

Proceeding
The 1st International Conference
on Corporate and Marketing Communication

Building Powerful Corporate Reputation
to Reinforce Public Support

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2014***

Building Powerful Corporate Reputation to Reinforce Public Support

Conference Proceeding

Edited by:

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*The 1st International Conference on Corporate and Marketing Communication 2014:
Building Powerful Corporate Reputation to Reinforce Public Support*

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Foreword

The 1st ICCOMAC is held by School of Communication, Atma Jaya Catholic University of Indonesia, in Jakarta, successfully bring together academia and practitioners in one forum. This conference has established that corporate communication marketing communication research is getting more and more important in practice as well as academia, particularly in Indonesia.

Concurrent with academic research a vast majority of corporations now communicate their various activities, including internal and external stakeholders, in different way using different tools. Presentation of ICCOMAC 2014 were both promising and challenging for the future research on corporate communication and marketing communication. One of the main conclusions drawn was that since corporate and marketing communication are emerging fields. There is a need for future conceptualization and investigation of theoretical and methodological approaches to corporate and marketing communication. Moreover there is need for exploring corporate and marketing communication in various local and global contexts. The broad spectrum of diverse topics once again proves that corporate and marketing communication are evolving fields that deserves full attention of academia and practice.

This book was put together as a reference for academic as well as practical matter with the following arrangement:

1. Marketing Communication Strategy and Tactics
2. Corporate Communication in Managing Brand and Reputation
3. Leveraging Social Media in Marketing
4. Political Campaign and Government

The conference committee wishes to express its gratitude to the conference keynote speakers, Professor Tim Smits, Ph.D (Institute for Media Studies, KU Leuven, Belgium), Professor Parichart Sthapitanonda, Ph.D (Department of Public Relations, Chulalongkorn University, Thailand), Professor Aloisius Agus Nugroho (School of Communication, Atma Jaya Catholic University of Indonesia) and Dr. Nia Sarinastiti, MA (School of Communication, Atma Jaya Catholic University of Indonesia).

Also, special thanks to Dr. A. Prasetyantoko as Dean of Faculty of Business Administration and Communication Sciences, Atma Jaya Catholic University of Indonesia, for all the support and all also member of committee who have worked very hard to make this conference success.

Finally, we would like to express our gratitude to all the speaker and participant of ICCOMAC 2014.

Warm Regards,

Isabella Astrid Siahaya, SE., M.Si
The ICCOMAC-Chair

1. Marketing Communication Strategy and Tactics

Analysis of Stakeholder Engagement through Cause Related Marketing Starbucks Indonesia (Case Study Water for Change 1Bottle+1Child+1Month)

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ABSTRACT

CRM program is a one way that corporate do to to encourage consumers to be aware of the existence of a social issue and through this program corporate invites consumers to engage solving the social issue. The level of success of CRM programs is largely determined by consumer. In order to be understood by consumer, in the implementation employee of the corporate should be able to understand and properly interpret the program, so the value and purpose of the activity that can be conveyed properly to the consumer. This research discusses about analysis of engagement stakeholders in this case Starbucks employees and customers, and the communication media that used by Starbucks Public Relations to delivering information about the program. The purpose of this research is to determine the engagement and understanding of employee to makes consumer involved about the program. The method of this research is qualitative (case study), using structured interview, disguised observation, and documentation for collecting data technique. The result of this research shows that the media communication that Starbucks used is less effective. Lack of involvement from employee to CRM program is less able to makes consumer more aware and directly involved to help resolving the social issue related. The main barriers that occur during this research is Starbucks being very private, so its so hard to do more in depth interview with internal employee in head office.

Keywords: *Cause Related Marketing, Consumer engagement, Employee engagement, Internal Communication, Media Communication, Public Relations, Stakeholder engagement.*

Introduction

Corporate Social Responsibilities is an inseparable thing from corporate. Development of a corporate is inseparable from the relationship between consumer and good environmental conditions in which corporate located. Corporate social responsibility affected so many things such as brand awareness, corporate image, and even can increase the profits of the company.

Relates with the profit, nowadays has many corporate that combines social responsibility activities with process of sales. They're trying to utilizing social awareness from their target market to do social-oriented activities as well as supporting the sales process. This method is also called cause-related marketing (CRM).

CRM program is a one way that corporate does to encourage consumers to be aware of the existence of a social issue and through this program corporate invites consumers to engage solving the social issue. So we can conclude that the level of success of CRM programs is largely determined by consumer. In order to be understood by consumer, in the implementation employee of the corporate should be able to understand and properly interpret the program, so the value and purpose of the activity that can be conveyed properly to the consumer.

In this 3 last years, Starbucks Indonesia has been corporate with Planet Water Foundation to provide clean water access in area that lack of clean water in Indonesia. Since 2013, Starbucks decided to engage consumer through 1Bottle+1Child+1Month program or in other words, its Starbucks cause related marketing program. Through 1Bottle+1Child+1Month program for every purchase of 1 bottle Pristine mineral water consumers accounted for Rp. 1.000, - to the Water Planet Foundation to supporting to constructing access to get clean water and giving education about the importance of sanitation and hygiene water in areas that lack of clean water in Indonesia.

In running 1Bottle+1Child+1Month program, Starbucks did not using commercial advertising media, but only using social media accounts that they have and through barista to

provide the information to consumers. Barista as a person that directly related with consumer should be able to understand 1Bottle+1Child+1Month program properly. Support from barista to this program is fully needed to promote the program to make it better known, making consumers understand and capable to triggering consumers to engage.

Based on that, the question of this research is

1. How big the engagement of employee to 1Bottle+1Child+1Month program?
2. How big the engagement of consumers to 1Bottle+1Child+1Month program ?

The purpose of this research is to find the engagement of Starbucks employee and consumer employee of 1Bottle+1Child+1Month Program. The benefit of this research is divided into two:

a. Practical Benefit :

The results of this research are expected can provide an input to the company to socializing corporate social responsibility activities in a strategic and effective way so that can be understood by all employees. So it can increase the engagement of employees and consumers to the activities, and which in turn could help the initiative for the next social responsibility activities.

b. Academic Benefit :

The results of this research are expected could enrich the theory and methodology of corporate social responsibility activities especially cause-related marketing. Other than that this research is expected to provide an overview as well references that can support the next research.

In order for this research could be focused and the goal could achieved then, this study should be limited, the limitation on this research is Starbucks cause related marketing program, 1Bottle+1Child+1Month. How the implementation to the value of this program is understood by employee, especially Barista and how Barista delivered the value of this program to consumers so can makes consumers directly involved to the program.

Theories

The concept of organizational communication is a process by which activities of a society are collected and coordinated to reach the goals of both individuals and the collective group (Business Dictionary, n.d). Pace & Faules (2005) defined organizational communication is a process of creation meaning on interactions that create, maintain and change the organization. So, we can conclude that organizational communication is a form of interaction that occurs between members of the organization, where the communication process can help the corporate to achieve its goals. O'Hair, Friedrich and Dixon said that information in organization delivered in 3 ways: downward communication, upward communication and lateral communication.

a. Downward Communication :

Downward Communication is a message that delivered from top level to subordinates. This Communication is usually used for :

1. Work instructions
2. Reason behind the task
3. Procedures and practices
4. Responses
5. Indoctrination goals

b. Upward Communication :

Upward communication is a message that delivered from subordinated to top level. This communication is usually used for :

1. Reflecting on the performance of employees and job issues
2. Revealing information about fellow employees

3. Communicating attitudes and understanding of the practices and policies of the organization
4. Reported activities and tasks associated with the achievement of objectives.

The advantages of upward communication employee can provide information to managers or top level if they might accept the idea, plans and policies made by his superiors. Upward communication also provides an opportunity for employee to participate actively in the decision-making process and can make them feel appreciated. This communication can also make a manager or top level know there is a problem within the organization or not.

c. Horizontal communication

Horizontal communication is the message delivered / exchanged at the same hierarchical level.

Function of horizontal communication is

1. Facilitate problem solving
2. Allows sharing of information between different groups
3. Improve coordination between departments or teams
4. Strengthening the spirit
5. Helping resolve conflict.

Horizontal frequency and effectiveness of communication depends on the organization structure. Another way to encourage horizontal communication within the organization is through teamwork.

To make an effective team, every each member of the team must understand vision, goals and objectives that move in one direction. Internal communication help to maintain the team to stay aligned. Every organization should have an effective way to give information from one unit to another. The purpose of it is that everyone within the organization to get the latest information about the organization (Gilis, 2006). Corporate needs to build a powerful strategy for the employee to receive and convey messages properly. People who understand a great overview of the

organization and implements it, they will be more motivated to do his job. The best internal communication programs go far beyond publication.

Public Relation is a functional tool that can run a function of management in the organization. Lattimore (2010) define public relation is a leadership and management function that helps achieve organizational objectives, define philosophy, and facilitate organizational change. PR practitioners communicate with all relevant internal and external publics to develop positive relationship and to create consistency between organizational goals and society expectations. Public Relations practitioners develop, execute, and evaluate organizational programs that promote the exchange of influence and understanding among an organizations constituent parts and publics. In perform its functions, internal public relations using the internal media. In IABC handbook of organizational Communications (2006) there are 4 kinds of internal media i.e :

- a. Live in a person
- b. Print media
- c. Audio visual program & broadcast media
- d. Electronic media.

The concept of stakeholder engagement by Combs & Holladay (2012) is when people become part of a social problem and they think they will help resolve the problem. The importance of internal stakeholders, in this case the employee, should not be ignored. The company should be able to reach out and invite them involved in Corporate Social Responsibility (CSR) issues, because their interest in doing it will encourage their commitment to improve social issues. Employees who have a lot of information about CSR, will be effectively communicate about company's CSR activities. Thus, employees must be well informed and subsequently handed back to employees determine when and how they will communicate to external about company's CSR.

Consumer purchasing decision and corporate reputation becomes a very important thing in CSR, it becomes very clear that company should build an awareness from CSR activities through communication. Consumer will be more interested to company that has a positive social responsibility. Awareness of CSR activities will increase through the communication tactics of advertising and promotional efforts. Consumers will also support the company through the purchase of the products.

Employee engagement is presented as a reciprocal relationship in which workers are happier and more fulfilled in their jobs, while organization enhances their effectiveness and

profitability. There are three aspects of employee engagement : emotional, cognitive and physical engagement.

- Emotional engagement occurs if employee displays positive feelings about their work, customers and the organization. This may be measured through an affective attachment to the values and goals of a company.
- Cognitive engagement is concerned with role impact awareness, that is employee fully understand how their behaviors and social relationships with co-workers affect organizational performance.
- Physical engagement refers to what is often described in the literature as employee 'discretionary effort', the extent to which an employee is absorbed in his or her work and willing to work harder, longer or more efficiently for the good of the firm and his or her colleagues.

Consumer engagement is considered as essential thing in consumer interest towards the purchase of a product. Increase of the involvement will motivate consumer to more pay attention, understanding and even proceed an information regarding the purchase of a product (Mowen, 2002). There are 2 types of consumer engagement:

1. Situational engagement, this engagement occurred within short period of time and associated in a specific situation.
2. Timeless engagement, this engagement occurs when consumers have a strong interest and consistent with the product and often spending time thinking about these products.

Research Methods

This research is a qualitative research with triple bottom line triangulation methods. The data is collected by using in depth interview, documentation and observation. There are 4 subject in the interview there are :

1. Staff Marketing & PR Starbucks Indonesia, as a person in charge to communicate 1Bottle + 1Child + 1Month program to employees.
2. Store manager, as a person in charge of all sales activities and also giving an information to all barista where they're in charge about the information that given by head office.

3. Barista, as a person who delivered information and promote it as well about the CRM program to makes consumer interest to the program.
4. Consumers, the key person to the success or failure cause related marketing program.

In this research observation is conducted in Starbucks Wisma Kota BNI and Starbucks Reserved Grand Indonesia, which representing office building and mall in Central Jakarta. Observation was done 1 week in Starbucks Wisma Kota BNI on 28April until 03 May 2014, and 1 week in Starbucks Reserved Grand Indonesia on 05May – 10 May 2014.

The reason why choosing Starbucks is because Starbucks is one of ten top brand in Indonesia and one of The Asia's Top 1000 Brand according to Nielsen Company. When doing CRM Program 1Bottle+1Child+1Month Starbucks did not using commercial media, and Starbucks always involving employee for every CSR program that they do.

Results

Based on analysis, it shows that there are three kinds of internal media that Starbucks MPR used to deliver 1Bottle+1Child+1Month program there are :

- a. Electronic media, used by Starbucks in the form of an email / text message, the information provided from MPR staff, conveyed to store manager via email.
- b. Live and in Person, through this medium the store manager or area manager was called by MPR staff to conduct a briefing about 1Bottle+1Child+1Month program. After that, the store manager in charge disseminating the information to Person In Charge (PIC) and after that, it become the task of the PIC to do a briefing to the barista.
- c. Print Media is also still used by Starbucks to convey the information, print media that Starbucks used is print out news letter that affixed on a medium named We Com. We Com is a internal board media that existed in all Starbucks stores.

In the implementation of 1Bottle+1Child+1Month Program, barista Starbucks knows about 1Bottle+1Child+1Month. Not just knows about the program, they even know the purpose of this program. It proves that the information is well informed from the top level to the barista. Based on

interview, MPR Starbucks proved that they are relying on the barista to running the program. Because of that the good understanding from barista is needed to makes consumers interest and aware to 1Bottle+1Child+1Month program.

The knowledge of 1Bottle+1Child+1Month program from barista could give a positive impact to Starbucks that we can said that barista is emotionally engaged. Starbucks barista gives a positive feeling and said that this program is important and also could help the others. The positive feelings that barista gives to Starbucks about this CRM program makes barista engaged physically, in this case barista have a pride in itself to the company where they work. Not only pride, physically engagement also shown that they are more motivated and loyal to their work because of CRM program. We can say that with the good knowledge about the program could give a positive impact to the company.

In the practices, the knowledge about the program is not enough. Combs & Holladey (2012) said that employees who have a good understanding of the information will more effectively communicate to external and also the good understanding of information will improve the sensitivity of employee about it. In this case, Starbucks barista have knowledge about the information but not have a good understanding about the value from this program and their role as a vanguard that directly related with consumers to run the program.

Based on the interview, it shows that barista did not have sensitivity about the program, he said that not everyone interested to the product, so he will not explain or promoting the product to all consumer. We can say that he's not engaged in cognitive elements. He didn't understand his role as a key person to promote this program to consumer.

Even though relying on barista to promoting this program Starbucks didn't have a specific standard which requires barista to promoting this program to consumer. So, we can said that the implementation of this program done voluntarily. If we see from selling side the absence of target or specific standard not inhibited the program execution, it still going well. The manager and barista agreed that the successful indicator is measured by the selling amount of pristine mineral water or in other words funds that will be donated to water for change programs can be fulfilled. It's not measured by understanding value of 1bottle+1Child+1Month program.

The success level of CRM program is largely determined by consumers. It sees from how big enthusiasm from consumers to this program. Based on interview, mostly consumers on

Starbucks Reserved Grand Indonesia know about this program from the tag in the pristine mineral water bottle. Different with Starbucks Wisma Kota BNI consumers, mostly they know about this program from barista. Based on that we can see there's a difference between Starbucks Reserved Grand Indonesia and Starbucks Wisma Kota BNI consumers. The busy condition of Starbucks Reserved Grand Indonesia became a problem why the barista not explaining or promoting the program to consumers. Not same like barista on Starbucks Wisma Kota BNI whom always promoting or explaining the program to every consumer, and even they telling their experience when they doing water for change activities to consumers.

Consumer engagement

The concept of stakeholder engagement by Combs & Holladay (2012) is when people become part of a social problem and they think they will help resolve the problem. Just like this case consumers are invited to involved to help to solving social issue by purchasing a mineral water consumer contribute to give clean water and hygiene education to schools and children in disadvantaged in Indonesia. But, some of consumers who bought this product didn't feel involved to solve the social issue.

Mowen (2002) said Situational engagement is occurred within short period of time and associated in a specific situation. In this case we can say that consumer in Starbucks Reserved Grand Indonesia is situational engaged. Based on the interview, the consumer says that they bought the product because they want to drink. Different with consumer on Starbucks Wisma Kota BNI, they have timeless engagement, it shown when they said that they bought the product cause they see it could help to solve social issue and wants to bought the product again. It shows that consumers on Wisma Kota BNI have big awareness to this program.

CRM Program 1 Bottle + 1 Child + 1 Month is "forcing" consumers to contribute. Based on observation, before Starbucks having 1Bottle+1Child+1Month program, barista always gave a free mineral water for consumers from their kitchen. But, since the program is held when consumer asking for mineral water they directly gave pristine mineral water that consumer should pay Rp 11.000,- which is it's a part of 1Bottle+1Child+1Month program.

Employee engagement

Barista is an important part of this program. When running this program Starbucks didn't use commercial advertising for promoting this program, they only used their own social media. As an employee that directly connected to consumer, barista have an important role as a spoke person for 1Bottle+1Child+1Month program to make consumer aware and interested in this program. The involvement of barista causes an engagement as follows:

a. Positive image 1Bottle+1Child+1Month program from employee

Positive feelings that an employee has to their jobs called as emotional engagement. Barista who has a good knowledge about 1Bottle+1Child+1Month is able to give positive feelings by saying CRM that Starbucks did is an important thing. As a community they think like they should help each other.

b. Motivation and loyalty

Good knowledge from barista about 1Bottle+1Child+1Month program makes them more motivated and loyal to their job, so we can say that they are physically engaged. It is said by barista that this program makes them feel motivated and happy working at Starbucks. And also through this program employees feel they are helping the disadvantaged community.

c. Awareness of the role

Practically, the knowledge about CSR program isn't enough. Barista should understand of their role as spoke person for 1Bottle+1Child+1Month program to consumers. There's a difference between barista Starbucks Reserved Grand Indonesia and Starbucks Wisma Kota BNI.

- i. In this program barista Starbucks Reserved Grand Indonesia not really engaged in cognitive. Barista did not understand his role replacing advertising which he should promote this program to consumer. In fact barista didn't explain or promote the product. When consumer asking for mineral water the barista directly gave the pristine, without offering any other choice (the free one).

Consumers bought this mineral water not because they aware and understand the value, they bought because they need. So we can said that the consumer who bought this product is “forced” engaged.

- ii. Different with barista in Starbucks Wisma Kota BNI, where there always give an explanation to consumer when offering mineral water to consumer who asking for it. So we could say that they are cognitive engaged. They understand their role as a spoke person to promoting this program to consumers.

The significant difference is also shown in mineral water displaying. The placement of 1Bottle+1Child+1Month at Starbucks Wisma Kota BNI is compiled and separated in one place with the banner of 1Bottle+1Child+1Month program. But, in Starbucks Reserved Grand Indonesia, there’s no separated placement with the other drinks and not neatly arrange, also there’s no banner of 1 Bottle+1Child+1Month in this store.

The different engagement is also occurs to consumer. Based on interview, consumer in Starbucks Wisma Kota BNI has an engagement to 1Bottle+1Child+1Month program. Consumers bought because they want to involve and said that will bought this product continuously. But not in Starbucks Reserved Grand Indonesia, they bought the product without knowing about the program. Their undirected involvement can we said as “coercion”, barista directly gave pristine mineral water when consumer asking for mineral water, they didn’t offering the free one. Based on observed, the difference occurs because the store condition in Starbucks Reserved Grand Indonesia which always busy, makes barista unable to promoting 1Bottle+1Child+1Month program to consumer.

Barista realized the problem and already said it to their store manager. Upward communication is stuck in the store manager, he not give a feedback to head office about the problem that happened in store. Based on interview shows that there’s an agreement between store manager and barista Starbucks Reserved Grand Indonesia, that the selling amount of pristine mineral water is high, and the sales of this product has reaching 70%. The success that they claim is only on financial aspect. Thing that hasn’t got attention is instill the value of the program to barista, store manager and consumers.

In this program MPR Starbucks developing and implementing the program only by delivering message to all store managers and without evaluating the program to all store managers. So in one condition, the employee is not engage they feels it's not a corporate value, so they think that selling pristine mineral water is same like daily work like selling coffee, the responsibilities is success in selling the product not instilling the value to consumers.

Conclusion

Based on research about employee and consumers engagement to 1Bottle + 1Child+ 1Month program and related to research question the conclusion is :

1. 1Bottle+1Child+1Month is a CRM program that involved consumers to support financing of water for change program. Water for Change program is a cooperation program of Starbucks with Planet Water to fight against clean water crisis.
2. Communication strategy that MPR used is less effective, because barista only know about the program but didn't understand their role as a spoke person to promoting this program to consumers to reach the success of CRM program.
3. There's a difference employee engagement between employee in Starbucks Wisma Kota BNI and Starbucks Reserved Grand Indonesia. Barista in Starbucks Reserved less of understanding their role as a spoke person to promoting the program to consumer directly. The busy situation in Starbucks Reserved Grand Indonesia becoming a problem to make 2 ways communication between barista and consumers, so there's no awareness from consumer to this program. Meanwhile, barista in Starbucks Wisma Kota BNI understanding their role very well to promoting the program. The consumer is well informed about this program, and it makes them have a big awareness and even involved to this program continuously.
4. Difference of consumers engagement also occurred between consumers employee in Starbucks Wisma Kota BNI and Starbucks Reserved Grand Indonesia. Consumers in Starbucks Reserved Grand Indonesia bought the product unknowingly. Consumers in

Starbucks Wisma Kota BNI bought the product because they are aware, understanding the value and want to involved to solving social issue through Starbucks.

5. The level of successful of 1Bottle+1Child+1Month program is only measured by sales of pristine mineral water or in other words financial success not based on voluntary involvement from consumers because they understanding the value of the program.

Suggestion

Based on interview and analysis during the research, the implementation on 1Bottle+1Child+1Month program is going well. The suggestion is divided into two : practical suggestion and academic suggestion.

a. Practical suggestion :

1. Communication from top level (head office) should not only stop until store manager, the information should be delivered until down level (barista).
2. MPR must able to makes barista understanding their important role in order makes them more active to promoting CRM program to consumers to makes consumer aware and want to bought the product because they understanding the value and want to involved.
3. MPR should evaluate the program and find the solution to solve the problem that happened in every store, especially in Starbucks Reserved Grand Indonesia.

b. Academic suggestion :

1. Paying attention to research environment and situation with matured plan.
2. Conduct further research with different theory and different method research to more understanding Starbucks CSR.
3. Reviewing Starbucks internal communication for further evaluation.

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Implementation of Integrated Marketing Communication (IMC) Travel Agent In a Promotion of Tourism

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Abstract

One of the activities of the marketing communication mix that is very important to do business in introducing the product to the consumer is promotion. Effective promotion can give impact on sales. Businessman promote their product use a variety of media and events. One kind of company that is engaged in the service, a travel agent or a travel agency that has a promotional strategy that utilize IMC (Integrated Marketing Communication) by considering 7P (Product, Price, Place, Promotion, People, Process and Physical Environment). Researchers using the theories and concepts of science communication, including on marketing communications, promotional mix and the concept of promotion. Researchers used on IMC theory, consumer behavior and service excellent. In the implementation of the study, researchers used a qualitative approach in order to find out more about the application of the promotional mix using depth interviews with informants who had investigators charge. The results of this study are expected to provide input to the travel agency or travel agency in implementing the IMC, to be more precise promotion measures and will increase sales.

Keywords: *Integrated Marketing Communication (IMC), Promotion*

Tourism plays an important role as a foreign exchange earner. In fact, tourism become the mainstay for every country. Therefore, every country will push promotion of tourism to provide foreign exchange earnings for the country. Many countries rely on tourism as one of the country's foreign exchange income. Through tourism, everyone can find the cultural diversity of a nation. Therefore, packaging tourism information need a good strategy.

Indonesia as a country with a diversity of culture, tourism relies heavily on a variety of area attractions. Some areas have a fairly well-known tourist today as Bali, Lombok and Yogyakarta has

been a favorite visiting foreign tourists. When traced, there are still many Indonesian tourism in other areas that are not less interesting that has not been visited by local and foreign tourists.

Indonesia as a culture with a diverse culture relies heavily on tourism. Promotion of tourism in various regions of Indonesia, can not be separated from the role of travel agencies or travel agents. Despite the business aspects of the objectives of a travel agency, to promote Indonesian tourism and culture also became one of the targets in the travel agency business.

Currently in Indonesia recorded many travel agency.

Tourism promotion conducted by the travel agency certainly not out of competition between travel agents. Seeing so many travel agencies, would be a challenge for a travel agency to be able to reach consumers. In a business, promotion has an important role in reaching customers.

Promotional activities typically is one component of the priorities of the activities or integrated marketing communications Integrated Marketing Communication (IMC). With the promotion, consumers will know the products offered by the company. Not only that, the promotion can give an impact on impulse buying services or products company. An effort to realize the importance of the promotion will continue to do promotion using a variety of media. Therefore, it is not unusual for the preparation of promotional activities synonymous with substantial funds, to result in general promotional activities carried out by focusing only companies that have large funds.

Integrated Marketing Communication (IMC)

IMC (Integrated Marketing Communication) is a concept of marketing communications planning that introduces the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines, for example, general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency and maximum communication impact.

