main reason about the approval of not using social media is afraid of receiving undesirable waffles from undesired people. But the fact, many snack or beverages goods need to be exposed in social media. If those products still do not dive in social media appertain, the product is still disclosure. For example, we

can glance to the start-ups effort to expose their product named KOPIBU. It is a coffee in bottle packaging, which seems fancy and unique to bring. For now, the taste is not extremely delicious, just fine. The owner, Aryo, intends to optimize the promotion on Instagram. On Instagram that connected to Facebook, people are visualized by promotions then deliberately share the contents to announce people that there is a good content to see or program to join. Aryo emphasized that although he intends doing promotion through social media, he often does promotion like door-to-door (private chat) to his prospective buyer and give them samples. He opens up to all critics and advises about the taste from customers because the goal is KOPIBU will reach many consumer segments from teenagers, adolescences until grey ages. (Seno, Your Promotion Way, 2017). That condition occurs because KOPIBU as a start-up entity with low budget of marketing which totally different with my company that has so much money to spend to do promotion.



Figure 2. KOPIBU promotion pictures in Aryo's Facebook interface

Apart from beverages start-up, but also snack that similar with my company's product, Zulfikar and Billy, owned a start-up that engaged in snack industry. The product name is MAKARONI JB (JUHE & BILLY). That snack is macaron and has various flavors. They sell the product of course through social media but only on Instagram because their market towards the middle class whose active on Instagram. Based on their experience, door-to-door like Aryo's way is still the best because they can present and offer their product clearly and understandable to the audience, then they add about the power of social media to sales enhancement. Zulfikar asserted the use of Instagram is free, so the business entity can introduce itself to the worldwide. BTL marketing is applied to their macaron brand too through mouth-to-mouth and have a booth display in exhibition or fair (Akbar, 2017).



Figure 3. The proportion picture of MAKARONI JB advertisement

It is clear for suggesting the leaders to learn from the start-ups marketing, especially the small entities through social media and see the advertisement about Indofood stunning product instant noodle, Indomie. Indomie existence marked as the market leader from 45 years ago (Indomie (youtube channel), 2017). Many advertisements in its social media remarked from its proverbial TV advertisement in its early launched (more than 40 years ago) that will make the audience feel nostalgic about the feel ten years ago. Indomie channel on Youtube made remake advertisement awesomely similar from the quality of the pictures, white noise sounds, acts of actors, costume until properties with the previous version (45 years ago) which shown on figure 4.

On Indomie's Youtube Channel, the accounts of its social media are shown there, those are Instagram, Facebook and Twitter. This captured on figure 4 shown the interface example of the way fast consumer moving goods, Indofood for Indomie on the Youtube channel.

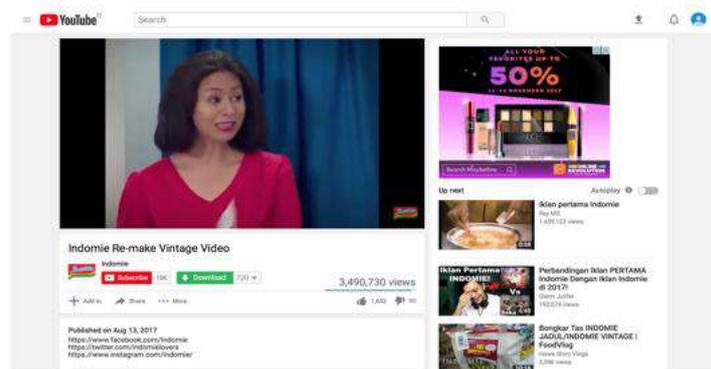


Figure 4. The interface of Indomie advertisement on Youtube

Another example from PT. Mayora Indah Tbk. with its remarkable brand, Beng-Beng, which already lead the market of enrobed chocolate with 50% of market share and double-digit annual growth continuously. Nevertheless, the Marketing Director of PT. Mayora Indah Tbk, ViennoMonintja, never satisfied quickly. He literally aware of competitor’s audience attention in 2012, at the same year Beng-beng released new variant of its brand, the bigger and longer version of Beng-beng, Beng-beng MAXX. They promoted the new version through TVC and social media (facebook, Twitter and Web Blog), but the company made savvier advertisement that established more 10% of entire marketing budget in social media to gain the power of mouth-to-mouth about Beng-beng MAXX. In other words, Return of Investment (ROI) calculation should be involved in marketer creative thoughts and track the indicator fruitfulness the marketing through social media by calculating Return On Objectives (ROO) (Aruman, 2014).

