

USING SOCIAL MEDIA AS A MEANS TO PROMOTE NOVEL

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ABSTRACT

The era of globalization is characterized by the development of very fast internet, nowadays many things have turned into digital form, including businesses. Promotional activity has also been faced with many changes, now promotional activities are not just limited to advertisements in print, audio and television are an expensive proposition, marketing these days can be done in various media and ways with a relatively low cost, one of them by using social media. This study aimed to identify the use of social media as a means of promotion on Facebook. Any promotional content that could lead to novel consumer awareness. The theoretical basis of this research is to use the model AIDA, namely their attention (Attention) Ketertarikan (Interest) Desire (Desire) and Action (Action) by media consumers and social theory. The research method used is a qualitative description of the research that describes the phenomenon of social media as a media campaign. With the interview method on a resource of experienced experts in the promotion of social media. The results of this study would be useful to the creative industries, especially the publishing industry when formulating promotional content on social media Facebook.

Keyword : promotion, publisher, novel, consument, AIDA, social media, Facebook.

INTRODUCTION

The last few decades, technology and communication experienced a rapid development. The Internet has become a necessity for modern society in Indonesia. Of course we still remember that previously internet technology is only used for sending electronic messages through email and chatting, to search for information through browsing and googling. But nowadays, along with the development of technology, the internet is capable to create a new media network that is commonly known as social media.

As is well known, social media is one of the media, where users are able to participate in the search for information, communicate, and linking the friendship, even doing promotion. With all the facilities and its own applications such as blogs, Facebook, Twitter, You Tube, Plurk, Google+, LinkedIn, Instagram, and others. Social media presence has brought its own influence to activities done by man at present.

Since the introduction of smart phones and the affordability of Internet connectivity cost by the society, the variety and type of media campaign has also experienced significant changes. According to the Ministry of Communications and Information Technology (Kemkominfo) internet users in Indonesia are currently reaches 63 million people. Of that number, 95 percent of them are using the internet to access social networking (www.kominfo.go.id). Such changes can be observed, particularly various kinds of social media on the internet, like Facebook, Twitter, You Tube, Google +, Plurk, LinkedIn, Instagram, and others.

The development of the internet especially social media that grows rapidly, makes the social media as a media that is not merely as a friendship media and information exchange only. Social Media nowadays can also be used as a means of promotion or advertising goods or services.

In the creative industries, especially the book publication industry, publisher and author of start-up level began to take the advantage of social media as a promotion media. If compared to advertise in printed media, radio or television, the promotion costs through social media are relatively affordable and efficient.

Addressing the phenomenon, researcher conducts research about the use of social media as a means of novel promotion. The purpose of this research is to determine the novel marketing communications strategy with the focus of the research on facebook social media.

PROBLEM STATEMENT

Based on the background of the problem mentioned above, the problem statement in this research is "How is the use of social media as a novel promotional means on Facebook..

RESEARCH METHODS

This research using descriptive research design. In descriptive studies are not particularly emphasis on meaning, on the contrary, the emphasis on descriptive study is to analyze more on data surface. only pay attention to the occurrence processes of a phenomenon, rather than the depth of the data or the meaning of the data. Descriptive qualitative research according to Mayer and Greenwood (Dr. Uber Silalahi, MA; *Methods of social research* 2009; it 27) is merely refers to the identification of characters that distinguish or characterize a group of human beings, objects, or events.

Qualitative description involves conceptualization process and create the formation of classification schemes. This qualitative descriptive research describes about the phenomenon of social media as a promotional media. The researchers doing research in a natural setting and let the events flows without controlling the object observed, only through interpretive approach (subjective).

The type of data in this research is interview (*in-depth interview*) in the form of qualitative data for instance data in the form of words or verbal statements, opinions, attitudes, motives, trust of perceptions, attitudes, facts, attributes and knowledge about the use of social media as a means of novel promotion on Facebook.

The source of the data is obtained from the primary data: which is obtained from the answer given by the speaker from the interview results. Primary data are in the form of statements, interpretations, activities, and observation done by the interviewees in promoting a novel. And the secondary data: are the data obtained from experts, literatures, library, newsletters, internet

that are directly related to the information about the use of social media as a means of promotion that used as research object and drafting this research report.

FINDINGS

Building consumer awareness is one of the hardest Publisher tasks. Without consumer awareness, a well written and designed book wouldn't be able to compete and sold in the market. Thus, the role of the promotion is very important in the book selling process. (Best, 2015).