In the context of improved communications integrated marketing (IMC), employers utilize various media disseminators of information. This makes consumers exposed to a variety of information about the company and products or services offered.

Cook (2004) in the Hawke and Veer-Dessler explains that the Integrated Marketing Communication (IMC) in the context of this present not only in the use of multiple media platforms (such as print, broadcast or internet advertising) to communicate the message to the

target market or the use of tools promotion (such as a consistent brand logo, "tone" message, and the color scheme). However, IMC can also be one way of using multiple platforms of media and promotional tools to produce the effect of "one voice" coherent that work synergistically to communicate the message to be conveyed.

Percy (2008) said that the IMC is basically about the plan and its ability to deliver a consistent message to the target market. To achieve effective marketing communications to consumers, many organizations have learned that they should integrate various marketing communication activities. This can be done in a form such as advertising, public relations, direct marketing, sales promotion, internet marketing and Sponsorships. Effective IMC should encourage strong relationships with consumers, and it can be done through the IMC planning is also effective, in order to build an integrated program. It will optimize the specific goals of the communication, which in turn will lead to the desired behavior of the target market.

Don Schultz of Northwestern University gave the definition of the IMC as follows: "Integrated marketing communications is a strategic business process used to plan, develop, execute and Evaluate coordinated, measurable, persuasive brand communications programs over time with consumers, customers, prospects, employees, associates and other targeted relevant external and internal audiences. The goal is to generate both short-term financial returns and build long-term brand and shareholder value ". (Belch & Belch, 2009).

Basic Principles IMC

There are some basic principles of IMC. According to Shimp (2007) there are five main features of the IMC, namely:

1. Beginning with customers or potential customers

An IMC activities should be initiated first of your customers, what their needs are, then go back to the brand message and the communicator in determining the most appropriate media to inform, persuade and convince consumers and potential consumers to act positively to brand according to desired.

Therefore, it can be said IMC using outside-in approach to determine the best method of communication that serve the information needs of consumers and motivate them to buy or use a brand that is on offer.

2. Use different types of marketing communication tools relevant

The second principle is a development of the previous principle, where the marketing communication must be initiated from the consumer. Interestingly, Shimp (2007) analogize marketing communication tools for marketing a communicator like the tools for a carpenter. It's like a marketing communicator, that not all marketing communication tools (advertising, sales promotion, sponsorship, etc.) are equally effective for all jobs. They have to choose the right tools, the best to achieve the goal.

A marketing communicator must also look at the possibility to use all kinds of touch points or contact as a potential channel message delivery. Touch point or contact refers to media that is able to reach the target audience and be present the message in a way that is preferred.

3. Various the message must carry one vote (for synergy)

The philosophy and practice of IMC requires a common message carried by all elements of the marketing communication is used (advertising, sales promotion, sponsorship, etc.), and also convey the message consistently in a variety of messaging channels (touch points/contact) used . In other words, the marketing communication must speak with one voice.

Coordination between the message and the media becomes very critical to achieve a strong brand image and integrated, in order to stimulate consumers to do something to be desired.

In general, one vote principle activities include the selection of 'positioning statement' that is specific to a brand. Thus positioning statement becomes the basic idea that encapsulates what is the purpose of a brand is created and targeted to the target audience in mind; that consistently convey the same message in all message channels are used.

4. Establish the relationship between the brand and its consumers

The fourth principle of IMC stated that successful marketing communications require coaching relationship between a brand and its customers. When translated relationship is an eternal tangle between a brand and its customers. A relationship with the consumer is the key to modern marketing and IMC became one of the keys to building relationships with consumers.

The relationship between brands and consumers are also guarded by creating a 'brand experience' that can create a positive and lasting impression. This can be done by creating special events or develop an attractive place to build the sensation that the brand is very relevant to the lives and lifestyles of consumers.

5. Influencing the behavior of the target audience

The most basic goal of IMC is to influence consumer behavior. Marketing communications must do something more than just increase brand awareness or increase consumer attitudes toward the brand. In contrast, a successful IMC activities require communication efforts are directed to encourage responses / shape desired behavior. So in other words must move consumers to act in accordance with desired by the marketing communicator. An IMC program should be assessed, in the end, whether the program is influencing consumer behavior; however this can be simple and not realistic to expect a behavior as a result of any communication effort.

Basic Concept of Development of Various IMC Program

1. Direct Marketing

When companies want to deal directly with the customer without going through a retailer, it is used direct-response marketing, such as: close-loop, interactive, database-driven messaging system that uses many types of media to create behavioral responses.

Direct marketing is one of the functions of the IMC is comprised of front-end and back-end operations. Front-end set of consumer expectations which include the offer (ie, everything that is real and not promised by the company in order to achieve the desired corporate customer behavior, such as: special price offer, warranty, etc.), the database (getting its customer data and use that data for subsequent offers) and the response (respond well to the customer, eg by making a toll-free line for customer service) while the back end trying to reconcile the expectations of the consumer with the product, covering fulfillment (ie make products or information requested by the consumer fit, effective and timely).

2. Sales Promotion

Sales promotion is a short term of value-added offers that are designed to stimulate and accelerate the response from the customer. In concept, Sales promotion is used to motivate customer to take action by purchasing products that are triggered by the presence of the product offering for a limited time.

General and administrative describe promotion incentives-incentives and gifts for creating the customer who likes to buy goods now than later . If the advertising is to establish a long term equipment market behavior towards a brand, general and administrative promotion is intended as a tool to trigger a short-term action purchase . General promotion and administration produce

a responses that is faster and scalable in, general and administrative than advertisement posted by who can be done. Now sharing between advertising and general and administrative promotion is 30-70 .

Promotion of growth of general and administrative that reflects company more high priority new articles related general and administrative rather than to the formation of long term brand.

3. Public Relations/MPR.

PR in IMC conception done a very broad and diverse, not only in charge of downloading tracks public opinion, but also in charge of managing and maintaining the corporate brand reputation.

Then the Assembly is one of the public relations function is used as a medium to deliver brand without pay in order to influence the prospective customer information or customer positively. Assembly itself is more focused on customers or prospective customers and complements other strategies marketingyang with 4 ways:

- a. Increase the credibility of the brand message
- b. Delivering the message corresponding target based on demographics, psychographics, ethnic or regional audience
- c. Affect opinion leaders or influential trendsetter
- d. Involving customers and other stakeholders at a special event.

4. Personal Selling

Personal Selling is a two-way communication in which a seller describes the features of a brand for the benefit of the buyer. In personal selling, involved face-to-face communication and the nature of its activities in this sekaramg focused on solving problems and creating value for the customer (better known as a partnership) is the dimension of this partnership, a sales person must understand its customers well.

Personal selling is a part of direct marketing, but basically the difference is in personal selling, a company that bridged sales person to interact face to face with the customer.

5. Advertising

Advertising can be defined as "any paid from personal communication about an organization, product, service, or an idea by an identified sponsor" (any form of non-personal communication about an organization, product, service, or idea that is paid for by the sponsors of the unknown) .

There are a few important things from this definition that is paid and non-personal. The purpose word `dibayar` on the definition shown in the fact that the space or time for an advertising message generally must be purchased. The purpose word `nonpersonal` means sending messages not addressed to individuals but to the large number of groups of individuals at the same time. Thus, the impersonal nature of advertising means are generally not available the opportunity to get immediate feedback from the receiver of the message (except in the case of direct response advertising). Therefore, before the message is sent ads, advertisers should really consider how the audience will interpret and respond to the ad in question.

In doing promotional activities, the technical term is above the line and below the line. The second difference is the type of promotion is the use of media used to promote. Referred to above the line are: promotion activities conducted by using mass media such as TV, newspapers, radio, tabloids and so on. The below the line is promotion activities by using media such as brochures, leaflets, events and so on.

Along with the changing times, where technology dominates people's lives, businesses or businesses prefer promotional activities by the mass media or above the line. There are several reasons companies to advertise in the mass media. First, advertising in mass media assessed cost efficient to reach audiences in large numbers. Second, the ads in the mass media can be used to create a brand image and appeal symbolic for a company or brand. This becomes particularly important for products that are difficult to distinguish in terms of quality and function with rival products. Third, advertising through mass media is able to attract the attention of consumers to advertising of the product becomes popular or known to the public.

Currently developing a new medium that can reach a wider public. It can even penetrate the boundaries of space and time. New medium called the Internet has even been used by businesses to promote their products.

With the existence of the Internet, can be utilized by companies of various facilities like web and various social media such as facebook, instagram, path, and so on to promote company. Generally, promotion is done through the internet is called online promotion or promotion online.

6. Publicity

Publicity is one of the services provided by the Firm Public Relations and Advertising Agency. Publicity arise to help capture the public's attention and differentiate each of the company from

other companies who becomes a rival. Publicity in the MPR means gaining mention brand names in the media in different ways, times and places as often as possible so be top-of-mind awareness. Although PR offers greater credibility in building publicity, but advertising can offer awareness and greater control. Then for some reason, then the number of companies deliver their PR message through advertising.

7. Event/Sponsorship

Event marketing is a significant situation or promotional events that have a major focus to capture attention and engage the customer in the event. Companies and organizations using non-profit events for several reasons, namely: to engage the target audience, to associate a brand with an activity, lifestyle or certain people, to reach target audiences who are difficult to reach, to increase brand awareness and to provide a good platform for brand publicity.

Sponsorship is the financial support to an organization, person, or activity that is interchangeable with the brand publicity and a relationship. Sponsorship can distinguish while enhancing the value of a brand. Some guidelines are used by companies in selecting sponsorship: the target audience, strengthening brand image, can be extended, brand engagement, cost effective and other sponsors.

8. Interactive Marketing

Interactive marketing here is more focused on how a company is able or not to communicate with his customers or able to provide a good solution, which is related to the use of the product. In this case the interactive marketing is also associated with customer relationship management. Interactive marketing is a one to one marketing process that reacts and changes based on the actions of individual customers and prospects. This ability to react to the actions of customers and prospects means that trigger based marketing is dramatically more effective than normal direct marketing.

9. Promotion

Michael Ray in the book "Advertising and Communication Management" defines as "the coordination of all seller-initiated Efforts to setup the channels of information and persuasion to sell goods and services or promote an idea" (co-ordination of all seller initiated efforts to establish various channels of information and persuasion to sell goods and services or introduce an idea).

From the context presented by Michael Ray at the top there are some important points, namely the channel information and persuasion. It can be understood that the channels of information that the media has a very important role in the administration of the promotion. Through the media, the company can convey their ideas and information in order to make it interesting to the audience. Communication channel that causes costs to soar promotion.

The majority of large companies are usually using mass media such as television, newspapers, magazines and radio to reach the audience that the coverage area is widespread. This is understandable given the mass media has given keungulan simultaneity with the reach of the public that a large amount. However, it must be recognized that the use of the mass media mentioned above requires a very large cost.

As well as Michael Ray, Agus Hermawan in the book "Marketing Communication), that the delivery of information in this promotion there are some important things that must be considered, namely:

- a. Advertising program that is run, the advertising activity is the main medium for companies to support promotional activities which the campaign has the primary goal to attract customers to make purchases of products offered. The media are often used in advertising today is the print and electronic media. Advertising itself has been progressing very rapidly. One of them with the advent of Internet advertising.
- b. Promotion is done by adding the intensity of the advanced aspects of the product (additional values of product) in a marketing strategy known as sales promotion (sales promotion). Sales promotion intensity value addition of goods/services. This includes various aspects of marketing management, ranging from the improvement of product quality, service quality distribution for distributors, improving quality of service for customers in order to get better and many other aspects that can be improved in order to achieve the customer satisfaction on a marketed product. In particular, sales promotion programs include discounts, rebates, financing assistance advertising, and bonuses for dealer/agents and so on.
- c. Promotion by increasing publicity, this way more inclined to form an image (image) is more positive about the products offered. This positive image formation can be dengann advertising or promotion that has certain characteristics that can be controlled by other marketing strategies. It could be done by creating a product that is better to have more points, the unique characteristics, or have more benefits that can have a positive image in

front of the consumer. If this can be done then the image or a positive image that berkembangdi society will be formed and bring some positive factors to boost sales.

Role of Promotion

- 1). As a means of distributing information about a product from the company to community
- 2). Promotion has the ability to arouse the interest of all the people who become the target was moved to make a purchase
- 3). Achieving the desired information and the influence of the implementation of the strategy campaign undertaken by a company.

METHODOLOGY

This study used a qualitative methodology. Qualitative research is not concerned with mathematical logic or research figures. Qualitative research aims to maintain the shape and content of human behavior and discriminate analysis on the existing qualities.

Primary Data

Primary data were collected in 2 ways-depth interview or unstructured interview the key person and direct observation. The definition of in-depth interview is a conversation with the specific intent that made the interviewer (the researcher) and the interviewee which gives an answer or an explanation of the question under study. (Mercy, 1995: 11). In depth interview, we interview Dian as owner Dreams Tour.

Secondary Data

Taken from the literature library to process data obtained from the primary data, such as books, magazines, newspapers and etc.

Object Research

One of the travel agency that is implementing IMC is Dreams Tours. Dreams Tours is located at Jalan Dadap, Tangerang stands about 1998 Dreams Tour One form utilizing the IMC can be seen from the various media as a promotional tool. As presented by Dian as the owner Dreams Tours.

Data and the result of research

As owner Dreams Tours, Dian explain about media promotion.

"We utilize a variety of media in the promotion. From conventional media such as radio and magazines. In addition, we also use online media such as FB, twitter, Path also websites. In fact we have 2 websites. Websites are free and paid websites "Said Dian.

Added by Dian that he uses a variety of media because he wants to reach out to a diverse consumer audience. Dian realize that every medium has a different audience. Therefore, with use various media, she hoped the results would be optimal.

"For our existing print leaflets and brochures for a limited circle. On the one hand we also do promotions in magazines such as magazines Buddhist community. Magazine that effective community know. They're always having events nah they are often also interested in traveling ". said Dian

As a travel agency that has been standing for a long time, Dian tourism promotion in various ways, namely:

- a. Promoting destinations tourist destination following the cultural diversity and tourist facilities through media
- b. Being an organizer, specifically at consumers who already have certain destinations.

"Often I was asked by some campus or community who want to travel. Here I acted as an organizer. Travel arrangements from A to Z "said Dian.

The purpose of A until Z is I prepare a proposal. I set up in the tourist areas they will visit whatever. Includes where to buy souvenirs.

It was also realized by Dian regardless aspects of various activities and promotional media he uses, mouth to mouth promotion factor is very influential. Dian conscious travel agency might not huge, but he recognizes its existence helped by those who have become consumer bureau journey. "They are satisfied. They talk to other people. Well, this is a positive benefit for us, "She said.

Dian explain, "One of barrrier is competition. It's difficult to face big agent. We have a limit budget to promotion,"said Dian. But Dian explain Dreams tour try to give good service and facility.

DISCUSSION

From the explanation above, Integrated Marketing Communication (IMC) conducted by Dreams Tour are:

1. Personal Selling

William G. Nickels define personal selling is the interaction between individuals, meet each other, face intended to create, improve, control and maintain mutually beneficial exchange relationships with other parties.

In the context of the implementation of the IMC, Dreams Tours personal selling activities. It can be seen how the interaction Dreams Tours to prospective customers or consumers. As presented by Dian that any sophisticated media still has an advantage personeel selling. "Face to face meetings are very different and positive media than through intermediaries" he said. Dian added from the beginning of the activity, the organization ends up always has the value of personal selling.

2. Promotions

As stated above, Dreams Tour promotion by various media:

- a. Social media: FB, Twitter and Path
- b. Website: Address: www.dreamstour.wordpress.com and www.diatours.com
- c. Print media: brochures, leaflets magazines.

As presented by Dian various promotional media that he did so that he can reach the widest consumer. Dian realize that each medium has its own target audience.

3. Public Relations

Dreams Tours seeks to apply some of the principles of Public Relations, which is "to establish and maintain relationships". In this case it can be seen how the relationship has an important role in maintaining the survival of a business. Relationships with customers, relationships with partners such as tour manager, relationships with transportation providers such as Hiba, Blue Bird and others.

"Everything is obviously important. Because a good relationship is sustainability. All elements are important. Even with the driver though we strive to build relationships. You can imagine if our maximum effort in vain if the driver is not careful, "said Dian.

4. Advertising

Advertising is done Dreams Tours by doing a variety of ways, namely through brochures, social media and community in the media. Steps being taken are:

- a. Observations media: The media segmentation bergunakan know. The observations were made for the right target.
- b. Budget. The estimated budget is done in order to determine the ability of the company in advertise in the right media.
- c. Planning
- d. Evaluation: evaluation is always performed to determine the advantages and disadvantages implementation.

5. Exhibition

The exhibition plays an important role so that people know and are familiar Dreams Tours. Several times Dreams Tours exhibiting at various campuses such as UBM (University of Bunda Mulia) and UMN (Multimedia Nusantara University). Because Dreams Tours often do exhibitions on campus, Dreams Tour to get orders to travel and study tour. "Make our campuses and student activities can often order. Even in rich UBM subscription. Every tourist activities and our study tour called "Dian said.

6. Sponsorship

Although not often, several times Dreams Tours Sponsorship activities of both the commercial and non-commercial as well as to the activities of the Buddhist and youth events in Banten. Dreams Tour will next reproduce this activity.

7. Interactive Marketing

- a. Interactive marketing is made by applying a website like www.dreamstours.com, www.diantours.com. Social media such as Facebook, Twitter, Path to the Black Berry Messenger is also designed to promote tours dreams. Through interactive media, according to Dian more effective and can reach a wide audience. As known interaktf media has the advantages of: Ease, customers can order products 24 hours a day where the customer is located. Customers do not have to drive, find a place and walked along the road to look for and examine the goods and not have to drive to the store, only to discover that the goods that have been searched already exhausted.
- b. Information, customers can obtain a lot of comparative information about companies,

- products and competitors without leaving the office or home. Customers can focus on objective criteria such as price, performance and availability.
- c. Fewer barriers, with the online service, customers do not need to face or serve persuasion and emotional factors.
 - d. Enables communication between business owners with the customer. 2-way communication

CONCLUSION

From the above explanation, it is clear Dream Tours has applied Integrated Marketing Communication (IMC). Intense competition among travel agencies to make Dreams Tours must be able to perform IMC strategy in such a way, because it must be admitted, sometimes the customer see aspects of tourism promotion offers low prices instead of facilities and comfort. However, if done carefully IMC will make Dreams Tour able to compete.

ADVICE

Various aspects of IMC has indeed been done by Dreams Tour. However, when considered further, aspects such as exhibitions, sponsorship and advertising less so done. Budget limitations could be overcome by targeting the right media campaign. The synergy of all elements of the IMC will make Dreams Tours is able to face the competition.

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TV COMMERCIAL PANOPTICISM OF NORMAL BODY DISCOURSE

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Abstract

This study aimed to identify panopticism of normal body discourse to TVC Audience. In addition, this study also aimed to identify the truth game of the normal body discourse in the media.

This study used a framework of Michel Foucault on panopticism, discipline of bodies, power relations and discourse relations. It also used a framework of advertising in critical perspectives and the philosophy of bodies to enrich the analysis.

The paradigm of this research was critical constructionism. This was a descriptive qualitative research and the data collection techniques were depth interviews with obese women based on BMI standards.

This study identified Patriarchy Panopticism, a game of truth of normal body discourse, and the discourse of normal healthy body in media, especially in TV commercials. Patriarchy panopticism occurs when discourse and discipline resides invisibly, without coercion and productively maintain the discourse through self-surveillance. As a result, media is only a way to enlarge of Patriarchy Panopticism and used to perpetuate the ideology of patriarchy in the society.

Keywords: *panopticism, patriarchy, discourse, truth-game, power*

Introduction

This study departs from the reality of the differences between men and women in society, particularly associated with the body. There are some phenomena in society that shows that women pay more attention to their physical appearance than men. This community perspective and lead to differences in the treatment of community members who have a different appearance than is considered normal, one of which is fat. Obesity is often considered a social problem that leads to stereotypes, labeling, and discrimination. This discrimination arises because of the assumption that fat people are "not normal". And because it is a social problem, fatness is wrong. Hence, fat people must face of being labelled as "abnormal" people.

The discrimination and label to fat people as an abnormal has been related to their capability in society. Fat people often take the blame because of their body and assume of being lazy and self-careless (Watson, deBortali-Tregerthan & Frank, 1984: 406). People also tend to judge fat people as self-spoiled and lazy. Meanwhile Brehm (1999) said the slim one seen as well-organised and disciplined person (Melliana, 2006: 45). According to Orbach (1993), slimness is seen as a desirable attribute for women in prosperous Western cultures, and is associated with self-control, elegance, social attractiveness, and youth (Grogan, 1999: 25).

Early research in physical attraction often took females as its subjects while male attractions were considering as uninteresting subjects to come up with. These kind of research showed bias as if women appearances were much more interesting and important to be discussed than men's.

Appearance is the only accurate characteristic in predicting satisfaction degree for male and female, but significantly related to appearance accomplishment in women than men. It means beauty is much more significant in perception of femininity than masculinity (Melliana, 2006: 13-14). Even though appearances take an important part for male and female, generally beauty is defined as a feminine attribute, and appearances' preoccupation is put as part of feminine stereotype.

Labels and stereotypes of fat people is actually can not be generalized, because it turns out there is a difference between the stereotypes of obese men and obese women. Fat women are the focus of this research. Society tend to increase demand on women's appearance. It became a social-control form, which affect how a woman look at herself and how she's looked by others. Social background was the most influencing factor for women in looking of her appearances.

Dissatisfaction over body image has become a common thing for women and sparked concern over weight and dieting behavior. Emphasis assessment of physical appearance of women lies in the physical proportional, such as the size and shape of the body. Women with ideal body, or slim, will be getting respect than overweight women. Women with a body fat will be "eliminated". And it was not fun, cause women should strive to stay slim.

Mass media, such as commercial, TV program, radio, and alike had their own part on this issue. The images on media shows "slim" body type was very dominating, and that positive social assumption is always associated with slimness. On the contrary, negative social perception linked

to obesity. Women are told that they can be loved only if they are slim, due to the slimness equated with beauty and also sexually desirable. It seems like there is apparently a “transparent link” between slimming body and beauty and also a fact that slimming body was sexually wanted. Thus, the obese/fat is equal with ugly and unerotic/unsensual, or unsexy (Melliana, 2006: 47). To avoid this, the rise of diet products that claim their products help women avoid obesity without having an eating disorder. This needs to be campaigned extensively because obesity is something that is considered "wrong".

Obesity as a "wrong" discourse becomes mainstream thinking and perpetuated by academics, health practitioners and the media, and it needed a mechanism that will powerfully keep the discourse in the society.

The main suspicion of this study is that there is a panoptic discipline occurs in society as a mechanism. And the big issue lies on how TV commercial panopticism on normal body discourse.

Frameworks and Methods

This study is based on Foucault frameworks on Truth Game, The Power, Knowledge and Discourse, Discipline Body, and Panopticism itself. Thoughts on gender will also be used as researchers saw that this would not be released from the dominant gender ideology prevailing in a society.

The paradigm used was critical constructionism. The type of research in this study is descriptive. Descriptive research presents a picture of the specific details of a situation, social setting, or relationship. The goals of descriptive research are: provide an accurate profile of a group, describe a process, mechanism, or relationship, give a verbal or numerical picture, find information to stimulate new explanations, present basic background information or a context, create a set of categories or classify types, clarify a sequence, set of stages, or steps, document information that contradicts prior beliefs about a subject (Neuman, 1997: 20). The data collection techniques were depth-interviews with obese women informants based on BMI standards as a benchmark.

Findings and Discussions

This study successfully identified several areas that appear in the game truth contestation in the public discourse of the body, among other things: 1. Discourse of the Normal Body is Healthy, 2. Discourse of the Normal Body is Social Normative, and 3. Discourse of the Normal Body is Fashionable.

How is TV Commercial Panopticism of Normal Body Discourse?

Researchers found that the silver line of this study is essentially gender. Gender related to normal body discourse, when women feel normal appropriate to their gender, one is to have a body that is in the category of female normal body.

Normalization of the female body is believed to be the patriarchal domination of women through their body, so the body other than the eye pleasing men would be considered as rebellion. Therefore, patriarchy must work smoothly so as not to blame for the normal body discourse. The trick is to continuously blow this normal body discourse through institutions which perpetuate the values in the society. This is where the hegemony of patriarchal ideology play a role.

Researchers saw that the normalization of women, especially the shape of her body aimed to perpetuate gender inequality. It worked in the interaction and the practice of everyday life, the value of socialization in family and friends, as well as in media content. One of them works in gender stereotypes. Some say that being a female alone is abnormal in a patriarchal world, not to mention becoming obese women. Gender inequality eventually led to what is referred to as the gender hierarchy.

Panopticism is offered by Foucault, using the analogy of Bentham's prison. According to Foucault, panoptic system is a system in which power relations become total and not physical. Panoptic transformed into another form of supervision, is not accompanied by physical violence on the body. It is a hidden system as power goes, can not be owned, commonly accepted, and beyond recognition, except from the consequences, of the perceived supervision, examination and enforcement of discipline run. Based on these explanations, basically quite difficult to identify panopticism in this research.

