

CASE STUDY OF ATL AND BTL IMPLEMENTATION AS PROMOTION STRATEGIES IN BBSTV SURABAYA

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ABSTRACT

This research aims to analyze and plan the BBSTV promotion strategy as a regional television media. Amid the increasingly large and sophisticated competition in the television industry, BBSTV is still developing through implementing various promotion strategies to attract public attention. The implementation of an effective promotion strategy will help BBSTV to run the company's economic turnover. There are two promotion strategies used, namely ATL promotion strategy and BTL promotion strategy, where each of them has its own characteristics. The indicators of the ATL strategy are selective, focused attention, creativity, effectiveness, and prestige, while the indicators of BTL are event indicators and sponsorships. BBSTV has done its efforts to apply all indicators of ATL, but there are still a few things that need improvement, such as the spread of broadcast coverage, new and smart programs, target of expanding the intended community, creating the uniqueness of program host, developing program creativity and having excellent programs which is different from other televisions. To implement the BTL indicator, BBSTV must further enhance the creation of interesting events, become a force to break into the viewers in order to develop program creativity and have excellent program which is different from other televisions, and; bringing viewer's loyalty and attracting advertisers. This research is a descriptive qualitative method since this explains about the promotion strategy of a TV broadcasting company.

Keywords: Promotion Strategy, Above The Line (ATL), Below The Line (BTL), Television Media

INTRODUCTION

The development of the world of broadcasting and telecommunications has been increasingly rapid from year to year, resulting in various alternatives of information choices diverse and more interesting. Supported by the existing technology, broadcasting world is still a prima donna as a solution for searching and selling information. Broadcasting itself, as written in Law no. 32 Year 2002, is the broadcasting activity through transmission or broadcasting on land, at sea, or in space by using radio frequency spectrum through air, cable and/or other media to be received simultaneously by the public with their broadcast receiver. Meanwhile, television broadcasting is audiovisual mass communication media that channel ideas and information in form of general sound and images both open and closed, in the form of regular and continuous programs. Television broadcasting is broadcasted by related institutions that have full permission and authority provided by the applicable legislation. Law No. 32 Year 2002 states that broadcasting institutions are broadcasters, both public broadcasters (LPP), private broadcasters (LPS), community broadcasters and subscribing broadcasting institutions which are provided by the applicable legislation in carrying out their duties, functions and responsibilities.

Television has a vital role and a very large contribution in delivering and providing information, news, and entertainment to audiences who eagerly wait for them. Then, television must be able to compete in order to win the viewers' interest by presenting creative, educative, informative, and other digital shows that are creative, educational, and informative shows, as well as other digital breakthroughs as an alternative for broadcasting program (i.e. online live streaming). Now and then, television always improves itself, and this improvement provides changes in the social or community structure, where these changes are the responsibilities of television as a broadcasting institution. However, what is now happening is that the power of television broadcast, especially in the locals (local television) is less attractive to their viewers. Although actually, many programs broadcasted in local televisions are also as interesting as in the nation-wide televisions. What makes programs in nation-wide televisions are more

interesting than in local televisions is the appearance of national celebrities widely known by the viewers and embedded in their minds. Local televisions have aired many programs to steal the viewers' attention from their always-changing remote control, starting from entertainment programs, educational, social, even events which are interestingly packed into television show.

This fact has an impact on the survival of local televisions, since the majority of television revenue is from commercials and sales responses from the aired commercials. Various strategies have been conducted by local televisions to attract advertisers or clients, from broadcasting programs to on site event promotion (off air to on air). This kind of event is still the biggest point in finding TV commercials still this event still dominates the clients to do hard sales and promotion. Billboards, banners, flyers, stickers, and some other conventional media are still dependable as means of promotion in local areas, especially for local televisions.

BBSTV was established in 2008. At the end of 2016 BBSTV tried to develop itself by recruiting several human resources based on the standard of television, in terms of its management and operating. Several promotional strategies to raise the brand as a selling barometer were carried out, such as installing billboards at some city waypoints and establishing marketing communication (marcomm) division to run several event activities.

It is considered that application of Above the Line (ATL) and Below the Line (BTL) has received positive good response from television viewers and clients or advertisers, so the researchers think that this strategy is quite effective and has resulted in positive changes. This situation has become the rationale for conducting this research, by focusing on the implementation of promotion strategy through ATL dan BTL at BBSTV. This research aimed to analyze and plan promotion strategy with ATL and BTL at BBSTV, which will benefit the company as a reference to implement ATL and BTL promotion, to contribute to the reader's knowledge, as well as to become theoretical reference on global television media.