Social media promotion has similar function and role to the traditional mass media promotion. Therefore, in this study, to assess the effectiveness of promotions on social media, researchers will use the same parameters with the promotion of printed media or advertising.

Advertising is a powerful communication tool to build awareness of a company, product, service, or idea (Kotler & Armstrong, 2010). Each of the advertisements made with the intent to make the consumer take actions which are purchasing the products or services advertised. However, before purchases act, the consumer going through some stage called the Hierarchy of Effects (HOE). (Johar, Kumadji & Mawardi, 2015).

Hierarchy of effects is the advertising influence level towards consumers. The most famous Theory of Hierarchy of Effect is the AIDA model (attention, interest, desire, action). AIDA Model began to be known in 1898, when first proposed by E. St. Elmo Lewis as AID (attention, interest, desire). According to Hermawan (2012) AIDA model is the process of decision-making which is composed by the occurrence of attention, followed with interest, then the desire, and finally is the decision making action by consumers.

So an advertisement can be said to be successful if it can attract attention, leading to a sense of interest, evokes the desire, and drives the consumer to do the primary purpose of advertising, namely action in the form of purchase decisions.

Using this model, it can be concluded that good promotion on social media must be able to bring costumers through stages of the hierarchy of Effect too. Initially, social media content must be designed to be visually to draw attention to the consumer to read or observe the posts (attention). After consumers interested in reading/observing, hence the content is verbally designed to evoke the sense of interest (interest) and arouse the desire of the consumer (desire).

In this stage, social media promotions can drive consumers to perform one of two actions (action). Whether consumers can decides to purchase a product that offered publisher. or consumers decide to respond/reply to a message written by publisher. Social media is an effective word of mouth promotion media (Mangold, 2009) as the promotion through social media, publishers can open a communication channel between publishers and consumers, as well as providing media interactions between consumers. Consequently with the right content of promotion, publishers can increase the power and range of the promotion by involving their consumers as the active perpetrator fot promotion of word of mouth.

The existence of social media has revolutionized communication and promotion system between producers with consumers. (Hutter& Hautz, et all: 2013) As new media communication, social media has empowered consumers, no longer as a passive participant in communications marketing, on the other hand become content creators and influencers or become the factors that also affect the success of the promotion. (Kozinets et al., 2008, Merz et al., 2009).

Promotion through Social Media Facebook

Based on the above data, it can be concluded that social media has a role and function equivalent to the traditional mass media as one of the means of promotion. Therefore the publishers are increasingly using social media for promotion and interact with consumers.

From various social media available, Facebook is the most widely social media used by the Publisher to do a promotion. Facebook, with a user more than 1.9 billion is the most popular

social networking today. In addition, according to Dunay (2010) Facebook is the right media for experiment and learn for social media promotion, with various features and advantages such as statistics, fan page, Facebook ads. The promotional costs of using Facebook is quite affordable for small industry and startups.

The screenshot displays the 'Boost Post' interface on Facebook. It includes a 'Language' dropdown set to 'Indonesian'. The 'BUDGET AND DURATION' section shows a 'Total budget' dropdown menu with options: Rp13,000 (Estimated Reach 1,400 - 3,700), Rp27,000 (Estimated Reach 3,200 - 8,500), Rp40,000 (Estimated Reach 3,800 - 10,000), and the selected option, Rp67,000 (Estimated Reach 4,100 - 11,000). Below the budget options are tabs for '1 day', '7 days', and '14 days'. At the bottom, there is a date selector for 'Run this ad until' set to 'Jun 11, 2016'. The 'PAYING FOR YOUR AD' section is partially visible at the bottom.

Figure 1. The cost of advertising on Facebook
source: Facebook.com (2016)

Beside fees, the existence of a fanpage which is a representation of the publisher on Facebook is a means to encourage the effect of Brand Page Commitment or BPC (Kim et al., 2008; Morgan and Hunt, 1994). Brand Page Commitment occurs when consumers/follower feel the attachment psychologically with a brand in social media. This attachment can be formed if brand actively invites his followers in social media to build community with the brand. Posting strategy and good content selection will help develop the Brand effect Page Commitment to the followers on social media, on the contrary, not properly or unplanned posts will cause Annoyance effects (Tamborini et al., 2010).

While the loyal follower who already follow the fanpage of a brand feel the effects of an Annoyance, they can easily turn or leave a fanpage of the brand. Either they decide on unfollow (stop receiving posts from a fanpage), dislike (no longer connected to the fanpage), or block the content from the fanpage. Annoyance effects can derived from exposure to excessive advertising (McCoy et al. 2007) or direct marketing efforts that disrupt the comfort (Lee and McGowan, 1998).