To get a deeper understanding of the intended Foucault's panopticism, then Foucault's thinking about truth, power and knowledge are inseparable. It should be understood that in the perspective of Foucault, power is not possessed but rather scattered. In my understanding, the normal body discourse is the dominant discourse in society and it accepted as the truth. Therefore, when the normal body discourse, has been regarded as the truth, then comes a variety of mechanisms and institutions that serve to distinguish between right and wrong.

In this study, the institutions which is taking the role are family, school, friends and media. While the mechanism is found in variety of forms, such as ridicule, advice, prohibition, suggestion, discrimination, etc. Procedures found in this study also appeared in a variety of ways, such as body mass index calculation, the determination of the normal number of health indicators, such as the number of cholesterol, blood pressure, blood sugar, and others. Not only manifests on health knowledge, but also on knowledge of clothing, such as the size of the clothes that are considered normal, and the body is considered to be comfortable and fit with the view of "social eyes". This discourse, according to the findings of researchers, is accepted and circulated as true. True according to what? True in accordance with the existing hegemony of patriarchal ideology. It means, the ideology of patriarchy then playing power strategy to be irreversible in the society.

Foucault also mentioned that knowledge relates to power. Researchers found that health knowledge is absolutely accepted as the truth by the informants. Health knowledge has been institutionalized as a power. Why? because health knowledge has forced individuals to do certain things. By using knowledge of health, then a nutritionist seems like having "power" to force informants to attend regularly and on a diet as suggested. Through this knowledge also, the power strategy played by the parents to govern their children to follow the rules of health practices, and others. This power, not to be negative, but productive. It does not work through oppression and repressive, but through normalization and regulation and are considered to be positive even by individuals themselves. Normalization is a power strategy. This research found that normalization of the body existed through the practices and the power strategies, especially the practices to follow the norms established to the body that is considered right by society. The symbol of this is the body weight.

This study found that ads have contributions to control people's behavior, so that the physical body is no longer required to follow the normal body's power, but also the mind, consciousness and the individual's will. For example, some informants stated that they do not care about the normal bodydiscourse, do not want to slim down and do not care about body fat. However, informants also maintained that she was aware that she was breaking the rules and feel guilty about it. It shows that the informants'consciousness and the mind has determined that normal body discourse is the truth, so when she becomes different, it's wrong. Another informant, for example, stated that because an ad featuring her idol, then she wanted to have the body and style as displayed by the models she adores. It shows that the thoughts and desires then helped set up the physical body to constantly be in the right corridor desired by patriarchal ideology.

This led to an awareness of Foucault's thoughts on the body discipline. The body discipline in practice related to panopticism, where in the panopticism appear on power relations of the normal body discourse. In this discussion, the researcher offers the concept of patriarchy panopticism, which means there are activities or a system to perpetuate patriarchal ideology. The parties who perform the panopticrole are institutions which participated to perpetuate the ideology.

By using this system, one time control over the normal body discourse is sufficiently done, but the effect is continuous. This is essentially intended for other things outside the body, but what happens is, the informants of this study actually given up due to body issues and real consequences. Thus, any informants' experiences, which reminded them of the women's bodies normal discourse can be categorized as panopticism.

According to Foucault, panoptic system is a system in which power relations become total and not physical. Take for example one of the informants, was always remember about Impressions Body Care Center print ads that she saw when she was a teenager, about 10 to 15 years ago. The ad itself no longer can be explained in detail, but the normal body discourse was still remembered. She even still wanted to try and keep bringing that desire.

Several other informants, for example, remembered a piece of slimming product on TV commercial. Some of them could not name the product being advertised, but they clearly remember the ad and know that the scenes in the ad are a suggestion to keep the body in order to stay in the society desired condition as a normal body, the slimbody. One informant said that when she remembered the advertising scene, even though the ad is no longer visible in front of her eyes, she still felt guilty when eating food which is forbidden due to the needs of the body to be slim.

Other findings indicate that temporary advertising display was able to be remembered by the informants, not the product, but on the issue. Ads that was just serves as a reminder, now serves more deeply, which is panoptic. This is what is referred to as panopticism. Advertising is no longer just a reminder, but also master the individual to remain always remember and act in harmony with the public wants, which behave according to the rules of a normal body discourse.

This proves that although the presence of the display media about the normal body discourse is only temporary, the normal body discourse still haunts the informants. That means, when the informant be disciplined to follow the normal body discourse, then panopticism happen. From these explanations, it can be concluded that there is a power that is no longer physical, which then seemed to force it to stay abreast of and discipline in the normal women's bodies discourse that have been established in the society.

Conclusion

The conclusion is, this study had successfully identified Patriarchy Panopticism, a game of truth of normal body discourse, and the normal and healthy body discourse in media, especially in TV commercials. Patriarchy panopticism occurs when discourse and discipline resides invisibly, without coercion and productively maintain the discourse through self-surveillance. As a result, media is only a way to enlarge of Patriarchy Panopticism and used to perpetuate the ideology of patriarchy in the society.

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BUILDING KAI BRAND IDENTITY AS GOOD PUBLIC SERVICES COMPANY

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ABSTRACT

Safety, comfort, and satisfaction, these three factors are the desire of the community for a public service. These factors must be provided by the KAI (Kereta Api Indonesia) as a public service company based on ground transportation. It is undeniable that the image of KAI is still considered unfavorable by its general users and its 'kelas bisnis' users in particular. Public Service Law 25/2009, article 4 mentioned that there is must be a guarantee of equal rights, equal treatment, legal certainty, and special facilities for vulnerable groups. Therefore, KAI perform various improvements, ranging from departure, the trip, until the arrival services. Based on these problems, researcher wants to focus on how marketing communication activities are carried out in building brand identity KAI as a public service company. Researcher used the case study approach with the focus of 'Mudik Lebaran Season' using PCDL model (Positioning the Brand, Communicating the Brand Message, Delivering the Brand Performance, and Leveraging the Brand Equity) proposed by Ghodeswar (2008) to map out the strategies of marketing and public relation services, from process, delivery, and evaluation.

KEYWORDS: Brand Building, Brand Identity, Brand Positioning, Brand Performance, Brand Equity, Marketing Communication, Public Services, KAI

1. INTRODUCTION

Safety, comfort, and satisfaction, are what the community desired for a public service. These factors have to be assured by the KAI as a public service company based on ground transportation. It is undeniable that the image of KAI is still considered unfavorable by its general users and its 'kelas bisnis' users particularly. Public Service Law 25/2009, article 4 mentioned that there is a guarantee of equal rights, equality of treatment, legal certainty, and special facilities for

vulnerable groups. Therefore, KAI perform various improvements, ranging from departure, the trip, until the arrival services.

This study focuses on the service during the ‘Mudik Lebaran Season’. KAI’s press releases stated that there was a successful performance with earned income increase by 16 percent over the previous year. In addition, the payload capacity also increased by 12 percent and the total number of passengers transported increased by 17 percent. As for the number of trains that operated as many as 293 series regular trains, 18 additional trains, and 16 economic subsidies trains. In addition, KAI also claimed to have reduced the congestion and accidents on the road such as by organizing free motorcycle expedition program in collaboration with the Ministry of Transportation and held a free ‘mudik’ (homecoming) in collaboration with Government of East Java (KAI, 2014).



Gambar 1.1. Suasana Antrian di Stasiun KA
(Sumber: tribunnews.com)

Even so, this success does not eliminate some of the classic problems that exist within the KAI services. The main problem of course is the ticket services. KAI has started to anticipate the rise of ticket queues by providing online booking services on its website, mobile application and joining with several retail stores. Still, this new system has been criticized for not being accountable and can still be purchased with a fake ID card (Yuniar & Adityowait, 2014).

In addition, the service station was marred by discomfort of customer's long queue. This is due to the lack of information regarding remaining tickets quota, both at the station information and in the website and call centers. This resulted in long queues of passengers buying tickets (Sandi, 2014) and the presence of the 'calo' (brokers) that are part and parcel of the problems faced by KAI.

Based on these problems, KAI through marketing division should have recognized the advantages of rail-based transportation mode. With the existence of these problems, customers would think twice to choose KAI as they preferred mode of transportation, especially during Mudik Lebaran season. In fact, they would still choose KAI services for various reasons, such as more affordable prices compared to air transport services and relatively faster trip period than sea transportation services and other transportations. So, Researcher wants to focus on **how marketing communication activities are carried out in building KAI brand identity as a public service company during 'Mudik Lebaran' Season.**

2. LITTERATURE REVIEW

2.1 Building Brand Identity with Integrated Marketing Communication

According to Keller (1998 in (Kapferer, 2008, p. 10), Brand is a series of mental associations held by consumers, which formed the perceived values of a product or service. These associations need to be unique (exclusive), strong and positive (desirable). In addition, the brand is not just the name of a product or service that distinguishes it from other similar products or services, but also offers value derived from past experience (Percy, 2008, p. 33).

To be able to convey the value of a product, it takes a channel called marketing communications. Ideally, an integrated marketing communications should be conducted in integrated ways or more commonly known as IMC. IMC is all the contacts that occurred between the brand and the market. That definition makes IMC activities not just in the form of advertising and promotion, but also everything else: like packaging, business cards, Sponsorships, store signs, until the outer design on the trucks transporting the product. There for IMC is crucial in building a successful brand. Brand management must coordinate all aspects of brand communication to ensure consistent messages (Percy, 2008, p. 33).

Percy classified these IMC's activities into four components, namely traditional advertising, traditional promotion, direct marketing, and new media & other options as shown in the picture below.

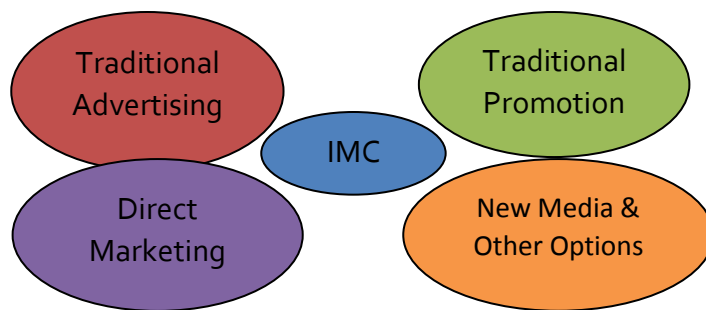


Image 2.1 the IMC Components

The role of traditional advertising in IMC is to make consumers turn his thoughts to the brand advertised. This can be achieved by increasing brand awareness in the target audience and building a positive attitude towards the brand (Percy, 2008, p. 82). This type of advertising consists of four parts, namely consumer-oriented brand, retail, B2B, and Corporate Image Advertising.

Promotion is generally defined as any form of direct purchase incentive, reward, or promise offered to the target audience aimed to make a purchase or a specific action favorable. Traditionally, the promotion consists of three types, namely the consumer, retail, and trade promotion. In IMC, the promotion does not stand or walk on their own, but also have to take into account the 'timing'. According to Rossiter and Percy (1997), the message of the campaign should be integrated into a decision process related to the target audience. This suggests that the promotion can help in decision making, the use of the actual purchase of products or services, even after the purchase (Percy, 2008, p. 103).

Direct marketing, as well as marketing channels, not just a way of conveying a message, but also a specific type that is similar to the advertising and promotion. In direct marketing, the message is delivered with the aim of getting an answer as soon as possible, and is a part of the interactive process, with specific targets, with an accountable system, and everything is driven by a database (Percy, 2008, p. 166).

If advertising and promotion is the traditional way of delivering the message, then the new media and the other options is an alternative way in IMC. Although the overall budget amount is relatively small compared to advertising and promotion, but the development is quiet significant (Percy, 2008, p. 146). The new media is made up of Internet and mobile marketing, while the other option consists of Sponsorships, Event Marketing, Product Placement, Packaging, Trade Shows and Fairs, Personal Selling, Public Relations, and Buzz Marketing.

2.2 PCDL Model: a Review Model for Building Brands

The idea of the model PCDL in viewing strategy of building brand identity is expressed by Bhimrao Ghodeswar M. (2008). PCDL model of this mapping strategy undertaken by a company to build brand identity into four elements, namely (1) positioning the brand, (2) communicating the brand message, (3) delivering the brand performance, and (4) leveraging the brand equity, as illustrated in chart 2.2.

Positioning the brand

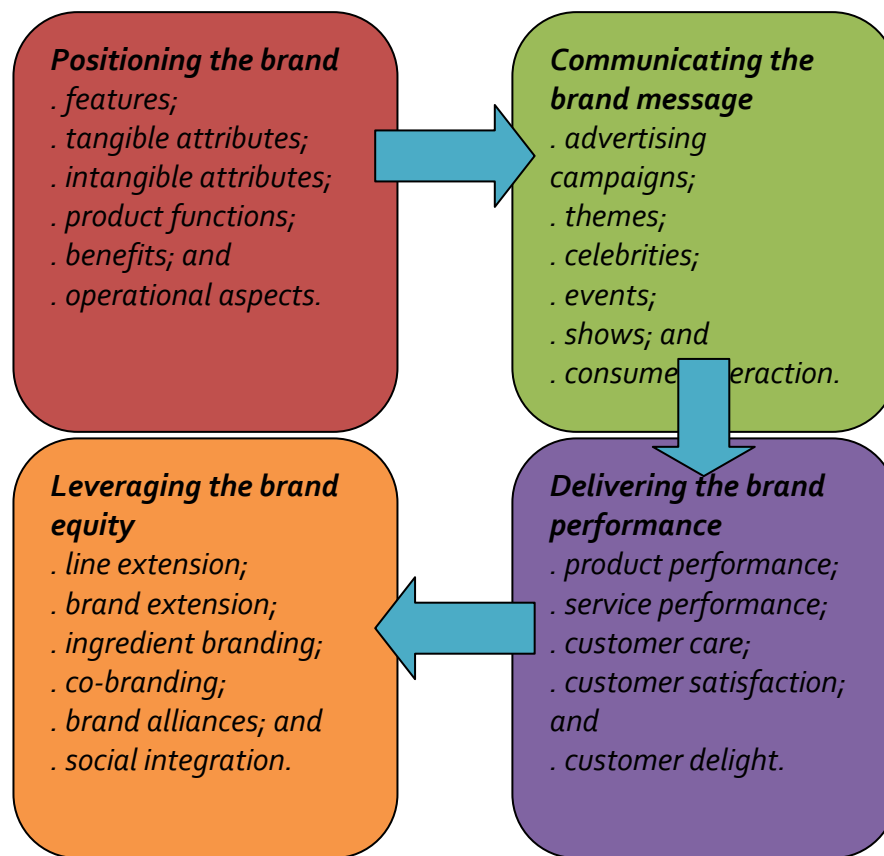
Positioning the brand is associated with creating the perception of a brand in the mind of customers and achieving differentiation that makes it different from competitors. Brand positioning is an integral part of the brand identity that must be actively communicated to the target audience and demonstrate the advantages of brand competitors (Aaker, 1996 in (Ghodeswar, 2008, p. 6).

According Temporal (2000), the focus of this branding should be able to add psychological values on products, services, and company profits in the form of invisible (intangible benefits), such as emotional associations, beliefs, values, and sense of community associated brand. By doing strategic positioning in the minds of the target audience, the company can build a strong identity or personality of the brand, which will bring up the brand preference as its outcome (Ghodeswar, 2008, p. 6).

Communicating the brand message

If brand positioning helps in determining the focus of the brand identity, then the next step is to establish the objective theme of communication such as message type, brand differentiation to be achieved, and themes that appeal to the target customers. This is consistent with the statement of Aaker and Joachimsthalet (2000 in (Ghodeswar, 2008, p. 6), that the challenges facing the

company in building brand are: to be noticed, to be remembered, to change perceptions, to reinforce attitudes, and to create deep customer relationships.



Bagan 2.2 the PCDL Model

Channels of communications are often used in positioning the brand in the minds of consumers through integrated brand marketing communications, such as advertising, direct marketing, sales promotion, Sponsorships, endorsements, public relations, and the Internet. The success of a brand is built up through repetition creative theme in various types of media. The use of emotional aspects in advertising that attracted the attention of the public can generate an emotional connection (Parameswaran, 2001). That requires strategic planning of IMC (Integrated Marketing Communication) which shows the long-term value of a brand to target consumers. Message from the IMC activities must be consistent with the brand values, brand personality, brand identity and other dimensions (Ghodeswar, 2008, p. 7).

Delivering the brand performance

The Company is obliged to monitor their brand continuously in the face of aggressive competition. This development can be monitored at the level of the purchase, consumption, brand recognition, brand recall, awareness advertising, etc.. This approach will make the brand marketing to access the effect of marketing campaigns in influencing the target consumer, which in turn can measure the strength of the brand.

Services play an important role in the brand experience, which is seen as the brand's overall relationship with their customers. Progressive companies will dig their brand philosophy through the organization, evaluate the entire relationship with the customer in order demonstrate a consistent brand experience so as to achieve brand loyalty (Ghodeswar, 2008, p. 7) .

Brand loyalty represents a desired behavior in the form of a purchase of a consistent brand, which is the result of the obtained consumer satisfaction of their needs (Assael, 2001). Customer loyalty can only be achieved through the development of premium loyalty by building emotional intimacy between a brand and its consumers (Gaunaris and Stathakopoulos, 2004 in (Ghodeswar, 2008, p. 7). Consumers can contribute to brand loyalty through communication by 'word -of-mouth marketing '.

To achieve this goal, the company must implement operational standards in all areas of activity with regard to the brand. This standard is then applied to the behavior, management practices, performance achievement, and so on (Klaus and Ludlow, 2002 in (Ghodeswar, 2008, p. 7). Operational standards will strengthen the customer's assurance that 'the brand promise' will be delivered by both.

Leveraging the brand equity

Keller (2003b in (Ghodeswar, 2008, p. 7) defines brand equity maximization process (leveraging the brand equity) as linking the brand to other entities that can create a series of new associations. In this case, the company implements a variety of different strategies to maximize brand through brand extensions, ingredient branding, co-branding, etc.

According to Subramanian and Ghose (2003 in (Ghodeswar, 2008, p. 8), if brand extensions fail, it can disturb the brand equity of the parent brand. Additionally, advertising on brand extensions can result in 'spillover' significant tradeoffs. Effects of advertising spillover becomes relevant when a brand name is used on two or more products that are advertised separately. at

ingredient branding, the key attribute is joining with other brands thus increasing its popularity in the market.

3. RESEARCH METHODS

Researcher used the case study approach with the case of 'Mudik Lebaran Season' using PCDL model (Positioning the Brand, Communicating the Brand Message, Delivering the Brand Performance, and Leveraging the Brand Equity) proposed by Ghodeswar (2008) to map out the strategies of marketing and public relation services, ranging from process, delivery, and evaluation.

The case study is an intensive testing using multiple sources of evidence in a single entity that is limited by space and time. Additionally, this case study is described by deep and narrow exploration (Daymon & Holloway, 2008, p. 164). This study focuses on strategies to build brand identity company KAI as the best public service during Mudik Lebaran season. Here, the researcher wanted to see the IMC strategy based on brand positioning, and how they implemented it in the service of the customer. KAI divided Mudik Lebaran season in 16 days (July 21-August 5, 2014), ie starting from h-7 widths, during Eid, and up to h + 7 widths (Anon., 2014).

Researchers conducted data collection using online data retrieval. According Bungin, online data retrieval methods are procedures for data retrieval through online media that allows researchers could utilize these data, as soon as possible, and academically accountable (Bungin, 2011, p. 128). This method is done by collecting news related research titles through online news sources. Later, researcher used data triangulation technique to make observations and interviews with key informants, in this case the PR KAI.

4. FINDINGS & DISCUSSION

In this study, researchers conducted an online data collection from the date of August 27 until September 3 2014. The data collected from several online news media that are relevant to the research topic. Then, the researcher conducted a data categorization based on the model proposed by Ghodeswar PCDL (2008). Here are the findings.

Positioning the Brand

At the stage of positioning the brand, in general is based on KAI vision to be the best railway service provider who focuses on customer service and meet the expectations of stakeholders. In addition, KAI positioned its brand image based on usage imagery that is included

in intangible factors. This is based on the existing brand associations in the minds of customers which is more convenient, more affordable, and faster. This is consistent with the findings of the media monitoring agency awesometrics stating there were many positive comments from the KAI passengers such as safety, comfort, and speed on the microblogging site, twitter related to Lebaran Mudik programs (Dini, 2014).

Communicating the Message

At this stage of communicating the message, in this case the KAI brand identity as the best public service company, researcher wanted to see how integrated marketing communications activities carried out to its customers.

Based on the research findings in the Mudik Lebaran season, KAI conducted public relations activities in the form of a media release regarding programs to be held in the Mudik Lebaran programs to some mass and online media. This media release is also available on the official website of KAI and BUMN (State Owned Enterprises).

For promotional activities, KAI Daop V of Purwokerto gave special prices to prospective passengers' train, which consisted of the executive, business, and economics class to various destinations in Java (Surya, 2014)



Gambar 4.1 Program Mudik Motor Gratis
(Sumber: Republika Online)

For social activities, KAI Daop VIII Surabaya held a free homecoming program in collaboration with Government of East Java with destination of various cities in East Java, provided 16 train trips with destination the various cities in East Java (KAI, 2014).

In addition, KAI is also working with the ministry of transportation by organizing a campaign "Program mudik motor gratis". This program was initiated by the ministry of transport, given the high number of travelers using the number of two-wheeled motor vehicle. The purpose of the program, if not only to reduce congestion on the highway, but also to encourage the travelers to prefer the KAI when Mudik Lebaran season arrives (Anon., 2014).

Delivering the Performance

At the stage of delivering performance, KAI implemented programs that have been designed for Lebaran season. This performance must go according to the message conveyed through the IMC and brand identity to be built by KAI.

During Mudik Lebaran season, KAI deployed all types of commercial Trains, ranging from executive, business and economy class. Overall, KAI prepared 293 series regular Train, 18 additional Train, and 16 Economy Subsidy class Train (KAI, 2014). In addition, some of the

travel destination of Semarang provided special carriages for persons with disabilities or special needs. This service was provided after the company noticed the request from customers with disabilities that should also be served well (Faisol, 2014).

For safety factors that support service performance, KAI cooperated with the military and police to maintain security in the station and on the train during the journey. In addition, KAI tightened checks of passengers during boarding and installed additional CCTV cameras at 45 stations (Ledysia, 2014). For the convenience, KAI added Tickets Independent Print engine (CTM) facilities in some stations to minimize the queue. For customer customer care, KAI established several integrated posts at the station, including operational, data, health, and public relations (KAI, 2014).

One thing that is unique and made headlines is the presence of CEO, Ignatius Jonan, who comes down to the field to make sure passengers get the best service, from boarding service

process, to the service during the trip in the train. According to Jonan, his presence could provide a positive impact on overall company performance (Supriadin, 2014).



Gambar 4.2
Direktur Utama KAI mengecek tiket
(Sumber: tempo.co)

Leveraging the Brand Equity

At this final stage, the performance run by KAI is not just on their activities. KAI is also working with various parties to support the establishment of brand identity and reinforce its brand equity. As mentioned in the message communicating phase, KAI in collaboration with the ministry of transportation provided special transportation to send the travelers riding motorcycle to various destinations. The goal is to reducing congestion on the highway, also provided knowledge for the convenience of travelers that obtained when using the train.

Moreover, KAI in collaboration with third parties, Padicon, launched an online ticketing website and mobile application named PadiTrain. This application allows prospective customers to book tickets through smartphones without having to come to the station KAI (Sharif, 2013). This certainly supports the value of safety and comforts are built by KAI. To further clarify the findings, the researcher then mapped it into the charts of KAI brand attributes.

Brand Attributes	KAI Indonesia
Positioning the Brand	
Positioning	Best Service Company in Ground Transportation
Brand Associations	Convenient, Affordable, and Fast
Communicating the Message	
Event	Mudik Lebaran Programme
Promotion	Sales Promotion-Special Price
Public Relation	Media Releases
Social Cause	Mudik Gratis Programme Mudik Motor Gratis Programme
Delivering the Performance	
Product Focus	All Comercial classes (Eksekutif, Bisnis, Ekonomi)
Distribution Coverage	All the stations of KAI
Service Performance	Security cooperatin with TNI-Polri
Product Performance	CEO of KAI 'blusukan'
Customer Care	Integrated Command Post (Operations, Data, Healthcare, Public Relations)
Leveraging the Brand Equity	
Line extensions	Motorcycle Expedition
Co-branding	Padi Train Mobile Application

Table 4.1
Brand Building Characteristics

The characteristics of brand building at the chart above clearly shows that the activities conducted by KAI at each phase. The model proposed by Ghodeswar PCDL (2008), is helped the researcher to map the phases of KAI in building its brand identity.

Kai is positioned its brand as a public service company, and must compete with other modes of transportation to remain a consumer preference, especially travelers. Therefore, new ways must be developed. KAI in communicating the message as a public service provider still performed activities that focused on public relations. The use of advertising, for example, through various media channels, both traditional media and new media is not quite significant while. In fact, advertising is one factor in building brand emotional connection with the audience. According

Ghodeswar (2008) integrated brand communication activities that are creative and done repeatedly through various types of media is the key to success in building brand identity.

KAI has actually done a lot of emphasis in delivering the performance phase. In this phase many things have been done to make improvements on safety, comfort, and safety, ranging from preparation to implementation. As a strategic state-owned enterprise, it should not be difficult for KAI to perform activities leveraging the brand equity. Researcher found only line extension activities by providing services expedition of motorbike, and co-branding activities by launching a special mobile application.