LITERATURE REVIEW

In Pujiyanto's research conducted in 2013 entitled "Aesthetic of Media Ideology Above The Line for Supplement Product for Madurasa Brand from Air Mancur Company", promotion with new products was done to get prospective consumers' attention or try to embed the products or brands in their minds. While for the old products, this promotion strategy was done to make consumers remain loyal to that consumed product or brand, or to avoid them from using other products. Mass media were used as promotion channels, such as newspapers, tabloids, and magazines. On these three types of mass media, the use of promotion characters such as fonts, color selection, invitation form (headline or sub headline), layout, and selection of rubrics or pages varied depending on these media's segmentation. This above the line media design, done by the producers, is a smart idea since the consumers are made to believe without suspicion that they are looking for a product being promoted. The purpose of this related research was to find out the textual and contextual meaning of ideological aesthetics of "Madurasa" above the line design. This research used qualitative descriptive design where the data were in form of pictures and writings on advertisement published in newspapers, magazines, and tabloids. This research also aimed to confirm that "hegemony" strategy is also found in advertising media through the elements of typography, images, colors, logos and layouts.

According to Naima Khoirunisa (2015) in her research entitled "Creative Strategy of Public Service Advertising (ILM) in Social Marketing", social marketing has the same principles and techniques with commercial marketing in general. There are two main focuses in the formation of advertising in social marketing. The first focus is persuasive advertising formation strategy and the second focus is selecting the type of advertising media that will be used in conveying the message. The goal of this advertising formation is to encourage an individual's attention and willingness to change his or her behavior for better or as expected by social marketers.

Etty Kongrat, Ariantanto, and Magdalena (2011) explain that before the promotion composition activities was implemented, there are several stages that had to be done, namely promotion planning stage, setting goals of promotion, establishing market segments, promotion budgeting, choosing promotion media, setting messages and design, and then setting promotion schedule. In their research, the promotion strategy used by PCO (Professional Congress Organizer) companies in marketing their stands was Above The Line in printed and electronic media and Below The Line in form of billboards, banners and flyers. The purpose of the participants of the exhibition held by the organizers was not only to

inform the public about their product but also to inform and promote their superior products to consumers in the segment targeted. The result of this strategy is that one of the service industries which become a place to meet with producers and consumers or as business to business.

Marketing

Kotler Armstrong in his book (2010: 29), Principles of Marketing, defines as follows,

“Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer in return.”

Marketing is a very important factor in a company, and the existence of this factor in a company is ultimate. In marketing, a company tries to convey its product message and corporate message to general public, potential customers, and consumers. The marketing process includes market segmentation, selecting and determining market positions on target markets which can be excellently satisfied by the company.

Similarly, Lamb Hair and McDaniel (2001: 6) define marketing as follows,

“Marketing is a process of planning and carrying out concepts, prices, promotion and distribution of a number of ideas, goods and services in order to create exchanges that can satisfy individual and organizational goals”.

Marketing is therefore a social and managerial process where individuals and groups get what they need and want through product and value creation and exchange with others (Kotler, 2003:7). Additionally, Kotler and Ketler (2007:6) also describe marketing as an art, the science of choosing markets, targets, as well as gaining, maintaining, and growing customers by creating, submitting, and communicating superior customer values.

Marketing Strategy

For Craven (2000), marketing strategy is defined as a strategy analysis of activity development and implementation within the strategy to determine target market for products in each business unit, setting marketing objectives, and developing, implementing, and managing marketing program strategies, as well as determining market positions designed to meet the expectation of consumers as target market. Kotler adds that the implementation of STP (Segmentation, Targeting, Positioning) concept is the most important thing to do for marketing management in designing marketing strategy.

Promotion

Promotion is an activity carried out to introduce a product or service of an institution or company to make them known by the public as target market. This is certainly based on the main vision of promotion, which is to attract consumers and customers to consume goods or services that are promoted. Surely all companies must conduct promotion to introduce and attract consumers' attention on the products they have. According to Michael Ray (1982) which is translated by Morissan (2010:16), promotion is a coordination of all efforts which are starting from sellers to build various information and persuasion channels to sell goods and services or to introduce an idea, thus promotion is considered as a communication tool which is used to convey messages by companies or intermediaries aims to provide information about goods or services.