Therefore, publishers must find a strategy to promote their products without incurring Annoyance effects. Social media is an interactive medium to communicate together with consumers. If the publishers post the advertisement contents excessively without considering at the aspect of the need and convenience of their consumers, it could cause an Annoyance effect to his follower.

Social media content that is disturbing and raises the effect of Annoyance is not effective for publisher's promotional efforts moreover, it negatively affect for the Publisher's brand as a whole. These include on decreases or loss of customer loyalty and commitment that cause negative Word of mouth. (Hutter& Hautz, et all: 2013)

Compared to conventional mass media, promotion via social media is considered more unobtrusive. Since the nature of social media has two-way communication, consequently consumers can filter content that they wish to receive. Therefore when following fanpage of a publisher, consumers expect to get interesting content and get connected on a personal level with the publisher.

This is in accordance with the results of the researcher's interviews with the interviewees. Based on the results of the interview, it is known that interviewees like the publisher's fanpage posts who ranged about the new book, book giveaway, or interesting literacy info, such as demographic info of reading interest, trivia about certain authors, and others.

Publishers who use Facebook social media as promotion must understand their customers and maintain their promotional efforts they do is both entertaining and attract the attention of consumers. The positive interaction between the followers with a Publisher fanpage on facebook provides some positive impact. (Hutter & Hautz, et all: 2013).

Not only the consumer to be more aware of the publisher's brand, they also unconsciously do Word of Mouth marketing on their social networking every time they respond to or share the publisher's posts. Interaction with the publisher's fanpage, raises the desire to buy. Based on the interviews results with the speakers, they are generally interested in buying the novel that promoted on Publisher's fanpage or after seeing the cover or reading his synopsis, or read positive reviews from other readers posted on the fanpage. In addition they are also interested in buying the book join if they are being involved in the process of publishing the book, for example through cover selection voting on Facebook.

In order to get a Brand Page Commitment effect and prevent the effects of Annoyance on the follower, the content on social media promotion is an important factor that must be considered by publishers and designed carefully, both visually as well as verbally.

TYPES OF POSTS AND FACEBOOK PROMOTION CONTENTS

Beside the content of the posts, the posts type is also significant in attracting the attention of consumers. Here are some of the types of posts that are generally found in social media publishers.

1. Plain text update or status updates only, it's usually just a text without any images.



Figure 2. Plain text Facebook updates
source: hiltonsmythe.com (2016)

2. Links status updates yet followed by a link or URL to the article or other website. Usually it is still related to the novel or literacy.



Figure 3. Facebook Links
source: facebook.com/elexmedia (2016)

3. Quotes. Status updates that contains quotes from either of the author or the character of the novels/fiction.



Figure 4. Quotes

source: facebook.com/elexmedia (2016)

4. Images. Status updates along with pictures that are still associated with the literacy world, or photos regarding the latest book or publishing events.



Figure 5. Images

Source: facebook.com/novelelexmedia (2016)

5. Video. Status updates followed by video, either book trailers as well as other matters related to the world of literacy.



Figure 6. Video

Source: facebook.com/stephenkingbooks (2016)

6. Re-share or resharing the status of authors, translators, as well as other fanpage



Figure 6. Re-share

source: facebook.com/gramediapustakautama (2016)

Beside the contents, the types of posts must comply with the publisher's image. For instance the publisher Elex Media Komputindo, based on the observation result that 80 % of the author's fanpage posts in the form of a picture and the remaining are links. This is in accordance with the description of Mr. Yodha as an expert resource person, who also was Elex social media administrator.

Based on the interview results with Mr Yodha, it is acknowledged that the most preferred posts by Elex Media follower is images or pictures and photos related to literacy / fiction, since visuals are more interesting and informative. While most undesirable posts are plain text updates.

Besides choosing the type of posts that desired by follower, it is also important to customize the content with the type of posts. Content that is entertaining for instance, would be more appropriate if delivered using visual media (images) while the contents that contain important information would be more appropriately delivered through links or hyperlinks, therefore the follower who wants to know further, can read the full article at the link provided. To acquire that, creativity in content packaging is needed to make attracting post both verbally and visually (Dunay, 2010).

TIMING AND FREQUENCY OF POSTING

Apart from the content, the type and appearance of good post visually as well as verbally. There are two additional factors that determine the success of the promotion via social media, namely, timing and frequency of posting (social media URexaminer.com). It is known that one of the annoyance effect is caused by excessive exposure to advertisement (McCoy et al. 2007). Therefore excessive frequencies of Facebook posts in a day can trigger Annoyance effect. Consequently, it is important to know the time and frequency of the right post in order to get optimum results.