5. CONCLUSIONS

This study used a model PCDL to review the strategy of KAI brand identity company builds the best public services. Based on the findings, KAI has yet to implement marketing communications activities optimally. In general, KA use more of public relations activities through media releases to the print media and online media. Furthermore, the policy of sales promotion activities is still done partially through the respective Regional Operations. In fact, there are other marketing communications activities such as advertising, direct marketing, and new media channels to build KAI brand identity as the best public service company. In conclusion, KAI official are also stil seen as typically stiff typical state-owned company official. When referring to the PCDL models, the focus of KAI is more on the phase of Delivering, which is how to ensure the performance of services. In fact, a company, especially one that deal with public services, must ensure that the brand name remains strong in the minds of consumers who continue to offer values consistent with the brand promises that builds the brand identity in accordance with the KAI brand positioning.

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2. Corporate Communication in Managing Brand and Reputation

CHARACTERISTICS OF MUSEUM'S WEBSITE IN JAKARTA AS A PUBLICATION SITE

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ABSTRACT

Website is considered primarily as a means of communication and it is also categorized as one of publication site. Majority of prospective tourism visitor start their research on the internet. A well designed and maintained website is a very important tool for any tourism business, including museum. The purpose of this paper is to analyze museum website and to examine its characteristic. This paper is qualitative-explorative research. Jakarta Tourism Board website was used as main reference to obtain which museum that was selected. Secondary data was collected from twelve official museums website observations in Jakarta. The results provide details analysis about museum website in depth description refers to each particular characteristic; history, visitor, gallery, collection, exhibition, article, new, events. Each provides adequate information for visitor yet does not comply with the museum website characteristic as a proper publication site. There are two major limitations of this study. First, selected museum was only from Jakarta area. Second, analysis was only conducted from the author's point of view and observation. Thus further research should be conducted for all museums in wider area referring consideration from museum management perspective. This study contributes to the understanding for museum management in better acknowledgement for their website.

Keywords: *Characteristic, Museum, Website, Analysis, Museum website in Jakarta, Museum website, Virtual museum, Museum characteristic, Publication, Publication site.*

INTRODUCTION

In recent years, the Internet has had a major impact on consumer information search behavior (Peterson and Merino 2003) and has become one of the most important sources of tourism information (Frías et al. 2012). Since the launch of commercial Internet applications in the early 1990s, many researchers have noted the potential of the World Wide Web in business, and advocated incorporating the Internet into the tourism industry (Burger 1997; Clyde & Landfried 1995 as cited in Page 2013). The World Wide Web is perhaps the most widely known aspect of the Internet. The Web is a distributed but linked information system. The concept of globally hyperlinked information has been established for some time (Reynolds 1997; Futers 1997 as cited in Bowen, Bennet & Johnson 1998). Maintaining an effective website has thus become vital for a business to strengthen its customer relationships and gain a larger market segment (Law, Qi & Buhalis 2009 as cited in Page 2013). The Internet is believed to enhance information processing and consumer decision-making by providing the right information (Choi et al. 2007 as cited in Loncaric, Bašan & Markovic 2013). Since it is common today for tourists to search for information about destinations on the Internet, it can be concluded that it is particularly important to provide information whose content suits the needs of tourists at different stages of planning a trip.

Today, museums and their Web sites are considered as multidisciplinary educational centers that provide information for a variety of cross-curriculum requirements (Kravchyna & Hastings 2002). Museums certainly do need to collect and display information, and the Web is a valuable tool in distributing this to a potentially much wider set of visitors than has previously been possible. If used wisely and sensibly, the Internet is a effective way in which potential visitors can access up-to-date museum-related information conveniently (Bowen, Bennet & Johnson 1998). A positive, complementary relationship between museums and museum websites is extremely important for museum professionals and museum visitors. Museum websites should lure online visitors into the museum's collections virtually and inspire them to visit the museum in person (Marty 2007). Many museums can now be accessed directly from anywhere in the world via an Internet connection, of course the facilities on offer on-line are different and not of the same quality as the real museum itself. Several advantages might be obtained due to good management of museum website. In any case, it is very important for a museum to think carefully about why it wants or needs a virtual

website and what potential benefits this could bring (Strimpel 1995; Fernström & Bannon 1997; Worden 1997 as cited in Bowen, Bennet & Johnson 1998)

Thus, the main objective of this research is to establish various characteristic of information, posted on the museum websites in Jakarta. To accomplish the objective of the study, desk research has been conducted and the results presented in this paper. This study attempts to provide an updated and comprehensive overview of prior communication in tourism publication research that pertains to methodological approaches to website evaluation.

LITERATURE REVIEW

Technology such as the internet has made tourism travel-related service and product easy and placed it within the reach of a new generation (Page 2013). Internet has been the most useful technology of the modern times which helps us not only in our daily lives, but also our personal and professional lives developments. The use of internet is so vast and more broaden through all aspects in people's live. Internet itself is considered as one of variation in information publication media (Kriyantono 2008, p.251). The internet can be thought of as communication utility that connects all those computers that store all those resources. The World Wide Web (WWW) is the interface to the internet and facilities access to materials in electronic format. (Rubin & Piele 2005, p.75). World Wide Web (WWW) is one from five principal system in forms of Computer-Mediated Communication (CMC), to mentioned others are e-mail, Bulletin Board System (BBS), Internet Relay Chat (IRC) and multiple User Domains (MUDs) (Lindlof & Taylor 2002, p.250)

People who use the internet are attaching their home or office computers to a telecommunications network that consist of billions of computers. When people surf the Net, what they are really accessing is just one portion of the internet known as the World Wide Web (WWW), where most commercial applications reside. Addresses on the web take users to domains, or website owned by individual, commercial profit and non-profit enterprises and government and educational institutions (Tesone 2006). Website is not only as a homepage in digital world but as well as virtual company in a real world (Kriyantono 2008, p.260)

Falk & Louis (as cited in Krisyantono 2008, p.262) said that there are six tips to manage appropriate website in order to perform maximum for the company. First is no dead links. All

given links must be active and make sure it can be accessed widely. It is called dead because they do not lead to valid pages anymore and web users are going to get 404 response code (infamous Page Not Found Errors) or other unsuccessful HTTP responses each time trying to access the web pages. Dead links on websites are not just annoying; their existence may cause some real damage to company as well as to company reputation in the. Due to dead link company may lose some of the existing customer base (current or sooner), get problems with getting new customer (because people simply will not find things or pages they are looking for), damage reputation online that furthermore will damage reputation on the real world as well, and have negative impacts on the website ratings in major search engines such as Google, Yahoo and Bing. Second is availability of contact information. This menu provide customer with basic information required if they want to contact the particular company, such as telephone number, fax number, email address, map, contact or message form. Company might lose the customer because they forgot to put contact details on company website.

Third is information placement. Most of people have reading pattern from the left side to the right side, thus it is very important to allocate more crucial information on the left side on the web pages. Too much content or less content in one page should be avoided. On the other hand website pages must follow a certain layout in order to maintain a theme and uniformity in order to ensure the website consistency. This layout consistency is another key factor because it allows the visitor to find the information needed easier.

Fourth is the use of color. Choosing the right color palette for a site is essential to communicate the message and brand the product especially for online business. Shifting color to another area of the color spectrum can completely change the impact. Visitor demographic also can make a difference in how colors are perceived. Text and background color choices also affect readability, which can be issue for older visitor and those with visual impairments.

Fifth is easy to use, easy to navigate and easy to find. A website that is easy to use is crucial because if the visitor finds it difficult to navigate from one page to another, he or she will get frustrated and leave the website. Attracting frustrated visitors to come back to visit the site is extremely difficult. Most importantly, all menu items are available from any page on the site, so in a couple of clicks, visitors are able to jump to other areas of interest with little effort on their part. Due to the fact that there are millions of websites on the Internet, it becomes important to ensure

that website ranks high in search engine results and is easy to find. It also becomes imperative that website must be able to load on any browser, whether that is Internet Explorer, Firefox, Safari or Google Chrome.

Sixth is a website purpose. Company must acknowledge in what purposes they established their website. It will lead to the quality and information type that provided in the website that eventually shows the way to maximize website potential. Website purposes usually divided into three categories; (1) Presence model, as promotional tools, (2) Informational model, full of content message including press release content for publication, (3) E-Commerce model, as sales and marketing tools.

Main website rules above must be considered for all corporate, including museum. According to Goeldner & Ritchie (2006) and Cooper et al (1998), museums are classified as cultural attraction in tourism. Meanwhile according to Cook, Yale, and Marqua (2010), museums are classified as heritage attraction in tourism. The majority of museum sites are operated on a nonprofit basis, they serve as major tourist attractions, generating important cultural and economic benefits. Cook, Yale, and Marqua (2010) said that today people are attracted by the diverse cultures of other people and the past that are displayed in museums. The list of museum type of extensive but the following list provides some examples of the more common options from which visitors can choose; general, art, history, science, technology, military and natural history. Museum provides a valuable foundation for studying the past and thinking about what the future may hold.

Visiting a museum's Web site is another way of free learning in the area of art appreciation. Museum digital images can be used for animation, reconstructions, and in other innovative ways to visualize static materials (Kravchyna & Hastings 2002). Once a museum Web site is established, it is good practice to put in place procedures and a budget for the maintenance of the site (Bowen 1999). Previous studies generally agree on the most popular motivations for visiting a museum Web site. They are (in most common order of popularity) planning a visit, personal interest in the subject matter and or collections, and school assignment (Ockuly 2003; Chadwick et al. 2000; Bowen 1999; Sarraf 1999). Similarly, although focusing specifically on on-line learning activities (mainly on museum Web sites), Schaller et al. (2002) found the top motivators to be assigned by teacher, personal interest and professional interest to use in a lesson plan (Haley & Schaller 2004). While according to Kravchyna & Hastings (2002) they are nine main visitor purposes of visiting

museums; (1) to find information on recent exhibits, (2) to search museum collections, (3) to find information on special events, (4) to find directions to museums, (5) to find an appropriate image, (6) to find information on research, (7) to find contact information, (8) to buy gifts online, (9) to buy tickets online. It is worth considering the reasons why a museum might wish to use the Internet for their presence as virtual company representative (Bowen, Bennet & Johnson 1998).

METHODOLOGY

In this study, researchers used a qualitative approach. In fact, studies using qualitative methods often focus only on a partial set of relationships in a scene (Lindlof & Taylor 2002, p.18). Qualitative researchers seek to preserve and analyze the situated form, content and experience of social action, rather than subject it to mathematical or other formal transformations. Two researches in communication that normally used qualitative research are development communication and the production of content in media organizations (Lindlof & Taylor 2002, p.18). As noted by Kriyantono (2012, p.56), qualitative research aims to explain the deepest phenomenon through in-depth data collection. Researcher is an integral part of the data, meaning that researchers participate actively in determining the type of data which is desired (Kriyantono 2012, p.56). A central issue for qualitative researchers involves defining both online and offline words and the relationship that exist among and between them (Londlof & Satzer 1998; Lyman & Wakeford 1999; Mann & Stewart 2000; Sterne 1999 as cited in Lindlof & Taylor 2002, p. 260).

Researchers used an exploratory research. Exploratory researchers must be creative, open minded and flexible, adopt an investigative stance; and explore all source of information (Neuman 2003, p.29). Exploratory researchers frequently use qualitative techniques for gathering data and they are less wedded to a specific theory or research question. Qualitative research tends to be more open to using a range of evidence and discovering new issues (Neuman 2003, p.29). Goals of exploratory research are (1) become familiar with the basic facts, setting and concerns (2) create a general mental picture or conditions (3) formulate and focus questions for future research (4) generate new ideas, conjectures, or hypotheses (5) determine the feasibility of conducting research (6) develop techniques for measuring and locating future data (Neuman 2003, p.29).

As primary data, this study used the observation. Researchers observed all websites museums in Jakarta. In addition, the researchers also used secondary data. Secondary data is data obtained from the second source or a secondary source (Kriyantono 2012, p.42). In this study, the secondary data

was obtained from the literature study and documentation. Researchers conducted a literature study, by using the references that were relevant to this research.

Documentation was done by researchers, especially to observe the studied object. The research objects were the websites of museums in Jakarta. Determined refer to the museum's websites that were published in the official website of Tourism and Culture of Jakarta Provincial Government at www.jakarta-tourism.go.id which provide listed of all museums in Jakarta area. Then, researchers' search for the website addresses from all museums mentioned in the official website of Tourism and Culture of Jakarta Provincial Government. Furthermore, researchers conducted the observations for each particular the official websites of the museum which were found

Data analysis according to Bogdan & Biklen (as cited in Irawan 2007, p.70) is the process of systematically searching and arranging the interview transcripts, field notes, and other materials that you have got, all of which you collect to improve your understanding (the phenomenon) and help you to present your findings to others. In this study, researchers used a domain analysis. According to Bungin (as cited in Kriyantono 2012, p.200), domain analysis technique is used to analyze the images of the object in general research or analyze at the surface level, but relatively intact on the research object. That is, this technique aims to get the whole picture of the research object without having to make the details in detail elements that existed in the integrity of the research object (Kriyantono 2012, p.200). Spradley's domain analysis formalizes six steps common to most forms of qualitative data analysis. A researcher (1) rereads data notes full of details (2) mentally repackages details into organizing ideas (3) construct new ideas from notes on the subjective meanings or from the researcher's organizing ideas (4) looks for relationship among ideas and puts them into sets on the basis of logical similarity (5) organizes them into larger groups by comparing and contrasting the sets of ideas and (6) reorganizes and links the group together with broader integrating themes. The process builds up from specifics in the notes to an overall set of logical relationship (Neuman 2003, p.453).

FINDINGS

Based on Official Jakarta Tourism Board website (www.jakarta-tourism.go.id), there are twelve museums that listed as Jakarta tourism object. Tabel 1 show all the museum and their official website

Table 1. Museum in Jakarta

No.	Museum	Official Website Address
1.	Museum Nasional	www.museumnasional.or.id
2.	Museum Tekstil	www.museumtekstiljakarta.com
3.	Museum Taman Prasasti	not available
4.	Museum Sejarah Jakarta	www.museumsejarahjakarta.org
5.	Museum Maritim (Museum Bahari)	www.museumbahari.com
6.	Museum Wayang	www.museumwayang.com
7.	Museum Bank Indonesia	www.bi.go.id
8.	Museum Bank Mandiri	not available
9.	Museum Keramik dan Seni Rupa	not available
10.	Museum Perumusan Naskah Proklamasi	www.munasprok.com
11.	Museum Joang 45	www.museumjoang45.jakarta.go.id
12.	Gedung Arsip Nasional	not available

Source: www.jakarta-tourism.go.id

Table 1 shows 12 museums in Jakarta Tourism website; 3 have no website, 8 have official website and one (Gedung Arsip Nasional) have website under the same name but comply for different link, it goes to *Departemen Gedung Arsip Nasional*. Museum Bank Indonesia website is join with official Bank Indonesia website, it is one of main menu exist in the particular website. To be said, there is only 75% of Jakarta museum that has official website

Table 2 shows Website Browse Speed. Each shows different speed quality. To summarize, there are 6 that classified as good, one is classified as a bit slow and one is classified as very slow as it always show 'bandwidth limit exceeded'

Table 2. Website Browse Speed

Museum	Browse Speed
Museum Nasional	Good
Museum Tekstil	Good
Museum Sejarah Jakarta	A bit slow
Museum Maritim/ Bahari	Good
Museum Wayang	Very slow 'bandwidth limit exceeded'
Museum Bank Indonesia	Good
Museum Perumusan Naskah Proklamasi	Good
Museum Joang 45	Good

Table 3 shows Visit menu. This menu provides information for visitor purposes; operational hours, ticket price, visiting rules and regulations, group info, access, addrees and other general information related to visitor. To summarize, there are two museums that provide this menu and three museums provide in another similar menu

Table 3. Visit Menu

Museum	Visit
Museum Nasional	Visit, visiting & admission, address (address, map, and access to museum)
Museum Tekstil	none Similar information provided in sub-menu Ticket & Operational Hours and other services
Museum Sejarah Jakarta	none
Museum Maritim/ Bahari	Operating hours, ticket prices, access to the museum, visit the group, facility, and

	community service
Museum Wayang	none Similar information provided in Information menu (only ticket price and address)
Museum Bank Indonesia	none
Museum Perumusan Naskah Proklamasi	none
Museum Joang 45	none Similar information provided in Home page

Table 4 shows Collection Menu. This menu provides various holding of an museum organized by category as painting, art, sculpture, works on paper, photography, film, clothes, that gathered all together for some purposes or as a results of some process. To summarize, there are two museums that provide this menu

Table 4. Collections Menu

Museum	Collections
Museum Nasional	History, Geography, prehistoric, Numismatik & Ceramic, Ethnography, and Archaeology
Museum Tekstil	Available menu, but supply no information
Museum Sejarah Jakarta	none
Museum Maritim/ Bahari	Available menu, but supply no information
Museum Wayang	Available menu but can not be accessed because of bandwidth limit exceeded
Museum Bank Indonesia	Money, Policy, Things, Building
Museum Perumusan Naskah Proklamasi	Available menu, but supply no information
Museum Joang 45	none

Table 5 shows Gallery menu. This menu provides a collection of a picture, typically picture of the museum collection, museum event and exhibition. Gallery menu and collection menu can be displayed under one menu. To summarize, there are three museums that provide this menu.

Table 5. Gallery Menu

Museum	Gallery
Museum Nasional	none
Museum Tekstil	available, but show blank page
Museum Sejarah Jakarta	available
Museum Maritim/ Bahari	none
Museum Wayang	none
Museum Bank Indonesia	none
Museum Perumusan Naskah Proklamasi	none
Museum Joang 45	available

Table 6 shows Exhibition and Event menu. This menu provides all information as significant happening or occurrence related to organized presentation and display of a selection of items as well as social and gathering activities with specific outcome. To summarize, there are three museums that provide this menu.

Table 6. Exhibitions and Events Menu

Museum	Exhibition & Events
Museum Nasional	Current Exhibitions, Upcoming Exhibitions, Events, Lectures & Symposia, Archives & Filmed Footage. <i>Note: this menu gives information about space for rent</i>
Museum Tekstil	Available
Museum Sejarah Jakarta	Available
Museum Maritim/ Bahari	none
Museum Wayang	Available menu but can not be accessed because of bandwidth limit exceeded
Museum Bank Indonesia	Equal with Program Menu

	Consist of Program of Visitor Group and Special Event Schedule
Museum Perumusan Naskah Proklamasi	none
Museum Joang 45	Available

Table 7 shows About The Museum menu. This menu provides general museum information such as history, vision, mission, organization structure, program, facilities. This is one of important menu that supposed to be presented, though located in other menu options. To summarize, there are four museums that provide this menu

Table 7. About the Museum Menu

Museum	About the Museum
Museum Nasional	<ul style="list-style-type: none"> - Missions & Projects - History of The Museum - Museum Departments/ Organizational Chart - Entertaining At Museum National - Career & Volunteer - Opportunities - Endowment Fund - Annual Reports - Collections Management Policy - Contact Information <p><i>note:</i> all sub-menus show nothing, except History Of The Museum.</p>
Museum Tekstil	<p>none</p> <p>Similar information provided in History menu (only museum history)</p>
Museum Sejarah Jakarta	none

	Similar information provided in History menu (only museum history)
Museum Maritim/ Bahari	The menu's name is: <i>Tentang Kami</i> <ul style="list-style-type: none"> - History - Organizational Structure - Map Location
Museum Wayang	<ul style="list-style-type: none"> - Contact Information - Activities - Land and Buildings - History of Museum Wayang - About Us - Vision and Mission <i>Note: all sub-menus can not be accessed because of 'bandwidth limit exceeded'</i>
Museum Bank Indonesia	<ul style="list-style-type: none"> - Background - Mission, Vision, and Logo - Museum Lay Out - Main Program - Facilities
Museum Perumusan Naskah Proklamasi	<p>none</p> <p>Similar information provided in History menu (only museum history)</p>
Museum Joang 45	<p>none</p> <p>Similar information provided in Homepage menu (only history)</p>

Table 8 shows Language Options menu. This menu enables visitor to choose preferable language on his or her own preferences. To summarize, there are three museums that provide this menu. To be noticed that though language option is given, but in fact it does not applied completely for all menu. Table 8 also shows Learn menu. This menu provides acquire knowledge for particular study and teach purposes. To summarize, there is only one museum that provides this menu; Museum Nasional which divide the menu into six sub-menus; for adults, for college student, for educator, for kids, for teens, for visitor with disabilities.

Tabel 8. Language Options Menu and Learn Menu

Museum	Language Option	Learn
Museum Nasional	none	available
Museum Tekstil	Indonesia and English	none
Museum Sejarah Jakarta	none	none
Museum Maritim/ Bahari	Indonesia, English and Dutch	none
Museum Wayang	none	none
Museum Bank Indonesia	Indonesia and English	none
Museum Perumusan Naskah Proklamasi	none	none
Museum Joang 45	none	none

Table 9 shows Contact Us menu. This menu provides general information in order on how to communicate or get in touch with museum. To summarize, there are five museums that provide this menu. Table 9 also shows Support Us menu. This menu allows visitor to acknowledge in what ways they can be of any assistance to the museum. To summarize, there are two museums that provide this menu

Table 9 . Contact Us Menu and Support Us Menu

Museum	Contact Us	Support Us
Museum Nasional	message contact form (name, email, phone, message)	available but blank page
Museum Tekstil	map and address (complete address, telephone, fax, email address, map with image), send message contact form (name, email, subject, message) and transportation route (from east-west-south-north Jakarta, by train, by TransJakarta)	none

Museum Sejarah Jakarta	message contact form (name, email, subject, message) map with google map view (complete address, telephone)	none
Museum Maritim/ Bahari	none	museum renovations (with no specific description and seven images that cannot be viewed), struggle against illiteracy (web is still under construction), museum bahari foundation (web is still under construction), sponsor program (web is still under construction) and partner (web is still under construction)
Museum Wayang	complete address, telephone, fax, email, map with image	none
Museum Bank Indonesia	email, telephone, fax, complete address	none
Museum Perumusan Naskah Proklamasi	message contact form (name, email, subject, message)	none
Museum Joang 45	none	none

Table 10 shows News or Information menu. This menu provides recent and update information related to museum, either previously published in others report or not. To summarize, there are six museums that provide this menu.

Table 10 . News/ Information Menu

Museum	News/ Information
Museum Nasional	Update, announcement in general, special event report, workshop, charity event, social activity, national celebration, exhibition, student visit, special visit, study tour, launching new collection, launching new building
Museum Tekstil	none
Museum Sejarah Jakarta	Recent post and feature post.

	Both sub menu are comply the same information about Jakarta information, launching new building, betawi culture, another heritage building
Museum Maritim/ Bahari	News (article about 'Noni Netherland' and Indonesia Maritime Diversity, latest on 2013) Events (museum birthday celebration report, fish market fair, international museum day, <i>duta wisata bahari</i> report) Community (provide blank page)
Museum Wayang	available but can not be accessed
Museum Bank Indonesia	Special news (seminar, exhibitions, gathering, celebration number of visitor, festival celebration, anniversary celebration) Visitor group news (celebration note visitor for particular visit).
Museum Perumusan Naskah Proklamasi	Museum contest announcement, operational hours and ticket price, access to museum by public transportation, event and activities.
Museum Joang 45	none

Table 11 hows Search menu. This menu allows visitor to process of finding and looking on determining several relevant subject. To summarize, there are five museums that provide this menu. Table 11 also shows Facility menu. This menu provides information related to all supporting design, equipment, space, tools, built and installed to serve specific purposes. To summarize, there are three museums that provide this menu.

Table 11 . Search Menu and Facility Menu

Museum	Search	Facility
Museum Nasional	by word typing	none
Museum Tekstil	none	Main building, batik gallery, batik bungalow, artificial color garden, library, laboratory, souvenir shops, mini mosque, hotspot internet, fiber garden, wastra room, mini theater, parking space

		<i>note: only 12 that provide more description, while another two, auditorium and mini-theater, provide blank page</i>
Museum Sejarah Jakarta	by word typing	none
Museum Maritim/ Bahari	limitation for collection search word typing only	Listed this information in 'Visit' menu (parking space, wheel chair, luggage limitation, movie maker regulation, bathroom, information)
Museum Wayang	none	none
Museum Bank Indonesia	by word typing	Listed this information in 'About Museum' menu (luggage or cloak room, Bank Indonesia information center, auditorium, books and souvenirs, multi purposes room, museum cafe, library).
Museum Perumusan Naskah Proklamasi	none	none
Museum Joang 45	by word typing and category	none

Table 12 shows Connect To menu. This menu allows museum to directly associate with another organization as joined or linked options. To summarize, there are four museums that provide this menu. Table 12 also shows Partner Website menu. This menu allows museum to establish their partner, who has some degree of involvement, such as government state, distributor, reseller, service provider, in order to obtain direct access to another resources. To summarize, there is only one museum that provide this menu.