Purposes of Promotion

Promotion activity has several objectives, which are listed below:

1. Spreading information of product (goods or services) to a potential target market.
2. Getting increase on sales and profit.
3. Distinguishing and favoring product compared to competitor's product.
4. Getting new customers and maintaining customers' loyalty.
5. Stabilizing sales during dull market.
6. Shaping product image for the consumers that meet their expectation.
7. Changing consumers' behaviors and income.

Based on those purposes, the purposes of promotion can be divided into three categories, namely:

1. Introducing company to the wider public.
2. Educating consumers to understand more on how to maximize the products offered effectively.

3. Changing company image in the eye of the public through new product or event.

Promotion Media

Media promotion is a part of advertising promotion mix. This promotion mix consists of six elements which are viewed as an instrument of integrated communication marketing that plays a central role in promotion. These six elements are advertising (sales), sales promotion, publications or public relations, personal selling, direct marketing, and interactive media. Generally, promotion media is divided into two types in advertising, namely:

1. Above The Line (ATL). This also refers to above line media. The ATL promotion media are advertisements that require payment commission to agencies, such as advertising in printed media, radio, internet, newspapers, television, magazines, outdoor advertisement on billboard, and many more, where in most cost of advertising is charged to these five main media. Television (TV) is one of the most effective channels among these five, due to its advantages as follows:
 - a. Selective
 - b. Attention focus
 - c. Creative and effective
 - d. Prestige
2. Below The Line (BTL). This also refers to down line media. Jenkins (1995:86) states that BTL is an activity promotion outside of conventional media as an effort done by low level management to support ATL activities. This effort aims to embrace consumer to make them aware of the product produced by a company. Some of the promotion media including in BTL are brochures, flyers, pamphlets, product samples, events, and so forth. All these activities are done to support the ATL activities previously done. Of all these various forms of activities, the frequently done activity is events, since through this kind of activity, consumers can directly communicate with the brand so the communication is optimized.

Table 1. Shows the Differences between Above The and Below The Line

Above The Line (ATL)	Below The Line (BTL)
Wider target audience	Limited target audience
Mostly used to explain a concept or idea, no direct interaction with audience	Media or events allow audience to feel, touch, interact, and even buy.
Examples of media: TV, radio, magazine, newspaper, billboard	Examples of media: event, sponsorship, sampling, point of sale (POS), materials, consumer promotion, trade promotion, and many more.

Company Profile

BBSTV Company (*Bama Berita Sarana Televisi*) is a television business established in Surabaya in 2008 with the spirit of becoming a television that provides quality entertainment programs, news, education, religion, and a quality culture. With great enthusiasm, BBSTV has developed and spread in several regions in East Java, including in Madiun, Pacitan, Malang, Kediri, Bondowoso, Banyuwangi, Bojonegoro, and Madura. Not only in these regions in East Java, but BBSTV has also obtained digital broadcasting permits in the *Jabodetabek* area (the area of Jakarta, Bogor, Depok, Tangerang, and Bekasi).

In order to adjust itself with the sophisticated development of digital science and technology, BBSTV prepares its sophisticated innovation in form of live streaming broadcasts that can be witnessed through smartphones, laptops, and personal computers which can be enjoyed and accessed globally. This innovation is also available in Android and iOS application by typing BBSTV as keyword.

In addition to air television programs for the viewers' families, BBSTV also innovates in combining event organizing, production house, and digital media in one package that will be aired in television program broadcast.

The Profile of BBSTV Company

Company Name	Bama Berita Sarana Televisi (BBSTV)Company
Business Type	Broadcasting Service
Product Type	Television program, advertisement and commercial, event organizer, production house, and digital media
Address	Puncak Permai III Street No.5-7 Tanjungsari, Sukomanunggal
Phone Number	031-7381885
E-mail	info@bbstv.co.id
Established in	2008

The Profile of BBSTV Viewers

Gender	Mar	April	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Male	98	104	110	98	598	615	594	593	437	100
Female	102	97	91	102	604	618	619	621	472	100
Years										
5 - 9 Years	58	91	82	67	106	111	107	107	77	46
10 - 19 Years	158	116	171	75	246	254	252	253	178	82
20 - 29 Years	73	62	66	135	186	195	190	192	125	71
30 - 39 Years	74	95	83	42	170	169	162	158	176	75
40 - 49 Years	174	155	129	103	203	212	212	216	145	160
50+ Years	137	144	150	202	291	292	290	288	208	150
S E C										
Upper	96	90	88	50	338	372	364	360	215	154
Middle	111	112	115	125	709	709	710	722	545	91
Lower	61	66	56	89	156	153	140	132	149	31

The Profile of the Informants

Name	Initial	Position	Additional Information
Fendy Andrianto	FA	Marcomm East	Expert in product promotion process
Suko Widodo	SW	Observer	Lecturer (Doctor) of Communication at UNAIR and media observer
Adi Prasetyo	AP	Manager	Manajer marcomm di BBSTV.