According to socialmediatoday.com the ideal time to post at Facebook social media (globally) is on Thursday and Friday. As follows, approximately 86% of posts existed on Facebook published on these two days. This is due to the fact that toward the end of the week many workers and students who begin to get weary, therefore they spend more time in social media without having to leave their school/Office. On the contrary, on the first weekday the workers and students are still eager to work and learn enthusiastically. While the best hours to post promotional content is at 13.00-15.00. Similarly to the previous one, between these hours, many workers and students who begin to get weary, so they spend more time in social media.

It is also in accordance with the results of the interview. Ren Puspita and Stefanie Sugia as respondents stated that every day they will spend time on Facebook after lunch (after 13.00). However it should be concerned that consumer behavior on each type of business may vary. So publishers should do research in advance about the consumer's online habits to be able to determine the ideal posting time.

In accordance with the interviews results with respondent, Aninto Yodha, Elex Fanpage usually is being updated three times a day (morning, afternoon, and evening) but it could be more if there is a particular event. While for posting the contents of HR-CR novel promotion which contain adult contents, updates are performed at night to reduce the risk seen by the underage user.

SYMBIOSIS WITH CONSUMERS

In managing social media pages, it's important to consider if the human always want to socialize to each other. Social media is a means to get effective interaction with consumers, build relationship, and receive feedback. (Scafer, 2014).

Therefore, without interesting content that could invite consumers to interact, the existence of a fanpage would be pointless. In the Social Media Rules of Engagement (Matejic, 2015) says that by using the right narrative, interaction through social media can affect audience action. Ranging from the most simple action, like resharing posts, replying, up to buying the novel that promoted.

Schaefer (2014) summarizes four important stages that should be considered when composing the content of Facebook posts that affect consumer awareness:

1. Determine the specific target market.
In social media consisting of many individuals with diverse characteristics, it is important to identify specific consumers, in order to arrange the content that matches with consumer interest.
2. Provide relevant content
Provides content that is useful to the follower — provide content useful to your connections.
3. Offer Solutions
Identify the needs of the follower, and provide content that help which might be solution to their problems
4. Gain Benefits
By positioning fanpage as information source and problem solver will increase the possibility of follower to become loyal and react positively on the fanpage post.

These four stages shows the importance of building relationships with the follower through social media accordingly the follower can become loyal consumers. Building a relationships can also be done by appreciating and rewarding the loyal followers, for instance by organizing giveaway or special surprise to the follower, providing name for follower community in order to make them more loyal, for example, Lady Gaga who called her follower in social media as "little Monster"

The publisher can use follower's feedback and comments on his fanpage to identify consumer's characteristics and needs. The better understanding and recognition of the consumer's needs the better publisher's ability to arrange appropriate content to the consumer. In this case, fanpage acted as publisher's brand ambassador that could affect consumer attention and action. (Collier 2013).

Facebook have advantages compared to other social media in terms of recognizing the consumer's character. (Dunay 2010) Two Facebook's features that can be used by publisher to get deeper identification to the followers as follows:

1. Happy landings
To identify of which content is most widely accessed and found by followers, helping publisher to identify the types and contents of the posts that most attracting and most responded by consumers.
2. Ads Manager
Features ads manager is used to monitor fanpage statistics, identifying positive and negative posts trend.

CONCLUSION

Posting contents which affect novel consumer awareness could be different for each publisher. Moreover every publisher is not necessarily publish the same types of novels, or perhaps published a novel for different ages Therefore, it is important for publishers to always observe

the response of followers whenever post various type of different contents. However in general the contents of posts favoured by consumers are:

1. Not purely promotional (not a hard sell).
2. Contain information content and entertainment that are relevant to the consumer's or follower's interests.
3. Provide solutions to the problems experienced by consumers / followers.
4. Provide an appreciation and rewards for the loyal follower.

Aside from the content, the type of posts also affects consumer awareness. The post in the form of image or photograph is much preferred than the post that only in plain text. The posts appearances both visually and verbally, as well as the time and frequency of posts also affects the success of the promotion trough social media. The important things to remember when designing promotional content on social media, it's not the same as advertising on the mass media. Social media users want to interact and connect with their networks. Therefore publishers must establish interactive content so his fanpage will attracts flowers and finally trigger AIDA effects (*Awareness, Interest, Desire, dan Action*) to the consumers.

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