Table 12 . Connect To Menu and Partner Menu

Museum	Connect To	Partner
Museum Nasional	facebook, twitter, online museum communities, youtube and google art project	partner with Ministry of Indonesia Tourism and Economic Creative, Google Art Project and Museum Volkenkunde
Museum Tekstil	none	none

Museum Sejarah Jakarta	none	none
Museum Maritim/ Bahari	Visit Indonesia, Jakarta Government and Webstats	none
Museum Wayang	none	main sponsor and premium sponsor, which both cannot be viewed
Museum Bank Indonesia	Facebook and Twitter	none
Museum Perumusan Naskah Proklamasi	none	none
Museum Joang 45	connect to another 6 museums; Museum Perumusan Naskah Proklamasi Museum Sejarah Jakarta Museum Nasional Museum MH Thamrin Museum RA Kartini Museum Tekstil Jakarta note: from above six link; three are connecting directly to official website and another three are connecting to Wikipedia	none

Table 13 shows Article menu. This menu provides information about any article related to museum information, broaden from any possible subject. It does similar with news or information menu. To summarize, there are two museums that provide this menu. Table 13 shows Guest Comment menu. This menu is provided as a feedback tools for visitor and museum management. To summarize, there is only one museum that provide this menu. Table 13 also shows Kids Corner menu. This menu provides information that specified for children purposes such as comic story and quiz section. To summarize, there is only one museum that provide this menu.

Table 13 . Article Menu, Guest Comment Menu and Kids Corner Menu

Museum	Article	Guest Comment	Kids Corner
Museum Nasional	none	none	none
Museum Tekstil	available	none	none
Museum Sejarah Jakarta	none	none	none
Museum Maritim/ Bahari	none	available but blank page	none
Museum Wayang	available	none	none
Museum Bank Indonesia	none	none	available
Museum Perumusan Naskah Proklamasi	on Homepage	none	none
Museum Joang 45	none	none	none

Table 14 shows Statistic User Interface menu. This menu provides information about how many people have been visits the particular website by to date number and by total number. To summarize, there are four museums that provide this menu. Table 14 also shows Members menu. This menu provides information about people who are listed as a member from museum, including first name, family name and login option. To summarize, there is only one museum that provides this menu

Table 14 . Statistic User Interface Menu and Members Menu

Museum	Statistic User Interface	Members
Museum Nasional	none	none
Museum Tekstil	none	none
Museum Sejarah Jakarta	none	none
Museum Maritim/ Bahari	available	none
Museum Wayang	available	none
Museum Bank Indonesia	none	none

Museum Perumusan Naskah Proklamasi	available	none
Museum Joang 45	available	available

DISCUSSION & RESULT

Based on the data observation for all museum website in Jakarta, researchers sort through and make the categories based on domain analysis. Thus researchers come with the conclusion of museum website characteristic which can be classified into 10 main menus; (1) Visit Menu; provide information about admission price, operating hours, museum facilities, address and access to the museum, and also a map of the museum. It will give visitor easy access to accomodate their general needs. (2) Collections Menu or Gallery Menu; provide. It will add to the attraction for virtual visitors. (3) Exhibition & Events Menu; provide list of museum program of events and activities that have been held and also will be held. It will attempt to enliven the museum not only as a repository of historical objects, but also an exciting place to hold an event program. (4) About the Museum Menu; provide history of the museum, along with the vision and mission, the logo (which describing the identity of the institution), land and buildings, and so on. (5) Contact Us Menu; provide address, telephone, fax, message contact form. It is useful to facilitate visitors and museum management two ways communication. (6) Artikel & News Menu; provide articles and also news related to the museum which were published in the media and collected or displayed. Articles can be in the form of publicity that may be required both for the press and for visitors. It will enrich museum informations. (7) Connect to; provide further disseminate about links that are connected with social media or websites from other institutions. It will advantage for both visitor and the particular link. (8) Statistic User Interface; provide generating data on the number of visitors. (9) Search Here; facilitate visitors to find information quickly without needs to open all links and menus contained in the website. (10) The using of language which is used in the entire museum's website in Jakarta is Indonesian language. However, there are some websites that provide language choice, such as Indonesian, English and Dutch.

Researchers found there are four museums that do not use the internet as their publication. In fact, by publishing the museum through the Internet, it will open communication and broaden the opprtunities all around the world related to the existence and content of the museum itself. Moreover, the museum is one of tourism object as acknowledge resources for many historical and

heritage stories that preserved Indonesian culture. Meanwhile eight museums that established with official website do have some drawbacks. First drawback is (1) website browse speed. There are still some websites that have slow access speed. In fact very slow as well. If website visitors have to deal with slow access, it will certainly make visitors became impatient and have tendency to leave the website. That is one of the reasons why the technical issues related to support of speeds in access, need to be considered as well as website maintenance problems. Second is (2) lack of accessibility. It refers to the links that are existed on the website. Majority of the links do not provide any information, some can not be accessed at all although the sub-menus are given fairly complete. According to Louis & Falk (as cited in Kriyantono 2008, p.262), all links must be active. It is obviously disappointing the user if he found deadlink. Furthermore if it happens continuously, definately will decrease public trust. Third is (3) language issue. All website presented in Indonesian language. There are only three museums that provide optional for foreign language such as English and Dutch. Internet and website do act as communication tools that know no space and time, thus people all around the world able to access the site museum in Indonesia. In order to avoid language barrier to boost international website visitor, optional language is become a must menu. Fourth is (4) interactivity issue. This is an ability that can be shown through the Internet. There are no signs of interaction between website visitors and museum website management. The only interaction that occurs is through sending email provided in the Contact Us menu, but other visitors can not read the message. If there is available interface that allow visitor to send short messages and also the reciprocal of the manager of the website, it will lead visitors to ask furthermore and finaly of course, a quick response from the museum management

The results of this research provide museum website characteristic that divided into ten main menus; visit, collection, exhibition and event, about the museum, contact, article and news, connect to, statistic user, search and language. Each museum provides adequate information for each menu yet does not comply with the museum website characteristic as a proper publication site. This study then contribute to the understanding for museum management in better acknowledge for their website considering some existing drawback and realizing the benefit that can be gain for having website as one of their publication site. Museum professionals must understand the characteristics of museum websites that are likely to influence online museum visitors to visit a museum, and ensure their websites employ these characteristics in ways that positively influence their museum's visitors. Given that the majority of online museum visitors are likely to use the museum's website

to determine whether they want to visit the museum in person, the design, development, and presentation of museum websites is of great importance (Haley & Schaller 2004 as cited in Marty 2007, p.16).

FUTURE RESEARCH

Due to further insight into the issues raised for future study, the author suggest on developing the scope of the research to all museums in wider are such as Indonesia and on investigating what is the impact of museum website characteristic to online visitor behaviour with the consideration from museum management. As mentioned by Ardianto, Komala & Karlinah (2014, p.192) that organizations or companies which are adopting the Internet will get rapid development in the midst of an increasingly heterogeneous society and target audiences which can reap greater. In many ways, the development of Information and Communication Technology has made significant changes including new opportunities that are very significant of progress (Arifianto 2013, p.224). Furthermore, the advantages of online tourism information search include relatively low cost, customized information, ease of product comparison, interactivity, virtual community formation and 24 hours accessibility (Ho et al. 2012; Wang, Head & Arthur 2002 as cited in Loncaric, Bašan & Markovic 2013).

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Negative Campaign Rejection Starbucks

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ABSTRACT

This study aims to determine the rejection of negative campaigning construction Starbucks consumption. A message, "A cup of Starbucks Worth A drop of blood of Palestine and Lebanon", passed from one person to another and then connected to the rest of the world. The message is then denied by the CEO of Starbucks, Howard Schultz, who said that the rumor that Starbucks or Howard to provide financial assistance to the government of Israel or the Israeli army is false. But denial is not fully dampen the negative opinion that had already been circulated previously. The method used in this study is a discourse analysis. Limitations of this study is to explore the case in Indonesia. The unit of analysis is a message in the form of negative campaigning rejection Starbucks consumption, which circulated widely in the community, through a variety of media and community. According to the dealer the message, they are doing it as a form of solidarity with the Palestinian people, especially Palestinian children in Israeli missile by. In addition, they are also trying to find an alternative to other coffee drinks and tried to turn coffee shops with locally produced coffee. Indonesia is a coffee producing countries and some regions have their own specialty coffee region, Indonesia's coffee industry is time to rise.

Keywords: *discourse analysis, message construction, negative campaigns, social movements, word of mouth, social media, public relations, public opinion, mass opinion, the group opinion*

INTRODUCTION

A message, "A cup of Starbucks worth drop of blood Palestine and Lebanon", circulated from one person to another and then connected to the rest of the world. This message is triggered because the identification of a publication about writing Starbucks corporate executive leader, Howard Schultz, in Zayubidia site, a site that is very concerned with the interests of Israel. Here's an excerpt:

Dear Starbucks Customer,

The first and so I want to thank you all have made Starbucks become a big company with more than 90,000 employees, 9,700 counters, and 33 million customers every week. Every latte and mocchiato that you drink at Starbucks gives a contribution to closer alliance between America and Israel.

Without you, dear customers, we will not be able to reach hundreds of millions of dollars per year to protect Israeli citizens from terrorist attacks and reminding every Jew in America to defend Israel. So the next time if you want a coffee at the Starbucks counter,

please bear in mind that with every cup you drink at Starbucks, you're actually helping a worthwhile mission. "

Signed,
Howard Schultz
Chairman & Chief Global Strategist
Starbucks Coffee Stores

The message is then denied by the CEO of Starbucks, Howard Schultz, who said that the rumor that Starbucks or Howard to provide financial assistance to the government of Israel or the Israeli army is false. But denial is not fully dampen the negative opinions that have been circulated previously. Here are the photos that refuse to consume Starbucks action:



Figure 1. Demonstrators put up a sign of Zionist on Starbucks Logo



Figure 2 The charges against the protesters to Starbucks

Based on the picture above it can be concluded that the protestors do not believe entirely to Howard statement saying the rumor was false. Due to many later circulated other messages that indicate the proximity of Howard and Israel. In a message circulated, said that in 1998, Howard never received the award 'The Israel 50th Anniversary Friend of Zion Tribute Award' by the Jerusalem Fund of Aish HaTorah foundation, which is quite large for his role promoting US relations and Israel. And in 2002, the Israeli Foreign Ministry also supports Howard Schultz as a champion of the PR (public relations) for Israel, since speech accused the Palestinians as a terrorist organization, and movement as the intifada resistance anti-Semitic. (atjehcyber.net).

The existence of negative campaign that hit Starbuck not only this year, this event has actually been around since the year 2006, 2007, 2010, and then re-sticking 2014 In 2014, the action is broader, because it is not only supported by the majority of Muslim countries, but also countries in Europe and also in the United States. Although the action was not only targeting starbucks, but also the products produced by Zionist Israel. This is certainly an issue involved in marketing management starbucks, how to manage conflicts caused by market boycott.

THEORY REVIEW / STUDY

Marketing Management is one of the main activities undertaken by the company to maintain the continuity of the company, to grow, and to make a profit. The marketing process begins long since before the goods are produced, and does not end with the sale. Marketing activities of the company must also give satisfaction to the consumer if they want to continue running their business, or the consumer has a better view of the company (Dharmmesta & Handoko, 1982).

By definition, Marketing Management is the analysis, planning, implementation, and monitoring of programs aimed at causing exchanges with target markets with a view to achieving the company's objectives (Kotler, 1980). Marketing concept aims to provide satisfaction to the desires and needs of the consumer oriented. This differs from the orientation of the product, and sales. According to Stanton (1978) there are three elements of the marketing concept: 1). Consumer orientation, 2). Preparation of marketing activities integrally, 3). Consumer Satisfaction.

The existence of a negative campaign against the rejection of this Starbukces change positioning. Positioning is the image or the image formed in the mind of a customer of a company or product name. Positioning is how a product in the eyes of consumers that distinguishes it from

competitors' products. In this case, including the brand image, the promised benefits and competitive advantage. This is the reason why consumers choose the products of a company instead of a competitor's product. According Fanggida, 2006, said positioning is a strategy in marketing activities that aim to make a difference (differents), gains (advantages), benefits (benefits) that consumers always remember with a product. Furthermore, Kotler (2003) stated positioning as "the strategy for your customers leading credibly" which is a strategy to build trust, confidence and competence for consumers. Positioning is about how companies gain the trust of customers to voluntarily follow companies. Positioning is not just coax and create images in the minds of customers, but also how to win the trust of customers. Furthermore, positioning is also a promise made by a company to the consumer. Promises must be kept, and the company's ability to keep his promises and is a vital part of the strategy. For this reason, proper positioning is crucial to the success of the company.

With the negative campaign against Starbucks, due to the proximity of circulating messages about Howard and Israel, making positioning of Starbucks that was positive to negative. The humanitarian activists and the majority of Muslim communities in Muslim countries the world agreed to boycott Starbucks because it is considered to contribute the majority of its profits to fund Israel attacks Palestinians to drop a lot of sacrifices to Palestinian children.

To be able to restore to the original position positioning. Thus, public opinion needs to be studied in the community. There are at least three kinds of opinions, namely: 1) popular opinion, 2). Mass opinion, 3). Group opinion. Popular opinion is the accumulation of individual attitude statements about a particular issue, or can be interpreted also as a revelation of an attitude that can be measured through a poll. While mass opinion is the attitude statements from a number of larger mass, but its not organized (sporadic). Mass opinion originally born from individual attitudes Statement of individuals, then accumulated into a joint / unified and eventually gave birth to a single statement. While the Group is the opinion of the attitude statements on interest groups on a particular issue. They are generally derived from employer groups, labor unions, and consumer groups.

METHODS

The method used in this study is a discourse analysis. Limitations of this study was to further explore Starbuck pemboikatan action that occurred in Indonesia. The unit of analysis is the rejection message in the form of negative campaigning Starbucks consumption, which circulated widely in the community, through a variety of media.

According to Gee (1990), discourse with 'd' small, see the use of language in place to portray the activities, views, and identity on the basics of linguistics. Usually this discourse to the attention of linguists (lingusits or sociolinguists). Sedangkan Discourse with 'D' big, trying to weave elements of linguistic discourse, with 'd' small, together with the non-linguistic elements (non-language 'stuff'), to portray the activities, views, and identity. Form of non-language 'stuff' this may be ideological interests, politics, economics, and so on. Components of non-language 'stuff', to distinguish the way in action, interacting, feeling, belief, assessment of the communicator of other woods communicators to recognize or acknowledge yourself and others.

Form of discourse among others: 1). Text (discourse in the form of posts / garfis), among others, in the form of news, features, opinion articles, short stories, novels, etc.2). Talks (discourse in the form of greeting), among others, in the form of recorded interviews, chats, speeches, etc.3) Act (discourse in the form of action), among others, in the form of drama plays, dances, movies, marches, demonstrations, etc.. 4) Artifact (discourse in the form of traces), among others, in the form of buildings, landscapes, fashion, debris, etc.

In this study the authors use a text object in the form of news analysis, opinion articles, and features short messages. The research approach is qualitative data collection techniques that apply the method to unload isiwacana discourse analysis (text analysis).

FINDINGS / ANALYSIS / DISCUSSION

Based on the text that circulated in several media, and social networking, negative campaign about a boycott of Israeli products is not new. But in 2014 it broke out again, because the circulation of photographs of Palestinian children killed by Israeli attacks. So is the coverage of the journalists who were there at the scene. Especially for Starbucks, there are a number of negative campaign that put this cafe on the first order of companies, products, and restaurant boycotted. Here's one of the texts are scattered in the community:

Islamonline asserted, anti-corporate action Starbucks cafe international class flourished since the publication of an article by the leader of the corporate executive, Howard Schultz, on the site Zayubidia very concerned with the interests of Israel, and he asserted that the company contributes half its profits to the state of Israel since the state Zionist invasion of Lebanon did.

In his article, Schultz thanked the "customers who are willing to" pay for a cup of coffee that they buy from the company to support and maintain the safety of Israel from attack 'terrorist'. He also reminded all to protect Israel's Jewish citizens.

Since this article was published Saudis began to spread this information through short messages (SMS) on mobile phone to call for a boycott Starbucks cafe. One of the SMS sound is "carefully, you support the Jews with a cup of Starbucks kopi.boikot." In the Internet also scattered poster that read "Leader Starbucks companies accounted for half of its profits to the Israeli government since the Lebanon fighting action. I testify to God and his angels that I boycott Starbucks, Schultz and Jews".

Boycott the get fresh air and wide support when Dr. Abdul Wahhab bin Said Al Qahthani, assistant professor of Strategic Management and Marketing faculty Malik Fahd University that Schultz, Starbucks is the leader of the Zionist enterprise in the first place and supporting the Israeli political condensed. According Qahthani buy Starbucks products as dangerous as in the Danish daily insult against the Messenger some time ago. Because they make a living in Arab countries and Islamic but their income went to support the action in the fight against the Palestinians, killing children, grandparents, women and freedom fighters. Contributing property to them is tantamount to mengina Islam and Muslims, firmly Qahthani.

Schultz himself, firmly Qahthani, in 1998 in celebration of the 50th birthday of Israel awarded for having donated funds to Israel and improve Israel's image and disfigure the image of Palestinian children Intifadlah called Schultz as terrorists and anti Semites economic war, therefore, Saudi expert is invited to promote the boycott of American cafes. He said the culture war economy must be implemented by Muslims to boycott companies supporting Israel. Because Muslims do not have the military power to defend their rights.

Dancing on the corpses of your own

Qahthani condemned Muslims who do not want to do the boycott "how do we enjoy Starbucks coffee and we realized that we treasure donated to support Israel to the vicious killing of Muslims".

The supporters of this boycott both in space via the internet or mobile phones are many views that this step is one form of jihad. The company recently announced Starbucks cafes profit in the second quarter of 2006 reached 1.9 billion USD. And now he is planning a 1800 opening new cafes in the whole world until the end of this year. In Saudi Arabia alone owned Starbucks Caffe Shoop royal beromset 15 billion each year.

Campaign against Israeli and American products Saudis responded with enthusiasm. It can be seen through the mobile phone or the internet. Until day 29, the invasion of Lebanon, Israel has killed 1090 civilians the majority, 30% of children, 3570 people were injured and over 1 million people displaced. Physical losses estimated to be worth billions of dollars according to the official Lebanese government report. - (Source: infopalestina.com). http://swaramuslim.net/more.php?id=5274_0_1_0_m

When traced, the above message circulated in 2006, however, in 2014 the same message again circulated through the various networks and communities. In the message affirmed, rejecting the main source for the credibility of the director of Starbucks, Howard Shultz, who is known as a Zionist activist. In a message circulated, public airings on record lived to Howard who was a Zionist activist, namely in 1998, by the Jerusalem Fund of Aish HaTorah awarded the "Israel 50th Anniversary Friend of Zion Tribute Award" for his efforts to "play a fundamental task in advancing carefully alliance between the United States and Israel ". Another message also wrote that Starbucks decided to help Israel's economy in crisis by investing with the conglomerate Delek Group of Israel to open the Starbucks counter in Israel under the name Shalom Coffee Co.

Howard himself is also not standing still, want to respond to the above Howard immediately made a statement that, "Rumors that Starbucks or Howard to provide financial assistance to the government of Israel or the Israeli army is a fake," said the CEO of Starbucks, Howard Schultz. In addition to making a statement, Howard also uses a variety of media networks to re-correct the image of Starbucks as a funder of Israel, by sending the statement to all media, in particular to the countries of Muslim majority. This is where the public relations work for the release of the article Starbuck in a variety of media, denial about Howard, but still with the selection of positioning said that Starbucks is a giant vending coffee shop. Here, one of the release that was published in the media community, but in fact the result of a PR campaign to re-position Starbucks Starbucks coffee as the number one seller:

Dream - the coffee shop giant Starbucks rejects the accusation that they have donated millions of dollars to Israel and the United States soldiers. Starbucks CEO, Howard Schultz, said the accusation was completely false.

"Rumors that Starbucks or Howard to provide financial assistance to the government of Israel or the Israeli army is a fake," said Schuultz Dream quoted from the pages of Al Arabiya, Monday, August 11, 2014.

"Starbucks is a publicly owned company and as such required disclosure in any corporate donations through the proxy statement every year," he added.

Starbucks even has closed their last store in Israel in 2003 ago. Last shop was closed due to operational challenges.

Starbucks rebuttal is not the first time issued. Previously, Starbucks spokesman Jim Olson, said the company does not support any political interests.

"Starbucks does not support any political or religious interest, and it applies to Howard as well. Nobody financial support from Howard or company to the Israeli government for any purpose," said Olson.

Starbucks has thousands of shops in various countries. In the Middle East and North Africa, they have about 600 shops spread across 12 countries.

However, the PR effort is still not too fruitless because some boycott continues, as practiced by the Islamic Students Association (HMI) East Jakarta branch and then covered by Kompas.com. Although in the action, not specifically targeting Starbucks but also other products are assessed as maid zioniz product. Here is an example of a text coverage of:

JAKARTA, KOMPAS.com - Islamic Students Association (HMI) in East Jakarta branch called for four attitudes they condemned the Israeli military aggression on the Palestinians in Gaza. HMI called for people to boycott prodak-prodak while western countries are assessed support Israel in its military aggression.

It delivered them in a demonstration at two fast-food places to eat Burger King and McDonald's, in Duren Sawit, East Jakarta, Monday (08/04/2014).

In a statement flyers, HMI called four points related to their attitude to Palestinian attacks. The first point that is urged agents of Israeli products in Indonesia, especially in East Jakarta to suspend transactions solidarity for the sake of humanity, "said HMI East Jakarta, as quoted in a statement.

On the second point, they called East Jakarta residents who have the ability to buy in order to delay and patient as a form of pressure on Israel for indiscriminate attacks on Palestinian civilians.

The third point they urged the Indonesian government to call for a national boycott of Zionist products in RI, and condemned the brutal action against Israel's massacre of Palestinian civilians.

While the last point they urged Israel to halt its military aggression. As written in the distributed leaflets, various products are invited to temporarily boycotted such as McDonald's, Burger King, KFC, Starbucks, Nestle, Danone, Johnson & Johnson, Coca-Cola, and others.

Boycott this while they claimed as a strategic move and effectively give emphasis on Israel and the United States. East Jakarta branch chairman of HMI, Dias Rukmana Praja menyatakan will continue to protest if their call is not heeded.

"This is just the first step, so we will be consolidating the national level. Dan continued to demand a boycott of this while. Due allegedly 20 percent gain for the primary weapons systems that american products of Israel," said Dias.

In addition to the demonstration, deployment of short messages are also circulating in the community. The phenomenon of the spread of the short message is so massive, was appointed to posts in the national media online.uniknya the last part of this phenomenon, editorial text simply targeting Starbucks as negative. Here's an excerpt:

Every last Friday of the month of Ramadan is known as Yaum al Quds, or the International Quds day.

In this day, some Muslim groups to denounce Israel makes momentum and voiced independence for Palestine. Among the countries that massively commemorate Yaum al Qud is Iran. In those days, calls for boycotts against Israel always reverberate.

Now, the call for a boycott of companies that are considered sympathetic or even into a network economy resonates Jewish Zionist groups in Indonesia. Through viral message circulating on Blackberry, boycott encouraged to be done on Friday (8/8).

Thus fill chain messages were given the hashtag #SaveGaza.

"This Friday advised Day Without Mac Donald, Starbucks and KFC, CFC. Within the next 24 hours, no one is justified eat at McD, Starbucks, KFC and CFC. Spread friends that all know. A Malaysian boycott McD, Starbucks, KFC and CFC, this Friday. Malayu China India all boycotts. Spread the word so that all know and that Indonesia could also join the boycott. Each ringgit, rupiah or dollar we spend at McD's, Starbucks, and KFC CFC is to buy bullets and bombs to kill Palestinian children. "

This message has been spread keman-where. In fact, there are politicians who claim to have not to hang out at Starbucks. There are also politicians who claim to have no longer come into the dining area, except for one or two times to take the child.

The phenomenon of negative campaign about Starbucks is also very massive in social networking, one of the activists was Maimon Herath, who is also a teacher and writer. Maimon many posts that were shared by his friends, such as writing the following:

August 3 at 3:43 pm • • Edited

UPDATE: DO NOT DRINK COFFEE AT STARBUCK !!

Howard Schultz: founder, president and CEO of Starbucks Starbucks holders of 31.6 million shares (worth \$ 1.4 billion (about 17 trillion) on Nov 2011) is a Zionist activist.

In 1998 he was awarded "The Israel 50th Anniversary Friend of Zion Tribute Award" (Award Friends of Israel Zion Zionist movement for 50 years) by the Jerusalem Fund of Aish HaTorah for his services in Israel over "key role in creating a close Israeli-American relations".

Ultra-right organization Aish HaTorah Jerusalem Fund of financing the purchase of weapons butcher in Jenin, General Shaul Mofaz. The organization also finance Zionist media suppressant, honestreporting.com. They are also involved in producing and spreading Islamophobia movie 'Obsession'.

Starbucks showcase this award in his company's website. However, when the boycott movement began to lead him, the award is missing from the website.

Howard Shultz worked as a propagandist for Israel. He praised Foreign Minister of Israel as a key long-term success of the Israeli PR. On 4 April 2002, when Israel massacred Palestinians in Jenin, Palestine blame Howard Shultz speech and invite people united with Israel. Starbucks also fund fundraiser for Israel.