Data Analysis

From the results of data analysis, there were differences on the opinions from all informants on the aspects of limited and widely targeted audience. From the opinion of the client (product owner), target audience was ultimate because it had to be in line with the target which means that focusing on the selling object. However, according to the media or communication observer, although a limited target audience was often needed, for now the local television media needed culturally-diverse target audience based on their local culture. Meanwhile, according to the internal company, the wide number of audience determined the success of promotion, since mass power and word of mouth promotion were still considered as effective.

The application of ATL and BTL by BBSTV has been carried out with several indicators such as selective value, attention focus, creativity and effectiveness, prestige, and events and sponsorship as well. Overall, these activities have been carried out, yet some things were not maximally carried out, such as wider area coverage (selective), scope of target program (creativity), and types of event (prestige and event). Some of these activities have been analyzed qualitatively descriptively with three informants, among them consisting of clinic (product holder), media/communication observer, and manager of BBSTV. Some of the activities have been analyzed qualitatively by obtaining data from three informants; the client (product owner), the media or communication observer, and BBSTV manager.

As shown by the results of data analysis, it can be concluded that all promotion activities have been implemented by BBSTV, yet the implementation has not been optimal and hit the right target. This conclusion is based on the following considerations:

For ATL implementation:

1. Area coverage (selective). The broadcasting coverage in the regional area of has yet evenly distributed, there are still blankspots so BBSTV has yet widely known by the public.
2. Attention focus. Only focused on certain segmentation point, the secondary-educated viewers.
3. Coverage of program goals (creativity). Only has one excellent program to reach secondary-educated viewers, so creativity is very much required.
4. Prestige. Until now, BBSTV only has one prestige value, which is Gen1 program.

For BTL implementation:

1. Event dan sponsorship. The company carried out a number of events and implemented sponsorship by becoming a media partner, but still experienced loss.

Suggestions

Based on the discussion presented, the researchers suggest the company to maximize its programs by supplying more fresh and creative ideas and expanding its target market, for example, reaching viewers from all kind of education sectors. Also, the company can increase the broadcast range by adding the number of regional bureaus and interact directly with the surrounding community in order to create a sense of ownership and viewers loyalty in all aspects of activities held by BBSTV. Furthermore, the company can increase the number of events held by BBSTV itself by allocating specific budget in certain periodic amounts after adjusting the budget with the company's target. Additionally, the company must conduct internal evaluation frequently, especially on its human resources because creative ideas is an important benchmark in creating innovative and brilliant ideas as an effort to capture the advertiser's intention to place advertisements or commercials and the viewers' attention to consume the programs. The sustainability of regular program can also become a focus for regular program on the viewers' screen; therefore a regular program must be improved to a quality show to deepen the viewers' loyalty.

Suggestions for ATL	Suggestions for BTL
Short Term	Short Term
<ol style="list-style-type: none"> 1. Increasing creativity of new program by expanding the target of educated public (university students). 2. Decreasing the number of re-run programs and increasing new quality regular programs. 3. Evaluating the employees gradually on their creativity and innovation to create new programs. 	<ol style="list-style-type: none"> 1. Holding more events in several area coverage of BBSTV. 2. Increasing sponsorship by becoming media partner.
Long Term	Long Term
<ol style="list-style-type: none"> 1. Increasing bureaus in some areas or regions based on the broadcasting coverage of BBSTV. 2. Opening new bureau in Jakarta in order to approach new talents and advertisers. 	<ol style="list-style-type: none"> 1. Doing breakthrough by holding nationalevent in order to attract public attention and advertisers.

This research only discussed on the mix of ATL and BTL promotions in general on commercial television. Therefore, it is suggested for future researcher to broaden the research's focus and comparison, including on the media promotion types with other electronic media, printed media, billboard, other printed materials, and many more.

This research was conducted on BBSTV Company as its research object. This company only has network coverage in East Java and still a company that has just recently networked in regional area.

Consequently, the results of this research are still limited since this company still has few clients being involved in its area coverage.

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