The scientific source of purchasing decision-making consumer interest to buy through social media had already revealed by student in UniversitasCiputra, Citra (2015). Her research about this topic is about Cherie dried food product. The study was very complicated yet understandable. She uncovered the definition of social media by Kotler and Keller (2016 : 642) as tool for consumer to share the information in the form of text, picture, audio, video to others and entity or otherwise. Ekasari (2014) uncovered too in her journal about the indicator of this research was relationship, communication, after purchased interaction and information format. Many testswere investigated of Citra’s research, those are Normality Test, Autocorrelation Test, Multicollinearity Test, Heteroscedasticity Test and Linearity Test. Citra specialized the investigation in her research about the validity and reliability through SPSS program to analyze and generate path analysis with substructure 1 and substructure 2 equations to uncover the effects and Heteroscedasticity variable test. The point of the social media analysis (Cherie use Instagram and Facebook) was effective to bring over the customer towards the product (Cherie) but the number of approaching audience are based on the marketing strategy how interesting and creative they are to be noticeable. The recommendation for the most suitable social media for early broadcast advertisement attempt was Facebook. Facebook active users in Indonesia approximately was the fourth all over the world, 111.000.000 people shown on figure 5 and most of them stated in Jakarta (I.R, 2017).



Figure 5. The top rank of Facebook user wide world
Source : Hootsuite.com

The Marketing Managers should make a solitary mail account for all social media official pages. The followers would be wide reach because of the great name behind it. After the Facebook is active and interactive, the next social media would be Twitter to get the audience read the catchy and fun words, then Instagram to

visualize the audience with picture proportion and clips, continue with LinkedIn to poke the professional segment, and YouTube to make audience aware of the product to sell. To make channel of social media is free and also can put TVC advertisement to the social media to reach any segment because nobody can control where the audience go to see the advertisement of my product. The approach part of the marketing team controlled for any movement of the competitors, trending topic, market analytic and comments of audience through user friendly social media management tool that still free and relative low price for the advance use to make the admin of social media do their work easy, Hootsuite (Learn how Hootsuite can make connecting with customers faster, smarter and safer, 2017). For the other part of marketing team, promotion contents need to be made creatively. Marketing Team could spend the money to make optimization of the search engine result page (SERP), called SEO, stands for search engine optimization. SEO consultant shows heat map of distribution of the most Internet surfers click possibility and put their comment in it (SAM & SEO Management, 2017).

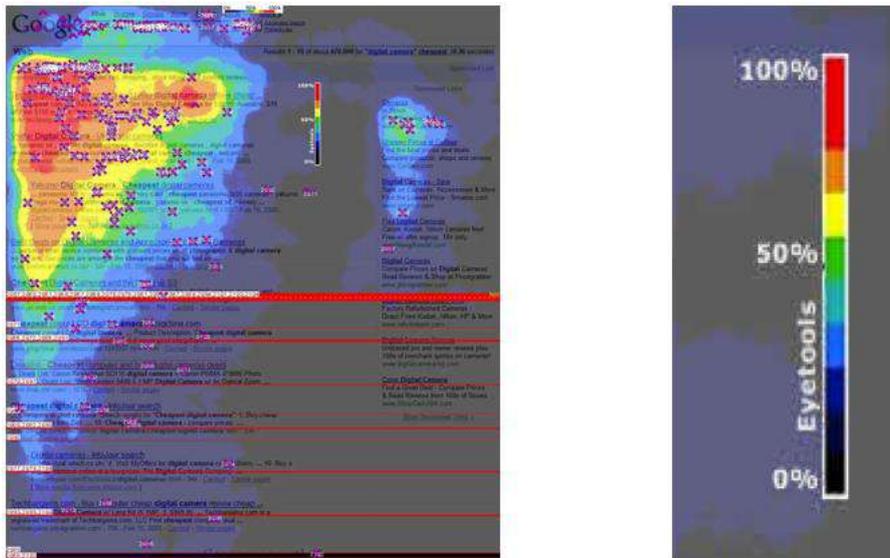


Figure 6. The heat map of Internet user clicks distribution in SERP by SAM & SEO Management

The highest level is in red, it indicates the most users clicks and put their comment. But the lower number and the darker color indicate the websites are for the complimentary and not SEO websites users. It is not impossible for not using SEO, but the brand enhancement would be in the static line because the awareness of audience is low. The objective need to be clear and goal should be obvious, the product is not only selling good but also literally famous, aware, be a solution of audience's problem and viral in any audience segments because as uncovered before, the active users of Internet in Indonesia is extremely in world appertain at most. Another objective was enhancing the awareness of the brand reputation, this because through social media, the admins can investigate the crisis, pay attention to the critics and suggestions of the product as a result of the proximity between customer and brand and extend the coverage area of brand concerns. There are no other parties to be harmed for the social media use except the brand ambassador, PR team and the audience. Social media is actually easy to handle as long as the PR Team or the Marketing Team is structured and tidy.

V. CONCLUSION

The effectiveness and the successful of using social media to promote the business of respective brands could be: first, tracking the conversion of social media, for example subscribing newsletter and utilize Google Analytic to uncover the report of the social media visitors. Second, use the parameter for the successful number of social media visitors, for example I use Facebook Ads and gaining fans as much as targeted, 150.000 and accessed the content (if that target number of fans don't accessed the content that marketer publishes, the marketer should reevaluate the content element strategy as soon as possible). Third, measure the website traffic from social media accounts by analytic tools such as Google Analytic then the number of social media visitors will be revealed. Periodical evaluation is the last thing how the marketer successfulness of making advertisement through social media. Periodical evaluation will be done at least once in a month by maintaining the content and avoid the problems to the brand (haters or stagnancy of the brand) (MAZWAHID, 2016).

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