When businesses move investments from Israel, Starbucks decided to help Israel's economy by opening a branch there. While this effort failed, swears Shultz Starbucks will "go back to Israel sesegeranya".

Starbucks also opened a branch in American military bases in Afghanistan and Iraq, and at Guantanamo Bay. PR says, "Starbucks is very mernghormati and amazed at the American military .. who risked their lives to protect America and the values of freedom and democracy". Staff Guantano Bay, Barry Tate agreed and Starbucks agreed to help "raise the spirits" and penginterogator guards at Guantanamo Bay.

Pro-Israel support the company's website:

<http://www.jerusalemchai.org/contents/read.cfm?categoryID=115&cID=1134>
A brief biography: http://en.wikipedia.org/wiki/Howard_Schultz
Part book cafe Schultz on Starbuck's profits zionist Israel:
http://www.ontheissues.org/celeb/Howard_Schultz_Welfare_+_Poverty.htm
Set clipping know about the boycott Starbucks: <http://www.arabnews.com/node/281313>

In facebook Maimon, there are 489 people who like writing, 456 people distributed to other friends, and there are 150 comments were commenting on his writings. In the comments, the excess pro Maimon writing, but there is also a counter, such as questioning the authenticity of the source referenced by Maimon, whether Maimon could take responsibility for writing the truth. However, Maimon was one of the activists who happen to have a lot of friends in the social media and become a reference. Meanwhile, many other powerful activist community that concrete directly to find an alternative to other coffee drinks, and try to change the coffee shop with locally produced coffee. Indonesia is a coffee producing country and some regions have their own area of specialty coffee, Indonesian coffee industry is the time to rise.

DISCUSSION

Starbuck rejection of negative campaign, when only connected to the boycott of Israel, probably will not last long. Pemboikatan usually crowded because of the news continuous. But the period of time, this news will not be up for very long. Due to new issues continuously emerge. But the massive presence of the community, can be a time to stop Starbucks step in Indonesia, where it can be managed properly. In some comments there, a defense of Starbucks coffee beans are mostly from Indonesia, thus actually participate prosperity of the people of Indonesia. But is this argument acceptable? Is not that Indonesia is known as a coffee producing country, why he could not become a nation of coffee vending? However to become a successful marketer, starting from marketing success in their own country. When most enjoyed is the Indonesian coffee, the foreign parcel, will he known as Indonesian product?

CONCLUSION

Based on the existing text above, the result of a negative campaign rejection Starbucks, dividing public opinion in three kinds, namely: 1). Popular opinion, 2). Mass opinion, 3). Group opinion. Popular opinion on the rejection of negative campaign Starbuck, is the accumulation of individual attitude statements about the issue of Starbucks Howard gives a portion of profits to israel. The

issue, reap reaction from various religious leaders and humanitarian. Figures are then collected opinions of others so that it has the same opinion. While the mass opinion of negative campaign Satrbukcs rejection is the attitude statements from a number of larger mass, but its not organized (sporadic). Mass opinion originally born from individual attitudes Statement of individuals, then accumulated into a joint / unified and eventually gave birth to a single statement, the boycott Starbucks. While the Group is the opinion of the attitude statements on interest groups on a particular issue. In this study, they are generally derived from consumer groups.

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The Effect of CSR Program Waste Processing with The Image of PT PLN

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ABSTRACT

Corporate Social Responsibility (CSR) more often heard and seen activities undertaken by the company. As a state-owned company PT PLN (Persero) are required to undertake CSR activities. This Corporate Social Responsibility program as a concrete manifestation of corporate social responsibility. This research focuses determine how the effect of CSR program Waste Processing with the image of PT PLN (Persero) Distribusi Jawa Barat dan Banten.

This research is using a quantitative explanation method. Respondents are residents of Griya Taman Lestari, Sumedang, West Java that receive CSR program. They will be given a questionnaire, the answers of the respondents will be analyzed using correlation test and simple linear regression.

In the present study, it was found that moderate the relationship between CSR and positive partnership with Citra PT. PLN (Persero) Distribusi Jawa Barat dan Banten (correlation coefficient of 0.556). It is also found to influence the CSR Program Waste Processing with Image PT. PLN (Persero) Distribusi Jawa Barat dan Banten of 31%.

The results showed that the variables of Corporate Social Responsibility has a medium level of relationship to the image of PT PLN (Persero Distribusi Jawa Barat dan Banten. A total of 31% of the image of PT PLN (Persero) Distribusi Jawa Barat dan Banten affected by the Corporate Social Responsibility.

Keywords: *Public Relations, Corporate Social Responsibility, Corporate Image*

Corporate Social Responsibility is being heard and applied increasingly. There are many companies, especially big companies conduct the corporate social responsibility with different purposes. Corporate Social Responsibility (CSR) shows a great increasing point in globalized world and Indonesia. There is an awareness that the profit and long term business sustainability can only be obtained through public welfare, which led to the company's commitment to social responsibility. The company that has its responsibility to the environment will get many benefits. One of the benefits is positive image in public minds. The image is an important asset that is priceless for the company. The positive company perception will affect company's reputation and customer loyalty. Reputation management (managing reputation) should pay attention to the environment, internal stakeholders, and company external. Brand image can be constructed through the activities summarized in the Corporate Social Responsibility (CSR).

Corporate Social Responsibility in Indonesia began to develop in 2007 by the constitute number of 40 in 2007 about the Limited Liability Company (Company Law). The article number 74 of Limited Liability Company Law states: (1) the Company which conducting its business activities in the field and/or related to the natural resources required to implement Social and Environmental Responsibility. (2) Social and Environmental Responsibility as referred in the paragraph (1) the obligations of the Company and calculated as the cost of company implementation which conducted due to decency regard and fairness. (3) the Company does not execute the obligations referred in the article (1) will subject the sanctions in accordance with the provisions of the legislation. (www.csrindonesia.com, accessed on October 17, 2013). PT PLN (Persero) is the only company providing electrical energy to the development and welfare of Indonesian people. As one of the state-owned enterprises that has been committed to make electric power, the drive economic activity and conduct business activity, it determined to align the environment. PLN has three development aspects to the electricity provision, economics, social, and environment. PLN developed Corporate Social Responsibility Program (CSR) as a concrete manifestation to corporate social responsibility. (www.pln.co.id, accessed on October 20, 2013).

PT PLN has undertaken the Corporate Social Responsibility that's coping Community relations activities, Community Services, Community Empowering and environmental Preservation. There are some CSR activities under taken by PT PLN (Persero) in accordance with the scope of its activities. Corporate funds used for this program is calculated as the cost of CSR

expend its ure costs company appropriate. Impact management is used to make the efficiency of the charge it self and maximize profits in the form of material and company's image.

Tabel 1.1
PT PLN Corporate Sosial Responsibility Activity (Persero)
Distribution for West JavaandBantenin 2013

Nama Program Aksi		BUMN Membangun Desa	Desa Mandiri Energi	PN Peduli
Lokasi	Desa	Batu Bantar	Tanjungsari	Tersebar
	Kec./Kab.	Pandeglang	Sumedang	Bekasi
	Provinsi	Banten	Jawa Barat	Jawa Barat
Jenis Bantuan	Bantuan Korban Bencana Alam			✓
	Bantuan Pendidikan/Pelatihan	✓		
	Bantuan Pengembangan Prasarana dan/atau Sarana Umum		✓	
	Bantuan Sarana Ibadah			
	Bantuan Pelestarian Alam			

Source : Data of PKBL PT PLN (Persero) Distribution for West Java and BantendanBanten

PT PLN (Persero) makes tangible manifestation of CSR through several programs. Waste management is one of the Corporate Social Responsibility activities under taken by PT PLN (Persero) Distribution for West Java and Banten which included in the category of Community Empowering activities. The processing of waste can be used to generate electricity, energy in street lighting (PJU), and the activities of Waste Processing. Waste management activity is one of the implementation strategies in restrictions effort garbage sorting as an important part of waste management at the community level with the intensive pattern. The undertaken waste processing activities in principle is one of social engineering tour ge people to sort waste processing activities. Finally, this activity has found one innovative solution to familiarize people in sorting garbage. The development ofCorporate Social Responsibility program run by PT PLN (Persero) Distribution for West Java and Banten has subjected them to achieve proper management of CSR fund amount, on time and targeted, and developed. In addition, CSR is expected to create positive corporate image to the public. Based on those arguments, this research is conducted by following title, "*The Effect of CSR Program Waste Processing with The Image of PT PLN*"

Public Relations

Public Relations is a field that deals with managing image and reputation of a person or an institution to the public view. A professional PR officer works in the public domain to perform the functions of communication, public relations (PR), crisis management (crisis management), customer relations (customer relations), employee relations (employee relations), government relations (government relations), relations industry (industry relations), investor relations (investor relations), relations with the media (media relations), mediation, publicity, write speeches, and guest/visitor relations.

According to Harlow in (Keith, 2012:7), Public Relations is a unique management function that help build and maintain lines of communication, lead to the understanding, cooperate between organizations and the public; involve the managerial of problems and issues; help the management to keep in for med and responsive to public opinion; define and emphasize the responsibility of management to serve public interest; help management to keep abreast of and effectively utilize change, serve as an early warning system to help prevent negative trends; and use the hearing research and ethical communication as its main tool.

Corporate Social Responsibility

Corporate Social Responsibility is the commitment of the company or businesses to contribute to the sustainable economic development by focussing on the balances among economic, social, and environmental.

Five Pillars of Corporate Social Responsibility Activities

Society is one of Public Relations audiences. Therefore, companies have the obligation to the communities where they are located. There are many types of corporate social responsibility variations for the company to do this program. In this study, Corporate Social Responsibility will be measured using five pillars of activity. The five pillars according to Prince of Wales foundation (Hendrik, 2008:11) are:

a)Building Human Capital. In connection with the internal company's human resources to create reliability. On the other hand, companies are also required to empower community. It should be doneto transfer the knowledge that can be received by CSR society. It is not only beneficial for the company but also able to give positive value to the community.

b) Strengthening Economies. Companies should empower surrounding well being economic society to occur the equalization.

- c) Assessing Social Cohesion. Efforts to maintain the harmonization of community in order to avoid the conflicts. By using good relations with community, it is expected that the company will run the business well.
- d) Encouraging Good Governance. The company runs its business to the reference of Good Corporate Governance (GCG).
- e) Protecting The Environment. Requires companies to maintain surround environment. The company should be in line with government regulations related to protect environmental. CSR program can also be beneficial to do.

Imagery

The company's image to public view can be seen from the opinion or communal mindset when perceiving reality. The growing perception in the public mind against reality needs to be understood in connection with the formation of company's image. Reality in public relations is what is written in the media. To obtain the desired image, the company must understand exactly the process that occurs when the public receives information about the matter of reality. According to Frank Jeffkins in (Nova, 2011: 298), the overall impression of the image is defined as a person or an individual that emerged as are sult of knowledge and experience.

Company Image

Every company has consciously attached to an image. The company image can be obtained through company's products, either goods or services produced by the companystretcher and also the activities carried out by the company. Jefkins said that there are some kind of images (Jefknis, 2004:20-23),

1. Shadow image. This image is attached to the person or organization members, usually the leader. In other words, the shadow image is the image that is shared by the view of outsider.
2. Applicable Image. It is a reversed image of the shadow image. Its view held by parties out side the organization.
3. Expected Image. The image is desired by the management. It is also not the same as the actual image, and usually expected to be better or more fun than the existing image.

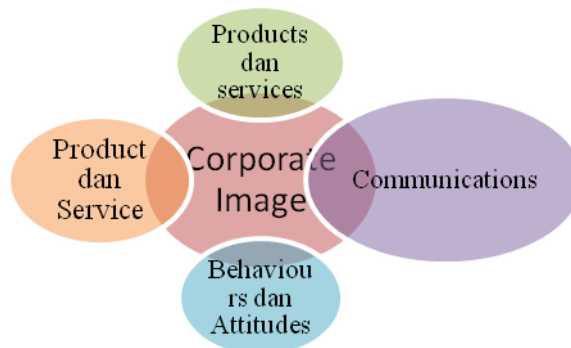
4. **Company Image.** It is an image of an organization as a whole, not just the image of the products and services. Corporate image is made up of manythings, such as history or biography of a brilliant company, success and financial stability, product quality, good industrial relations, reputation as a creator of jobs, willingness to participate in social responsibility, anda commitment to conduct research.
5. **Compound Image.** Compound image can be seen from the large number of employees (people), branches, or company representative or organization that bring an unnecessary image of the organization as a whole.
6. **Good and Bad Image.** A public figure can bear a good or bad reputation. Both of the reputation formed by any negative or positive applicable images (current image). A better image can be raised at any time, including in the middle of the catastrophe.

Company Image Formation Process

Company image can be for med through the activities that carried out by the company. While the role of public relations is influenced on the image formation in the community. According to Smith & Taylor (2004: 665), "the brand image ofthe company is the company, every company has an image or product, whether it is messing, confusing, strong, positive, or unique will depend on the ability of the management." Corporate image is divided into four aspects

1. **Product/Service.** This aspect consist of quality products and concern for the community.
2. **Behaviours and Attitudes.** This aspect consists of social responsibility, corporate ethics, and community relations.
3. **Environments.** This aspect consists of company's concern to the environment, such as the workplace and mills.
4. **Communication.** This aspect is a form of communication made by the company, such as public relations, advertising, corporate or personal communications, brochures, and corporate identity programs.

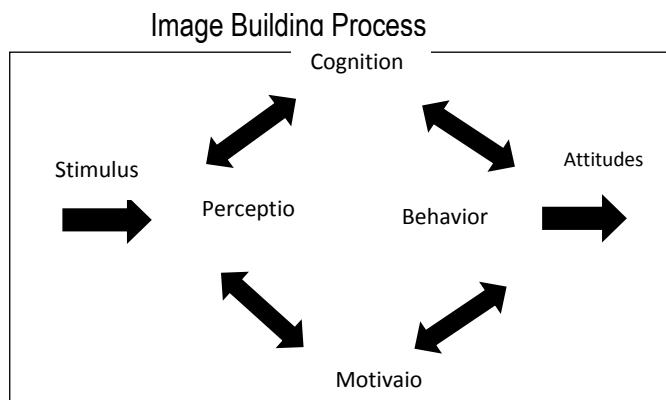
Gambar 1.1
Factor of Image Building



Sumber : Smith dan Taylor (2004:666)

An image can be formed through a process. The process of communication system that corresponds to cognitive structure is described in John S. Nimpoenoin(Elvinaro, 2010:103):

Gambar1.2



Source : Elvinaro Ardianto 2010

H hypothesis

H₀: There is not any effect of Corporate Social Responsibility Image Processing Waste to PT PLN (Persero) Distribution for West Java and Banten

H₁: There is the effect of Corporate Social Responsibility Image Processing Waste to PT PLN (Persero) Distribution for West Java and Banten

This study uses the quantitative paradigm/positivistic. According to Sugiyono (2011: 8), quantitative research can be interpreted as a research method that is based on the philosophy of positivism, used to examine the population or particular sample. The data collection uses research instruments and quantitative data analysis/statisticsto test the hypotheses that have been determined. According to Bungin (2010: 32), the ideas of positivism regarded as the root of quantitative paradigm. The tradition of positivism in social research paradigm point out thenaturalistic, empirical, and behavioristic object of studywhere all of the object should be reduced to facts that can be observed, not to find fact as meaning but concerned with phenomena that looks, as well as all-free or objective value with deeply opposed to subjective attitudes.

This study is a research method explanation. According to Bungin (2010: 38), explanation intended to explain the generalization of the sample population or explain the relationships, differences, or the effect of one variable to another variable. The study use the sample and hypothesis. The credibility of explanation researchare to measure and examine the causal relationships of two or more variables.

The study was conducted through the survey of explanation. Therefore,the researchers develop the research hypotheses and test them in the field. According to Kriyantono (2009: 59), the survey method is the method using questionnaire as a data collection instrument. The goal is to obtain information about the number of respondents who considered representative for particular population. The subjects who get the Corporate Social Responsibility in this study were residents at Taman Griya Lestari Complex, Tanjungsari District, Sumedang, West Java.

Measurement scale used in this study is Likert scale to measure the attitudes, opinions, and perceptions of, a person or a group of social phenomenon (Sugiyono 2011: 93). In this study, the population studied is the residents at Taman Griya Lestari Complex, Tanjungsari District, Sumedang, West Java.

Results and Discussion

This study uses data analysis techniques test assumptions of classical test, simple linear regression analysis, and hypothesis testing. Based on the calculation results of statistical tests, the problem identification in Chapter 1 will be interconnected to the result. The author will describe the studies result with different test analysis between each sub variables of CSR and image.

After seeing the indicator of variable X (Event Corporate Social Responsibility), the researchers compiled an overall indicator calculation results in the table below:

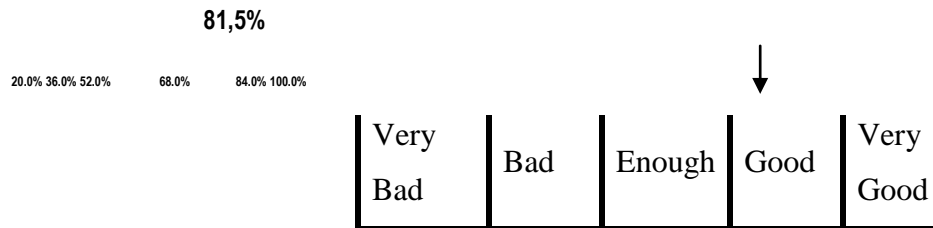
Tabel 1.2
The Respondent Views to *Corporate Social Responsibility* (X)

No	Dimension	Total
1	<i>Building Human Capital</i>	2769
2	<i>Strengthening Economies</i>	2758
3	<i>Assesing Social Cohesion</i>	2478
4	<i>Encouraging Good Governance</i>	3293
5	<i>Protecting The Environment</i>	1848
Total		13146
Percentage		81,5%

The table above illustrates the recapitulation of respondents regarding Corporate Social Responsibility(X). Based on the results, it can be seen that the total score for Corporate Social Responsibility(X) is the sum of 13146. The sum total is incorporated into the continuum line, by the measurement determined: Variable X with the total 15 items and 215 respondent's number obtained a total score of 13146 and the average percentage score was 81.5%. The scores have been categorized based on the range of scores that have been determined in the previous chapter. The criteria for the interpretation of scores can be seen as follows:

Gambar1.3

Corporate Social Responsibility Continuum Line (X)



From the results, the figure of 81.5% is obtained for the variable of Corporate Social Responsibility waste management. This number is in the interval of 68% to 84%, so the program of Corporate Social Responsibility is in good category. It shows that PT PLN (Persero) has implemented CSR programs properly and empowered the communities through CSR activities successfully. In addition, the Corporate Social Responsibility program is getting good response from the residents at Taman Griya Lestari Complex, Tanjungsari District, Sumedang, West Java.

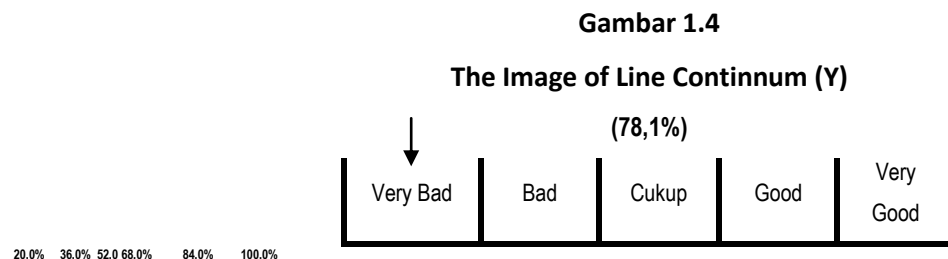
Tabel 1.3
The Respondent Views To The Image of PT PLN (Persero) Distribution for West Java and Banten (Y)

No	Dimension	TotalScore
1	<i>Product & Service</i>	2477
2	<i>Behaviours And Attitudes</i>	3307
3	<i>Environment</i>	1742
4	<i>Communications</i>	2548
Total		10074
Presentase		78,1%

The table above illustrates the respondents recapitulation about the image (Y). Based on the results, it can be seen that the total score for the image (Y) is 10074. The sum total is incorporated into the continuum line, by the measurement determined:

Variable Y with the total 12 items and 215 respondent's number obtained a total score of 10074 and the average percentage score was 78.1%. The scores have been categorized based on

the range of scores that have been determined in the previous chapter. The criteria for the interpretation of scores can be seen as follows:



From the results, the figure of 78.1% is obtained for the variable of image. This number is in the interval of 68% to 84%, so the image of PT PLN (Persero) Distribution for West Java and Banten is in good category. The respondents have good assessment to the image of PT PLN (Persero) Distribution for West Java and Banten through Corporate Social Responsibility. The CSR program is implemented well because the company pay great attention to the growing of waste management problem. Through this program, the resident at the complex can recycle the waste again as a helpful item to be sold. It has under laid the respondents to have good judgment and positive image to PT PLN (Persero) Distribution for West Java and Banten.

UjiNormalitas

Tabel 1.4
UjiNormalitas

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		215
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	4,72458649
Most Extreme Differences	Absolute	,090
	Positive	,069
	Negative	-,090
Kolmogorov-Smirnov Z		1,316
Asymp. Sig. (2-tailed)		,063

a. Test distribution is Normal.

b. Calculated from data.

The analysis of normality based on Kolmogorov-Smirnov method that requires normal curve if the value of Asymp. Sig. is above the maximum limit of error, namely 0.05. As in the regression analysis which tested the normality of the residual or disturbance variables stochastic random, the above data can be used for normally distributed variables residues.

Autokorelation Test

Table 1.5
Autokorelation Test Result

Model Summary^a

Model	Durbin-Watson
1	1,432

b. Dependent Variable: Y

Based on the Durbin-Watson table, the values obtained at 1.432. Since the DW value is between -2 to +2, we can conclude that there is no autocorrelation.

Heteroskedasticity test

Tabel 1.6
Heteroscedasticity Class

Correlations

	X	Unstandardized Residual
Spearman's rho X	Correlation Coefficient	1,000
	Sig. (2-tailed)	,956
	N	215
Unstandardized Residual	Correlation Coefficient	-,004
	Sig. (2-tailed)	,956
	N	215

From the output above, we can see that the data is not significant. It is seen from p-value (Sig) which is greater than 0.05. It can be concluded that there is not any heteroscedasticity in the regression model.

Simple Linier Regression Analysis

Table 1.7
Simple Linier Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,467	2,225		3,806	,000
	X	,486	,050	,556	9,773	,000

a. Dependent Variable: Y

From the output of SPSS 13 software above, the regression model is obtained as follows:

$$Y = 8,467 + 0,486 X$$

The constant value means that:

1. When Corporate Social Responsibility(X) is zero or image(Y) is not affected by the Corporate Social Responsibility, so the average image is 8.467
2. While the regression coefficient b means that if the variable of Corporate Social Responsibility (X) increases by one unit, then the image(Y) will increase by 0.486. The regression coefficient is positive, which means that the Corporate Social Responsibility gives positive influence on the image (the higher/stronger Corporate Social Responsibility applying in the company, the higher the image would be).

Product Moment Correlation Coefficient Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.310	.306	4,73566

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on the table above, the correlation coefficient (r) is 0.556, which means that there is a relation between Corporate Social Responsibility (X) with the image (Y)

Determination Coefficient

The assessment amount of Corporate Social Responsibility influence to the image indicated by the coefficient of determination with the following formula:

$$\begin{aligned}
 KD &= r^2 \times 100\% \\
 &= (0,556)^2 \times 100\% \\
 &= 31,0\%
 \end{aligned}$$

The result coefficient of determination obtained at 31.0%. It suggests that corporate social responsibility gives the effect of 31.0% to the image, while the remaining of 69.0% can be explained by other unexamined variables.

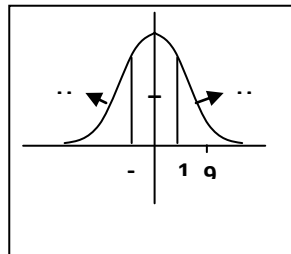
Hypothesis Test

The formula used is the Student test:

$$\begin{aligned} t_{hit} &= \frac{b}{SE(b)} \\ &= \frac{0,486}{0,050} \\ &= 9,773 \end{aligned}$$

Gambar 1.3

Kurva Uji T



Based on the calculations above, it can be obtained that the t score is 9,773. Because $t_{score}(9.773) > t_{table}(1.971)$, then H_0 is rejected. So that, there is the effect of Corporate Social Responsibility to the image.

Conclusion

Based on the results of research and analysis, it can be concluded that may provide an answer to the problem formulation in this research. It showed that the variables of Corporate Social Responsibility waste treatment have been associated with the image of PT PLN (Persero) Distribution for West Java and Banten. The conclusion is seen from the results of Product Moment correlation coefficient 0,556. While the influence results obtained by 31%. It means that as much as 31% of PT PLN (Persero) Distribution for West Java and Banten image is affected by the Corporate Social Responsibility of waste management. While the remaining of 69% is influenced by other unexamined variables.

