

ABSTRAK

Industri penerbitan buku terus berkembang seiring perkembangan teknologi. Kawasaki & Shawn Welch mengatakan bahwa penerbitan buku mengalami tiga fase perkembangan utama, yaitu *publishing 1.0*, *publishing 2.0*, dan *publishing 3.0*. *Publishing 3.0* mendorong lahirnya konsep penerbitan mandiri atau *self publishing*. Di Indonesia, industri ini diprakarsai oleh nulisbuku.com yang kemudian sukses menjadi pelopor *online self publishing*. Dengan menggunakan metode studi kasus kualitatif, penelitian ini bertujuan untuk mengetahui implementasi *integrated online marketing communication* pada *online self publishing* nulisbuku.com berdasarkan model yang disampaikan oleh Gurau (2008) yang meliputi, proses manajemen, perumusan pesan, *online communication mix*, dan pendataan serta analisis *feedback*.

Hasil penelitian menunjukkan nulisbuku.com mengimplementasikan *integrated online marketing communication* sebagai instrumen primer untuk membangun komunikasi dengan target audiennya. Proses manajemen sudah berjalan namun proses perencanaan yang dilakukan hanya sebatas rencana jangka pendek. Konsistensi serta integrasi pesan dan pemilihan saluran komunikasi yang tepat, yakni *website* dan media sosial, menjadi kekuatan utama nulisbuku.com dalam mengkomunikasikan pemasaran kepada khalayak. Pesan disampaikan secara terintegrasi dengan *core corporate value* melalui *tagline* “*Publish Your Dream!*” serta pesan-pesan strategis dan taktis seperti motivasi menulis, tips menulis, dan pesan lain yang mengedukasi audien untuk produktif menulis. Adapun *feedback* didata dan dianalisis secara cepat oleh nulisbuku.com, namun pengumpulan datanya belum optimal.

Kata kunci: *self publishing, online, integrated online marketing communication*

ABSTRACT

Book publishing industry continues to evolve as the development of technology. Kawasaki & Shawn Welch said that the book publishing had three main developmental phases, publishing 1.0, publishing 2.0, and publishing 3.0. Publishing 3.0 encourages the birth of self publishing concept. In Indonesia, the self publishing industry initiated by nulisbuku.com, who later went on to become a pioneer of online self publishing. By using a qualitative case study method, this research aims to determine the implementation of integrated online marketing communication in the online self publishing nulisbuku.com based on the model presented by Gurau (2008) which includes, management process, message formulation, online communication mix, and data collection and feedback analysis.

The results showed nulisbuku.com implement integrated online marketing communication as the primary instrument to build communication with their audience targets. Management process is already running but is not maximized because it only has a short-time planning process. Consistency and integration of messages and the selection of appropriate communication channels, website and social media, become a major force in nulisbuku.com marketing to communicate to the audience. Messages integrated with the core corporate value are delivered through the tagline "Publish Your Dream!" and also strategic and tactical messages include motivation, writing tips, and other messages that educate the audiences to write productively. The feedback recorded and analyzed quickly by nulisbuku.com, but the data collection is not optimal yet.

Keyword: *self publishing, online, integrated online marketing communication*