Suggestion

The suggestions are described as follows:

1. Based on the research results, it is proved that the Corporate Social Responsibility of waste management can affect the image. Therefore, the company should be able to maximize CSR activity, so the positive image of PT PLN (Persero) Distribution for West Java and Banten will be more effected the company.
2. Although Corporate Social Responsibility program has already implemented and well received by the public, PT PLN (Persero) should be more improved and run effectively in supervising and guidance the CSR program.

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Employee's Perception on Diversity: a Study in PT Wellcomm Ritelindo Pratama

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Abstract

Companies which are capable of managing diversity in the workplace properly will achieve enhanced creativity and innovation of employees. Wellcomm as gadgets and accessories retail company has shops and counters in nearly all parts of Indonesia, so it needed a good diversity management in order to serve customers perfectly. This study will discuss more about how employees in Wellcomm accepting diversity in the workplace. The purpose of this study was (1) to describe Wellcomm employees' perception about diversity in the workplace, and (2) to describe how Wellcomm employees manage diversity in the workplace. This study used a qualitative study, data collected through interviews with informants who are Wellcomm employees from different divisions. The results of the study showed Wellcomm employees' perceptions toward diversity is still limited to differences in age, gender, and occupation (primary dimensions). There are still misunderstandings that occur because of diversity, but it can be resolved through two-way communication. In managing diversity, employees were assisted with the company's strategy through corporate foundation, and employee events such as staff gathering.

Keywords: *Diversity in the workplace, Employee's perception, Managing diversity*

Background

Discussion about diversity in the workplace has been done by experts, and it still continues to grow until now. It is undeniable, that the company's ability to manage diversity in the workplace will bring benefits to the company. This advantage can be seen from the resources and the performance of employees in the company. In terms of materials, companies that embrace diversity will accept people from many different backgrounds. It is expected that they can deal with clients from various backgrounds as well. Clients will be more satisfied if they feel they are treated in accordance with their expectations. In terms of performance, companies that embrace diversity would be appreciated by their employees. There is no discrimination between employees so it can

also minimize the misunderstandings that occur in a company either vertically or horizontally. Companies which are capable of managing diversity in the workplace properly will achieve enhanced creativity and innovation of employees.

In this paper, we will discuss more about how the perception of the Wellcomm employees in accepting diversity in the workplace and how employees manage diversity in the workplace. Wellcomm is a company under the auspices of PT Wellcomm Ritelindo Pratama thriving as The 1st Mobile Gadget Solution in Indonesia. Wellcomm currently supported by 600 employees and has 53 shop and 51 counters spread all over Indonesia, not including its own online shop. Wellcomm are realizing the vision to be "A professional marketing network based on active Human Resources in Indonesia". With this vision Wellcomm needs to be able to manage the diversity of their employees, in order to serve customers perfectly.

This study aims to examine Wellcomm employees in their headquarter and how their perception of diversity in the company. Article is focused on the research problems as follows:

1. What are Wellcomm employees' perception about diversity in the workplace?
2. How Wellcomm employees manage diversity in the workplace?

Diversity in the Workplace

There are a lot of views about diversity in the workplace, Cox (2001) defined diversity as the variation of social and cultural identities among people existing together in a defined employment or marketing setting. On the other hand, William and O'Reilly (1998) defined diversity as the degree of heterogeneity among team members on specified demographic dimensions, their theory aims to explain how such heterogeneity affects team processes and performance. Diversity is seen as the collective, all inclusive, mixture of human differences and similarities, including educational background, geographic origin, sexual preference, profession, culture, political affiliation, tenure in an organization, and other socioeconomic, psychographic, and ethnic-racial characteristics (Cox, 1993).

Cultural diversity is a major issue in diversity management. Ely and Roberts (2008) define cultural diversity as differences among team members in race, ethnicity, gender, religion, nationality, or other dimensions of social identity that are marked by a history of inter group

prejudice, discrimination or oppression. Rijamampianina and Carmichael (2005) mention three dimensions of diversity as primary, secondary and tertiary, can be seen in the table below:

Primary dimensions	Secondary dimensions	Tertiary dimensions
<ul style="list-style-type: none"> • Race • Ethnicity • Gender • Age • Disability 	<ul style="list-style-type: none"> • Religion • Lifestyle • Economic status • Culture • Sexual orientation • Family status • Thinking style • Geographic origin • Political orientation • Nationality • Work experience • Language • Education 	<ul style="list-style-type: none"> • Beliefs • Assumptions • Perceptions • Attitudes • Feelings • Values • Group norms

Table 1: Dimensions of Diversity, Adapted from Rijamampianina and Carmichael (2005)

There are several studies that discuss diversity in the workplace; the first is the study of Yousuf Kamal and Most. Moriom Ferdousi which titled Managing Diversity at Workplace: A Case Study of HP.

“According to them diversity and diversity management in multicultural workforce is increasingly becoming an important issue for the business in the era of globalization. It affects the productivity and efficiency of the workforce in general. The purpose of the study is to encompass the dimensions of diversity management in a practical company. Particularly, the study shed light on the diversity management issue of a multinational organization. They have analyzed the diversity management journey of Hp from the beginning till now giving particular focus on diversity dimensions and strategies. The paper also highlights the theoretical aspect of ‘paradigms of diversity management’ and its application to Hp. They have analyzed Hp’s diversity inclusion model and its own way of managing diversity in multicultural workforce. They find strong multicultural workforce diversity in the Hp operation and a variety of workforce diversity within the company.”

Diversity Management

Further research is a study titled Diversity as Strategy by David A. Thomas. In this study, Thomas found there were several strategies used by IBM to manage diversity in the workplace, (1) demonstrate leadership support, (2) engage employees as partners, (3) integrate diversity with management practices, and (4) link diversity goals to business goals. This strategy is considered successful in extending enterprise profit. The task force effort has also affected IBM's approach to supplier diversity. While the company has for decades fostered relationships with minority-owned businesses as well as businesses owned by the disabled, the work of the task forces has expanded the focus of IBM's supplier diversity program to a broader set of constituencies and provided new

insights on the particular challenges each faced. The purpose of the supplier diversity program is to create a level playing field.

Different organizations have different ways to manage diversity in the workplace. Diversity management is a process in which an organization can create and maintain a positive working environment for members of the organization. Organizations maintain a positive work environment with an emphasis on the uniqueness of each individual within the organization. The uniqueness of each member of the organization is the strength so that the organization can be better. In the context of American culture, there are several approaches used in diversity management, namely:

1. **The colorblind approach.** The colorblind approach to organizational diversity is intertwined with American cultural ideals of individualism, equality, meritocracy, assimilation, and “the melting pot” (Markus, Steele, & Steele, 2000; Plaut, 2002; D. A. Thomas & Ely, 1996; M. Thomas, Mack, & Montagliani, 2004) and focuses on ignoring cultural group identities or realigning them with an overarching identity (Hogg & Terry, 2000). This approach emphasizes that the organization should focus to forget about cultural identity that exist within the group, so everyone will have the same opportunity.
2. **The multicultural approach.** The multicultural approach to diversity emphasizes the benefits of a diverse workforce and explicitly recognizes employee differences as a source of strength (Cox, 1991). Organizations promoting initiatives premised on a multicultural ideology are particularly attractive to minorities because diverse backgrounds are recognized as being different, and group identities, such as race, ethnicity, and religious affiliation, are retained and acknowledged (e.g., Plaut & Markus, 2007; Purdie-Vaughns et al., 2006; Verkuyten, 2005). Organizations employ a variety of strategies to emphasize diversity. For example, multicultural initiatives range from networking and mentoring programs, which provide additional resources for demographically underrepresented groups of employees, to corporate “diversity days” where employees’ backgrounds are celebrated, diversity luncheons where food of different nations is served, and workshops or seminars that focus on aspects of diversity (e.g., Kidder, Lankau, Chrobot-Mason, Mollica, & Friedman, 2004; Linnehan & Konrad, 1999). Still, other companies may require—or strongly encourage—employees to attend diversity training, which is designed to diminish bias and increase cultural awareness among nonminority employees (Paluck, 2006). The

skills necessary for managing workforce diversity and the organizational change process are quite different from traditional organizational development prescriptions.

According to Thomas and Ely (1996), there were 3 paradigm in managing diversity in the workplace. Thomas and Ely added the third paradigm, which is Learning and Effectiveness paradigm. These paradigms are:

1. *Discrimination and Fairness Paradigm*

According to Thomas and Ely (1996), that organizations perception of diversity is always focused on the same occasion, fair treatment, recruitment, and compliance with Equal Employment Opportunity requirements. Based on this paradigm, diversity is measured by how well the company to recruit and retain the goals, compared to the degree to which the condition of companies allow employees to demonstrate personal assets and their perspectives to work more effectively. There are benefits derived from this paradigm, which tends to increase the demographic diversity within an organization, and also often successful in applying fair treatment. Company needs to promote diversity, with evaluating diversity programs, recruiting minorities to the board of directors, and interact with minority groups or networks. Other steps needed is to conduct diversity training for employees to be respectful, build self-esteem, and generally create conducive environment to diversity in the company.

2. *Access and Legitimacy Paradigm*

Organizations are encouraged to gain access to a more diverse customer; this can be done with combined demographic state of organization. This means company needs a more diverse workforce as well, to help the company meet the needs of different consumer segments. Organizations will need employees with multilingual skills to understand and serve customers better. Dass and Parker (1991) states that 44% of managers of 34 multinational companies believe that the most encouraging reason to implement diversity programs is to deal with market diversity. Companies that successfully used the access and legitimacy perspective to enhance diversity will always gain an increasing diversity of customers, clients, or labor, where everything was clearly a huge opportunity for the company.

3. *Learning and Effectiveness Paradigm*

This paradigm has integration theme, such as fairness paradigm, it supports equal opportunity for all individuals, and as a paradigm of access, it acknowledges the cultural differences between the people and also recognizes that there is value in the differences. This paradigm in managing diversity will lead the organization to bridge the differences among employees so that the organization will grow and the members of the organization is a team with the same goal, with all the differences that exist in it (unity in diversity).

Ely and Thomas (2001) conducted a qualitative study in three culturally diversified organizations and identify three perspectives described above. These three perspectives have successfully motivated managers to diversify their staff, but only the third perspective that gives rational thinking and provides guidance needed to achieve sustained benefits from diversity.

For learning and effectiveness perspective, racial diversity has a role to encourage group members to openly discuss the differences between them, which are considered as an opportunity for learning. This process shows that employees are valued and appreciated and encourage them to assess and express themselves as members of the group. These aspects resulted in the opportunity for cross-cultural learning that will enhance the performance of the group.

The Benefit of Diversity in the Workplace

There are many advantages to be had from workplace diversity. Based on the observation by Mc Enrue (1992), by managing diversity in the workplace, there are six benefits to be gained by the organization:

- (a) *Reducing costs associated with excessive turnover and absentee-ism,*
- (b) *Making it easier to recruit scarce labor,*
- (c) *Increasing sales to members of minority culture groups,*
- (d) *Promoting team creativity and innovation,*
- (e) *Improving problem solving,*
- (f) *Enhancing organizational flexibility*

Research Method

This research uses descriptive qualitative method. Descriptive qualitative method is a contextual study that make human as an instrument adapted to the situation and reasonable in relation to the collection of data that is generally qualitative. According to Bogdan and Tylor (Moleong, 1996) qualitative is a research procedure that produces descriptive data in the form of words written or spoken from the people and behaviors that can be observed.

Data for this study were collected through interviews with Wellcomm's employees and observation. Face to face interviews were conducted to collect data. A total of 7 employees were selected as informants in this research with at least one person from each division with different cultural background, and a high level of cooperation were shown from all informants.

To obtain data about employee's perception on diversity in Wellcomm, the informants were asked about their views on diversity and to give example of diversity management in Wellcomm. These data will be processed into dimensions of diversity in Wellcomm. Meanwhile to obtain data on employee's diversity management, the informants were asked about how they accepted diversity in Wellcomm and how their views of corporate diversity management.

Results

Wellcomm Employee's Perception toward Diversity Dimension

Of the seven people who had been interviewed, only one with the age above thirty and the others are below thirty. Four of them were married, and all of them came from different cultural background. The informants selected were employees with at least one year work experience in Wellcomm.

The reason for choosing employees with a minimum term of one year is because they are believed to have had quite a lot of experience in perceiving diversity in the Wellcomm workplace. From the interviews, all the informants saw diversity included in the primary dimension, which is based on gender, age, and ethnicity. Informants agree that almost no difficulty in communicating, because of a similar age range.

Having interviewed further, Informants revealed diversity in the secondary dimension, especially related to the position, length of employment, and education. In some divisions based on educational background diversity is perceived by informants, such as division of Finance & Accounting and Human Resource. Informants of this division argues that employees with undergraduate education, get a lot more benefit than employees of graduating seniors. Different answers obtained from the informants from e-commerce division, which states that employees have the programming and design skills are considered high get much more benefits than other employees, does not depend of both undergraduate and graduate high school.

All informants argue that seniority still felt within Wellcomm work environment. Employees with longer working time, more gain appreciation and other benefits. Overall, the informant was not aware of the diversity in the context of the relationship between superiors and subordinates (Vertical communication). There is only one informants that explains diversity from tertiary dimension, informant from the training division. The informants explained that perceived differences in values between employees from different divisions. According to him, almost all of the employees just trying to work on personal responsibility without too concerned with the workflow with other divisions. This often leads to difficulties in inter-division work on the project.

Some informants looked coworkers who do not agree with them is desirable, especially if it comes to employment issues. While other informants felt that they never argue with coworkers. If there are disagreements, they will try to resolve it first among employees, but if they can not resolve the issue, they will ask for help to their superiors. The entire informants feel never experienced discriminatory actions in the Welcomm work environment. If there is a view that some employees receive more benefits, they claimed it was fair, because the employee has advantages, both from the education, experience, and tenure.

From the description of informants, employees can cope with the diversity that exists among them, especially in the primary dimension, either because the same age range. Age range of employees helps in communication and make the new employee Wellcomm quickly adapt to other employees. Exclusive groups in a division is still apparent, ie employees who are not willing to adapt to other employees. To overcome this, the intervention of superiors is needed. If this causes problems with the other divisions, the employee will return to the organizational

structure, which is asking for help direct supervisor to communicate with the supervisor of the division concerned.

Welcomm's Diversity Management

The company itself has made efforts to address the diversity that exists. The first way is to socialize over three Wellcomm foundation, which are (1) morality, (2) Responsibilities, and (3) capability. The whole diversity-related issues will be returned to the three basic foundation of this company. Socialization is done through training to new staff and statement Promise Wellcomm every morning.

The second way is to hire employees who have diverse backgrounds. Wellcomm has more than fifty branches throughout Indonesia, so that employees with local culture needed to serve customers well. Employees with the local culture prioritized for recruitment, because it is believed to establish good communication with the consumer. Wellcomm hiring standards refer only to the physical aspect, such as height, and there is nothing to distinguish the employees according to the three dimensions of diversity. The third way, Wellcomm regularly conduct employee gathering is done once a year. Through this event, all outstanding employee from all over Indonesia gathered together to know each other well with employees of the central office and the board of directors.

With diversity management conducted by Wellcomm, has helped overcome differences diversity among employees. These results can be seen from almost no conflict based on the diversity, conflict is referring to the work or work result. Some conflict is referring to the difference in values, but no one allowed to drag on, the conflict be resolved either by personal inter mediation of the employee or the mediation from supervisor.

Conclusions and Suggestions

Wellcomm employees have perceptions about diversity in accordance with the dimensions of diversity according Rijamampianina and Carmichael (2005). This view of diversity is still focused on the primary and secondary dimensions. However, these differences do not cause long-term problems in the workplace, as well as discriminatory actions. As a company, Wellcomm themselves have made efforts to bridge differences in diversity, among other things, (1) socialization Wellcomm foundation, (2) the recruitment process which supports diversity, and (3) employee gathering events are held regularly.

As a suggestion for Wellcomm to continue to make three attempts to bridge the diversity. Employees Wellcomm not very diverse in terms of age, although this has a positive aspect that helps communication between employees, but it should be considered to recruit employees with different age ranges. Employees with more mature age is believed to contribute their experiences and thought processes to younger employees.

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The Role of Communication Media in the Development of Student's Intellectual Character

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ABSTRACT

The reality right now indicates that communication media grows continuously and change rapidly. In fact, as McLuhan has observed,⁽¹³⁾ our world becomes more globalized and borderless, because of communication media. It's really true that communication media gives significant contributions for education,⁽¹⁸⁾ but how far communication media have contributed to the development of intellectual characters, especially for the student?

Through the examination of the observation made by John Dewey⁽⁵⁾ that there are many well educated people who have poor thinking in one hand, and in the other hand Ron Ritchart's argument that there were some intellectual characters that should be possessed by the intellectuals,⁽¹⁵⁾ this article showed that communication media have the significant role in developing intellectual characters of both student and lecturer in education.

Keywords: *communication media, intellectual character, and education.*

Introduction

The issues of intellectual character emerged and clearly manifested through the examination of John Dewey, the father of education, from the United States of America (1938).⁽⁵⁾ He was deeply concerned with the fact that many well educated people have poor thinking.

His concerns and findings provoke the curiosity of some leading experts in education to examine further on this issue. One of those scholars, Stephen Covey, then launched a best selling book, *The Seven Habits of Highly Effective People* (1989).⁽²⁾ He is followed by Daniel Goleman, who coined his wellknown concept of *Emotional Intelligence* in 1995,^(9, 10) which strikes the world with his argument that IQ only contributes to 20% of one's success in life, while the majority of it, 80%, is determined by EQ. Later on, it also influences Ron Ritchart, the writer, whom we are going to focus on this study. For Ritchart, Dewey's idea is really intriguing. How come a well-educated person has poor thinking? Why could this happen? To examine these questions, Ritchhart (2002) conducted a research for 7 years that resulted on his book *Intellectual Character*.⁽¹⁵⁾

For Ritchart, there are 6 intellectual characters that a person should develop during his or her educational journey, namely (1) open-mind; (2) curiosity; (3) metacognitive (reflective thinking); (4) seeking truth and understanding; (5) strategic thinking; and (6) sceptical thinking (being sceptical on every claim of truth as to re-question the truth in order to promote the deconstructive mechanism that can result on the reconstruction of truth).

The problem being raised here is what is the role of communication media in the educational process in developing student's intellectual character? And, how far communication media have contributed to this process? Indeed, these questions are significant for educational institutions such as colleges, universities and other institutes of higher education, which promote their teaching and learning process with the help of communication media. Definitely, higher education institutes would like to produce graduates with strong intellectual character.

Analysis

The role of mass media communications in education was discussed by Sir Eric Ashby in his review of the Education Revolution.⁽¹⁸⁾ Sir Eric Ashby argued that education has at least 4 stages of revolution and which are influenced by the role of communication media. Ashby's idea about educational revolution is being explained by Yusufhadi Miarso (2005) in his book *Menyemai Benih Teknologi Pendidikan* as follow:

The first revolution occurs when parents or families give some responsibility to others who are competent to educate their children. For example, the Sufis in about 500 BC who are willing to share their knowledge to those who want to pay them.

The second revolution occurs when education provide teachers who are given the professional role to teach and educate students. The teaching was conducted verbally and education was then institutionalized with various standardized provisions. Though the beginning of the first and the second revolutions can not be dated accurately, we experience that they are still existing in our contemporary era.

The third revolution emerged by the discovery of the printing press, which allowed the spread of iconic and numeric information in the form of a book or other printing materials. In this era, books, besides teacher, are regarded as the primary media for the educational process and purposes. This revolution is still going on as such that we often hear the saying that a learning society is a society that reads.

The fourth revolution driven by the fast emergence of electronic communication media. The fourth revolution was driven by the presence of rapid development in the field of electronic communication media. The most prominent is the communication media, such as radio, television, and tape that go beyond the geographical, social, political boundaries with greater intensity that the printing media could ever offer. This development results on the concept of a new literacy, which does not only requires an understanding of the rows of letters, numbers, words and sentences, but also visual understanding.

Some experts, such as McLuhan observes that the development of communication media has brought our world of today into a kind of 'global village' in so far that all citizens are connected to one another becoming interdependent.⁽¹³⁾

Miarso argues further that there has been the fifth revolution going on nowadays with the discovery of online media or new media, such as, Internet with all its variations (websites, blogs, mailing lists, facebook, twitter, etc). With this virtual media, education can be organized in such a way that has never been before. Take some examples, the presence of online classes or universities, which implement long distance learning that can be conducted and accessed by both teachers and students through the means of virtual media. Moreover, independent learning is made possible because the virtual media gives a number of easy accesses for everyone everywhere in search for both literal and visual information.

When communication media become educational media, as it occurs in the educational revolution, then the central role of communication media in education becomes inevitable. That's why Arief S. Sadiman (2007) stresses that media communication is essential to educational media.⁽¹⁶⁾ Because, for him, the teaching and learning process is basically a process of communication, namely, a process wherein a lecturer communicates a message through a channel of communication to students and vice versa.

In this development, the media which was initially considered as teaching aids for teacher/lecturer has now evolved into a tool that is visual aids, such as pictures, graphics, tables and other tools. This media can be used to give a concrete experience, increase motivation to learn, and enhance student's learning experience.

In the middle of the 20th century, the civilization entered into era of audio technology. Therefore, the visual aids were then being equipped with audio aids so that there emerged the forms of audio-visual aids (AVA).

Edgar Dale (1964),⁽³⁾ as stated by Sadiman, shows the effect of communication media in education in his diagram of cone of experience:

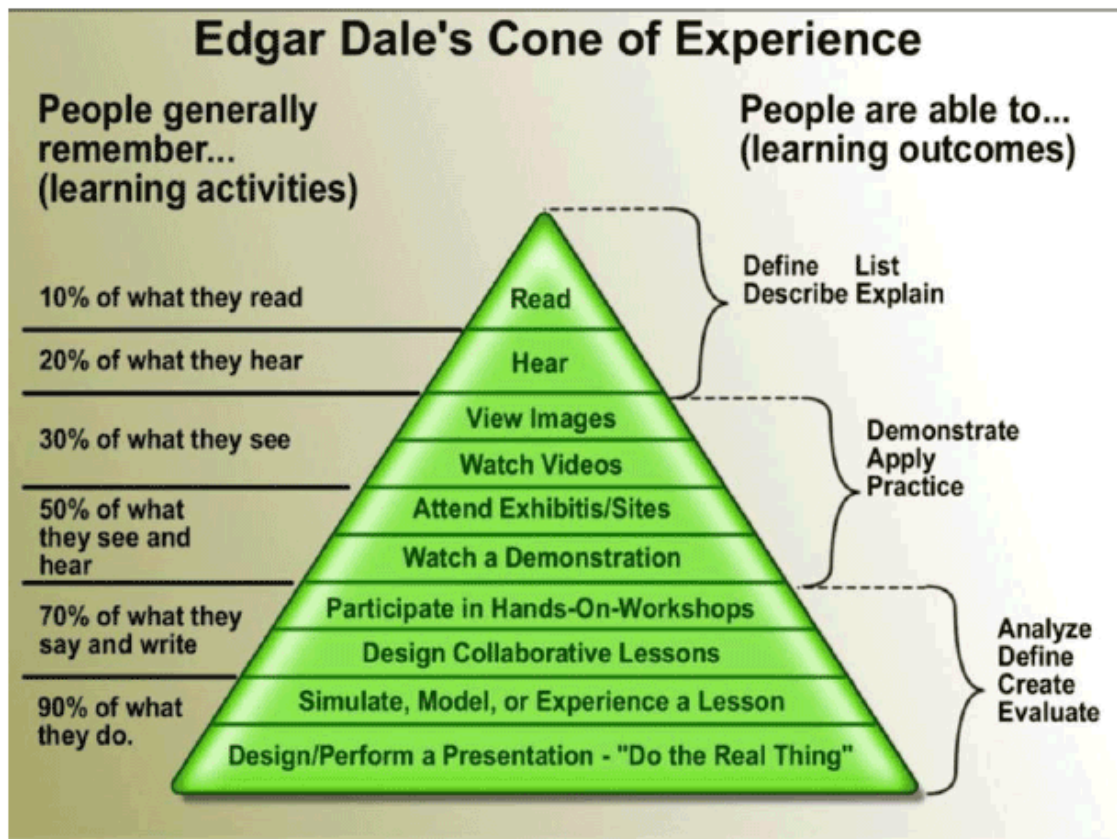


Image of Edgar Dale's Cone of Experience
Source: <https://www.google.co.id/>

As shown in the Edgar Dale's Cone of Experience, it is clear that communication media along with its development have given their significant contribution to the educational process, especially as a medium of education, learning resources, and learning methods. Through the fourth, especially the fifth education revolution (Miarso's version) we have seen how learning resources, learning media, and methods become more vibrant and effective thanks to the development of communication media.

In this kind of era, teachers/lecturers can not claim themselves as the main and sole reference to the knowledge and information but rather the sources of information become more various, rich in diversity and accessibility. Variety of media communication can be sources of teaching and learning process.

Learning media which are regarded as the tools to endorse the learning process is also becoming abundant. As shown by Edgar Dale's cone of experiences, there are vast range of learning media and its effects start from the most concrete level up to the most abstract one.

Therefore, learning resources can become learning media, and vice versa, depending on the designation, while learning methods can become more varied and enjoyable due to the rapid development of media communication. That is why the strong desire to learn, equipped with the more advanced communication media should give impact on a more effective education process, because the learning process has now become more interesting and practical.

Communication media also plays a significant role in developing intellectual character. The fast growing and rapid spread of information shared by communication media could influence people mindset. There are more video clips, reading materials which are produced and shared in internet than ever. When used productively then those materials can motivate students to improve their intellectual character.

The first element of intellectual character is being open-mind. Carol Dweck in her book *Mindset: The New Psychology of Success* (2006) explain about fixed mindset and growth mindset.⁽⁶⁾ She argues that fixed mindset would result on stagnant career and life while those whoever has growth mindset would eager to learn and improve continuously and therefore would reach ever-higher achievements in life. In today's era, lecturers as well as students should possess growth or open mindset in order to excel in studies and life. They should dare to embrace the new challenges, to learn the new things, experience more and strive to broaden their mind. Open-mind persons are long life learner. They are motivated to learn the new things and master them. With the abundance of information provided by our media communication technology nowadays, open mind persons would have clear chance to master whatever they are passionate with.

Being open-mind is closely related with the second intellectual character which is curiosity. In the era of information and communication technology nowadays, those who are curious will have ever greater chance to explore anything they are curious about. Knowledge are now on one's finger tips. They are one click away. Robert E. Kelley (1999) from Carnegie University observed that we are living in an era of abundant information, but it needs curious people to be able to access and make use of them.⁽¹²⁾ And so we need a new way of teaching that could provoke student's ability to inquire new value adding information and to aquire finer skills. How we teach is as important with what we teach. Lecturer should find appropriate methods that can help students develop their curiosity and becoming curious persons. When they have this intellectual character then education will go on more effectively. They will be become active learners, the doers who

own the educational processes. And the lecturers can take their real position as coach or facilitators not take away student's rights and role as the real learner and chance to study.

That is why, Yusufhadi Miarso an expert in Education Technology in Indonesia pioneered a new way of conducting tests. Rather than asking students to answer quizzes or examination questions, the students themselves should pose their own questions and inquiries. It is a new way of doing tests that is against the mainstream which aims at conditioning students to have the critical, creative, innovative and curious mindset.⁽¹⁾ A similar method, according to Deddy Pradipto (2007), was also promote by the late J.B. Mangunwijaya, Kanisius Mangunan Elementary School in Jogjakarta.⁽⁴⁾ Mangunwijaya obliged his students to submit a set of written questions every Saturday in Inquiry Box on what they observe in their surroundings, except on their daily lessons.

Curiosity grown by Mrs. Janet Teig the mother of Isidor Isaac Rabi led him to win the Nobel Prize for Physics in 1944 and in the following years.⁽¹⁴⁾ When Rabi was asked about what kind of education he was upbrought with in the family that led him to become a successful person like that, he said, everyday he came home from school, his mother, Janet Teig, would always ask: "Did you ask good questios in school today?"

The third intellectual characteristic is metacognitive (reflective thinking). Facing mass reproduction of information students and lecturers have to discern on a lot of things. Whether he or she would maintain the old concept and paradigm or adjust to the new and relevant ones? Or, whether the new things are to be ignored because they are not relevant and rather counter-productive.

Pope John Paul II (2001) wrote an Apostolic Letter entitled "*Novo Millennio Ineunte*" to celebrate the World Communication Day at the end of the Great Jubilee Year in 2000.^(7, 11) In the Letter, he invited everyone to think reflectively on the flood of information brought by the rapid progress of communication media and its impact in our life. Critical thinking and ethical values should become our guide in filtering the information as well as in making use of it.

The reality shows that lecturers have their own difficulties to develop student's metacognitive ability, especially when they themselves are bounded by their own old paradigm and way of thinking especially their old way of teaching which is a one-way teaching method. In that way of educating, school will not be able to develop student's metacognitive skills. Students

would just memorize what are taught and would not be able to produce their own thinking. While in fact, history shows that only those who want to re-think their own understanding that able to create new innovation and creativity and would be able to produce new knowledge. If not, the student will only repeat the history of the previous generation because he or she does not want to learn from their own experience and life. So the important role of a lecturer is to motivate and coach the students to think reflectively, question creatively and create innovatively so that they will be able to learn from their own experience and construct something of value for their present and future life.

The fourth element of intellectual character is an ability to seek truth and understanding. Communication media has opened greater possibility to access truth and understanding. Information and knowledge are becoming more accessible nowadays thanks to information and communication technology we have now. However, the truth and the real value adding information and knowledge are not revealed automatically. They need to be processed, sorted out and verified. Truth-seeking requires persistence and humility. Sometimes it forces us to leave our comfort zone. Students are required to persevere and be persistent. They should be familiarized with the skills of browsing, selecting, modifying, and creating their own understanding. They should be critical of what they read, what they hear, what they watch. They should seek for true understanding and share it with more people.

The fifth element of intellectual character is the strategic thinking. Strategic thinking is contradictory with sloppy thinking. It presupposes an awareness of the goals to be achieved. It is well-focused and has clear vision of the future (farsighted). This kind of thinking is well expressed one of the seven habits promotes by Stephen Covey, which is the habit of beginning something with the end in mind.⁽²⁾

We should be concerned with the TV program like "Opera Van Java" which always ends its show with the saying of the puppeteer: *"Di sini gunung, di sana gunung, di tengah-tengahnya pulau Jawa. Wayangnya bingung, dalangnya pun bingung, yang penting bisa ketawa"* ("Here the mountain, there the mountain, in the middle is the island of Java. The puppet confused, the puppeteer confused. But the important thing is we can laugh".) This kind of program obviously will not foster intellectual character. It would rather especially hinder the growth of strategic

thinking. TV program like this can not fulfill its task as guidance. It lost its essential characteristics, namely *dulce et utile* (beautiful and useful).

To start developing student's strategic thinking, lecturer could begin with asking students to set their life goal as well as planning and organizing their schedule and activities. This could lead to a habit of managing themselves, managing their time and agendas. Through this they would be able to plan for their future from semester to semester, year to year, and so on. By managing their studies based on their plan they would learn more than a classroom studies could offer. They would study as it is for their life, not only for their grade of GPA as it was said, "*Non scholae sed vitae discimus!*"

That is the real role of a lecturer, 'guru', which is to bring students out of darkness ('gu'), to enlightenment ('ru') as said Mintara Sufiyanta.⁽¹⁷⁾ So, the task of a lecturer is to bring student from the darkness of ignorance to the light of the enlightenment. To be able to do that, the lecturer should provide students with meaningful learning. In this endeavor, communication media could give significant assistance as a partner for the lecturer.

The sixth element of intellectual character is the skeptical thinking. In this context, the meaning of skeptical thinking is to doubt all truth claims in order to construct relevant truths. It paves the way for deconstruction and reconstruction of truth so that knowledge and information get their relevance.

Therefore, it is obvious that intellectual characters of seeking truth and understanding, strategic thinking, skeptical thinking are integral parts of critical thinking, namely looking at, looking through, and looking between, in order to come up with looking outward that it may broaden one's mind and paradigm with specific action (think globally, act locally).

All these require examples from lecturer. Students need role models. Lecturers should first of all give them proper examples. In that sense, lecturers should first of all possess critical thinking and able to scrutinize critically informations from any media communication sources, able to find accurate and reliable sources, and able to use them in teaching and learning activities. Continuous personal development is a must in this era of rapid change. Lecturers need to be updated always in order to keep up with the pace of change in this era of information and communication technology.

Conclusion

Having observed the discussion above on the educational revolution, communication media, and the elements of intellectual character, it can be concluded that communication media has great contributions to develop the student's as well as lecturer's intellectual character. Meaning to say, the six elements of intellectual character as were proposed by Ron Ritchart, namely open-mindedness, curiosity, metacognitive, seeking truth and understanding, strategic thinking, and sceptical thinking could be developed with the help of communication media.

Therefore it is indeed adviceable to make use of communication media in teaching and learning process both in the classroom and outside classroom setting. Through multimedia presentation in the classroom, lecturer can teach the lessons in a more interesting and attractive way. Digital technology could introduce the things in a more vivid ways than the old fashioned blackboard can do. Moreover, through various assignment with the requirement of consulting multimedia communication sources could help students get familiarized with ICT skills and the ability to create something out of the information they could access.

The fact that there are some abusive elements in the dynamics of information and communication technology therefore critical thinking and ethical discernment become more necessary than ever. All the activities with communication media should be conducted for the common good of all (*bonum commune*). In fact with the more accessible nature of today's communication media it is becoming easier to spread good influence to the world. We can reach more people in a more practical way using the communication technology we have nowadays. Therefore the chance to promote intellectual character with this kind of technology is very promising. Yet there is always a need to integrate ethical values into the learning process, so that education with media communication could help grow student's intellectual character.

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Biography



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Killing Me Softly With Your Corporate Social Irresponsibility: Tobacco Industry and Its So-Called Corporate Social Responsibility

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ABSTRACT

It is more and more common that tobacco companies in the world and Indonesia are portraying themselves as good corporate citizens and engaging in so-called “corporate social responsibility” activities, such as sponsorship of educational programmes, sport events, art and cultural performances, community projects and philanthropy. These “socially responsible” activities are very effective in improving public perceptions of the tobacco industry, creating good impressions among influential groups such as policy-makers, academicians and journalists, and serving as brand loyalty promotion and strengthening corporate reputation.

However, these activities are actually intended as corporate political interference to influence members of society, government officials, parliament members and the judicative judges to influence policy/regulation development and preventing government and parliament not to regulate tobacco use which will reduce their sales. This study will explicate what CSR really is and why tobacco companies’ CSR activities do not meet the criteria of real CSR. Examples of the so-called CSR activities done by the tobacco companies in the world and Indonesia will be shown.

Keywords: *Corporate Social Responsibility; Interference; Regulation; Tobacco industry.*

I. UNDERSTANDING CSR

A lot of parties opinionated that Corporate Social Responsibility (CSR) has too many definitions and therefore its meaning becomes obscured. That statement is incorrect. Experts have stated that even though CSR is articulated in a number of ways, its substance has already been agreed upon between the stakeholders. CSR is taking responsibility over impacts that occur due to the decisions and actions that a company has taken, which objectives are to contribute to the achievement of sustainable development. The culmination of this definition has actually already

been reached for some time, and this is evidenced by a number of well-known definitions as seen below:¹

“social consciousness,” of managers meant that businessmen were responsible for the consequences of their actions ... (Bowen, 1953)

“Perhaps the best way to understand social responsibility is to think of it as ‘good neighborliness.’ The concept involves two phases. On one hand, it means not doing things that spoil the neighborhood. On the other, it may be expressed as the voluntary assumption of the obligation to help solve neighborhood problems.” (Eilbert & Parket, 1973)

“Corporate social responsibility is defined as the serious attempt to solve social problems caused wholly or in part by the corporation.” (Fitch, 1976)

“Corporate social responsibility relates primarily to achieving outcomes from organizational decisions concerning specific issues or problems which (by some normative standard) have beneficial rather than adverse effects on pertinent corporate stakeholders. The normative correctness of the products of corporate action have been the main focus of corporate social responsibility.” (Epstein, 1987)

Finally, in 2010 ISO 26000 provides a clear definition of social responsibility, as follows:

“Responsibility of an organization for the impacts of its decisions and activities on society and the environment, through transparent and ethical behaviour that contributes to sustainable development, health and the welfare of society; takes into account the expectations of stakeholders; is in compliance with applicable law and consistent with international norms of behaviour; and is integrated throughout the organization and practiced in its relationships.”² This definition is consistent with the determination of the experts cited before, and is also a definition for social responsibility that is most popular.

Studying the various definitions presented above, it is clearly understood that CSR is not merely an act of donation or philanthropy, as how it is often understood by stakeholders in developing countries. This narrow understanding has made it easier for many companies to gain the reputation of a “company with social responsibility” through the distribution of mere donations. In reality, the donations were often used to cover the company failures in displaying a real social responsibility, that is to be responsible over respective impacts.

¹ The whole definitions was cited from the classics of Carroll, A. 1999. *Corporate Social Responsibility: An Evolution of Definitional Construct*. Business and Society, Vol. 38/3. Howard Bowen, whose definition that was cited first, was an expert that has been deigned as “the Father of Modern CSR”. Notice that he made this definition in 1953, strengthened by the views of experts after, and still considered as relevant until today.

² ISO. 2010. *ISO 26000 Guidance on Social Responsibility*. ISO. Geneva.

The minimal limit of what can be considered as social responsibility has been a topic of interest in CSR literature. Some experts stated that CSR begins when regulations end. However, there are also those who are of the opinion that fulfilling the regulations are a part of CSR, and therefore the minimal is adherence to all the regulations in place. Some experts have a different opinion about this limit. They view that a company could follow all the regulations, but because of the business practices of that company, or the nature of the industry of that company, then it really would not be able to bring benefits to mankind and sustainability. Therefore, the company could not claim social responsibility. The term *corporate social irresponsibility* (CSI) is introduced to explain such conditions.³

The clearest example on these differences come from controversial industries. In other words, these are industries considered as *harmful industry*⁴ or even those considered as *sinful industry*.⁵ The industries categorized under these labels are often brought up, and the tobacco, pornography, gambling and alcohol industries are often included. The explanation for controversial industries refer to industries that produce “*products, services or concepts that for reasons of delicacy, decency, morality, or even fear elicit reactions of distaste, disgust, offence or outrage when mentioned or when openly presented.*”⁶ Many of these controversial industries are (still) considered legal by governments of developed and developing countries. However, since it brings great harm, then these industries are often classified as socially irresponsible industries.

³Refer to Clark, T. and Grantham, K. 2012. *What CSR is not: Corporate Social Irresponsibility*, in Ralph Tench, William Sun, Brian Jones (ed.) *Corporate Social Irresponsibility: A Challenging Concept* (Critical Studies on Corporate Responsibility, Governance and Sustainability, Volume 4); also, Tench, R, Sun, W, and Jones, B. 2012. *The Challenging Concept of Corporate Social Irresponsibility: An Introduction* within the same collection of writings.

⁴For example, this terminology was used in 77. Daube, M. 2012. *Alcohol and Tobacco*. Australian and New Zealand Journal of Public Health. 36/2.

⁵One of the articles that used this term is Lal, P. 2013. *International Aid, Tobacco, and Tobacco Epidemic – Are Aid Agencies Culpable for Investing in Sin Sectors Like Tobacco?* Tropical Medicine and International Health, 18/3.

⁶This definition is found in Wilson, A. and West, C.. 1981. *The Marketing of ‘Unmentionables’*, Harvard Business Review, 51/1. This definition has been cited often in writings in relation to controversial industries. Among others, Lindorff, M., Jonson, E., and McGuire, L. 2012. *Strategic Corporate Social Responsibility in Controversial Industry Sectors: The Social Value of Harm Minimisation*. Journal of Business Ethics, 110; Also Kilian, T. and Hennigs, N. 2014. *Corporate Social Responsibility and Environmental Reporting in Controversial Industries*. European Business Review, 26/1.

II. UNDERSTANDING “CSR” OF THE TOBACCO INDUSTRY

Impacts of the Tobacco Industry. If CSR is the accountability over impacts from a company, then it becomes very important to understand an industry whenever anyone would like to know the CSR performance of a company within that industry. Therefore, in order to appraise CSR initiative done by a tobacco company, it is important to know the impacts of the tobacco industry – from the chain of supply, production process, as well as the chain of marketing. Particularly, if the tobacco industry itself has used the CSR term massively.

The Campaign for Tobacco Free Kids (CTFK) have recorded⁷ that in the 20th century, the tobacco consumption has taken the lives of 100 million people. If this trend is continued, then the number of deaths due to the same causes will reach 1 billion in the 21st century. Presently, 6 million people per year all over the world have died because of tobacco consumption, and this figure will increase to 8 million people per year by 2030. A number of 600 thousand people have also lost their lives due to passive smoking, where 165 thousand of them are children. On an average, smokers lose 15 years off their lives, and half of the smokers will die of smoking-related diseases. This tendency will worsen as everyday, the number of smoke-addicted individuals increase 80–100 thousand lives. This means that from a whole generation of youths that are living today, 250 million of them will have lost their lives from smoking-related causes.

The health impacts mentioned above also has an effect on economic conditions. CTFK has stated that USD 500 billion is the annual loss per year due to tobacco consumption, especially due to health costs and loss of productivity. In terms of health costs only, the people of the United States of America pays USD 96 billion, Germany pays USD 7 billion, and Australia loses USD 1 billion each year. In relation to economic loss, CTFK further explains:

*“Tobacco-related illnesses and premature mortality impose high productivity costs to the economy because of sick workers and those who die prematurely during their working years. Lost economic opportunities in highly-populated developing countries will be particularly severe as tobacco use is high and growing in those areas. Countries that are net importers of tobacco leaf and tobacco products lose millions of dollars a year in foreign exchanges.”*⁸

⁷Campaign for Tobacco Free Kids. 2014. *Toll of Tobacco around the World*. Fact sheet can be downloaded here: http://www.tobaccofreekids.org/facts_issues/toll_global/?utm_source=factsheets_finder&utm_medium=link&utm_campaign=analytics

⁸*Ibid.*

This negative impact has been acknowledged through various studies with a strong methodology, both in the field of health epidemiology and health economics.⁹ However, the truth of these studies have often been concealed by the tobacco industry. Since the 1950s, the efforts to reveal the truth on the negative impacts of tobacco consumption has been taken, and more and more valid evidence have been gathered. In fact, the first epidemiologist who discovered the link between tobacco consumption and lung cancer, Franz Muller, has already published his works in the year 1939. In 1964, the US Ministry of Health has concluded that, ‘*cigarette smoking contributes substantially to mortality from certain specific diseases and to the overall death rate.*’

These evidences—up to 2005, it is estimated that there are 70,000 scientific papers written regarding these issues¹⁰—could create a loss for the global tobacco industry. Therefore, the industry has started to conceal the truth about the impact of tobacco consumption. They began to create doubts about the results of these studies through various means, including sabotaging the tobacco control movement from within¹¹ and creating a matching framework as opposing to the framework made by the WHO.¹² In fact, the researchers paid by the tobacco industry also have very firm conclusions regarding the dangers of smoking.¹³

The efforts to conceal the truth about the negative impact of tobacco consumption then can no longer be continued after the United States of America court in 1990s ordered tobacco companies to disclose all their internal documents because they were proven to have lied to the public. Consequently, a lot of publications were able to uncover how these companies in the

⁹ To see the epidemic evidences of tobacco consumption, refer to e.g. WHO. 2013. *WHO Report on the Global Tobacco Epidemic 2013: Enforcing Bans on Tobacco Advertising, Promotion, and Sponsorship*. WHO. Geneva. Meanwhile, the calculations for the economic loss from tobacco consumption can be seen in WHO. 2011. *Assessment of Economic Costs of Smoking*. WHO. Geneva.

¹⁰ Palazzo and Richter. 2005. *CSR Business as Usual? The Case of Tobacco Industry*.

¹¹ Refer to e.g. Carter, S. 2002. *Mongoven, Biscoe & Duchin: Destroying Tobacco Control Activism from the Inside*. Tobacco Control, 11. Also refer to Francey, N. and Chapman, S. 2000. “*Operation Berkshire*”: *The International Tobacco Company Conspiracy*. British Medical Journal, 321. These two articles reveal the evidence of massive sabotage on the tobacco control movement.

¹² Mamudu, H., Hammond, R., and Glantz, S. 2008. *Project Cerberus: Tobacco Industry Strategy to Create an Alternative to the Framework Convention on Tobacco Control*. American Journal of Public Health, 98. Also refer to McDaniel, P. Intinarelli, G., and Malone, R. 2008. *Tobacco Industry Issues Management Organizations: Creating a Global Corporate Network to Undermine Public Health*. Globalization and Health, 4/2.

¹³ Cummings, K., et al.. 1991. *What Scientists Funded by the Tobacco Industry Believe about the Hazards of Cigarette Smoking*. American Journal of Public Health, 81.

tobacco industry thinks and acts.¹⁴ Since then, the tobacco companies have really lost their legitimacy and credibility. But they keep on doing many interference tricks.

Conclusion of the Experts. With the exposure of negative impacts and tobacco consumption, and the mapping of denialism tactics practiced by the tobacco industry, then the experts have arrived to a conclusion regarding the initiative of “CSR” done by the tobacco industry. Indeed, it cannot be said that the link between CSR and the tobacco industry is a scientific consensus. However, at least the relation between CSR and the tobacco industry is a trend that can be seen in many scientific publications.

Several references conclude that experts view the tobacco industry (1) as a part of a harmful, sinful and controversial industry; (2) is a real example of corporate social irresponsibility or fake CSR; (3) cannot be included in the socially responsibility investment index (SRI); (4) communication is considered as *CSR-washing*, and not CSR communication; (5) cannot be justified to speak in CSR and business ethics forums, and therefore, (6) in the global survey is stated to be an industry with the lowest form of CSR performance by the stakeholders, and can even be considered as not having any social responsibility at all.

The tobacco industry is considered to be a harmful, sinful and controversial industry by many CSR experts. Mainly because the nature of the product that is harmful towards its consumers, as well as people who were indirectly exposed, and the tobacco companies that takes lengths to obscure or underestimate its dangers.¹⁵ Harmful practices are continued as the controversial industry is still able to reap huge benefits in doing so.¹⁶ One of the methods utilizes packaging a number of the negative impacts with initiatives that ride on the term CSR because the corporate risks against

¹⁴As examples: (1) Bates, C. and Rowell, A. No Year. *Tobacco Explained: The Truth about the Tobacco Industry*. And, (2) ASH, Christian Aid, Friends of the Earth. No Year. *BAT in Its Own Words*. ASH, Christian Aid, Friends of the Earth. For the case of Australia, Chapman, S. and Carter, S. 2003. “Avoid Health Warnings on All Tobacco Products for as Long as We Can”: A History of Australian Tobacco Industry Efforts to Avoid, Delay and Dilute Health Warnings on Cigarettes. *Tobacco Control*, 12/Supplement 3. The case in the Czech Republic is written in Shirane, R., et al.. 2012. *Tobacco Industry Manipulation of Tobacco Excise and Tobacco Advertising Policies in the Czech Republic: An Analysis of Tobacco Industry Documents*. *PLoS Medicine*, 9/6.

¹⁵Kozlowski, L. and Edwards, B. 2005. “Not Safe” is Not Enough. *Smokers Have a Right to Know More Than There is No Safe Tobacco Product*. *Tobacco Control*, 14/Supplement 2.

¹⁶Cai, Y., Jo, H., and Pan, C. 2012. *Doing Well by Doing Bad? CSR in Controversial Industry Sector*. *Journal of Business Ethics*, 108.

the pressure from stakeholders up to a certain limit becomes lower.¹⁷ To conceal a lot of controversial issues and practices, these tobacco companies have a tendency to conduct communications aggressively, including communication concerning initiatives that they deem as part of CSR.¹⁸

The opposite of CSR is *corporate social irresponsibility* (CSI) or fake CSR. CSI is defined as “... *those business behaviors and actions that are illegal or legal but severely unsustainable and/or unethical thus totally socially unacceptable.*” Scientific articles on CSI almost always mentions the tobacco industry as one of its examples.¹⁹ In this case, the tobacco industry is legal, yet is categorized as unsustainable and unethical. A similar term that is being developed by tobacco control activists in Thailand is fake CSR.²⁰ Wayne Visser, a prominent CSR expert from Cambridge University stated that they are engaging in CSR or promoting fake CSR can be labelled as CSR pretenders.²¹

A lot of experts view that investment in the tobacco industry is considered socially irresponsible or unethical, and therefore does not qualify the Socially Responsible Investment (SRI) index.²² Not a single SRI index includes tobacco companies in their investment portfolios. Together with the armaments, nuclear, gambling and alcohol industries, tobacco is included in the harmful industries category, and therefore, does not qualify screening. Even though creating a harmful industry category is still considered as problematic – data shows that so far nuclear power plants has the record for the smallest workplace accidents, much smaller than any other sources of energy,²³ or the risk of death of a family member when one keeps a gun in the house, which is only

¹⁷Evidence of the condition provided at Jo, H., and Na, H. 2012. *Does CSR Reduce Firm Risk? Evidence from Controversial Industry Sector.* Journal of Business Ethics, 110.

¹⁸Refer to e.g. Andersson, K., and Frandsen, A. 2010. *The Nucleus of CSR – Creating and Communicating Strategic Corporate Social Responsibility Agenda in a Controversial industry.* Lund School of Economics and Management, Lund University. Lund.

¹⁹Refer to Clark, T. and Grantham, K. 2012. *What CSR is not: Corporate Social Irresponsibility*; Also Tench, R, Sun, W, and Jones, B. 2012. *The Challenging Concept of Corporate Social Irresponsibility: An Introduction* as mentioned before. Another example is from Kotchen, M. and Moon, J. 2012. *Corporate Social Responsibility for Irresponsibility.* The B.E. Journal of Economic Analysis and Policy, 12/1.

²⁰TRC. 2011. *Fake CSR: The Hidden Tactic of Tobacco Industry.* TRC Research Update, 3/2.

²¹Visser, W. 2011. *Exposing the CSR Pretenders: PR, Not Sustainability, is on the Rise as the Driving Force Behind Many Corporate CSR Campaigns.* Quest for CSR 2.0 Series. Downloadable at <http://www.csrwire.com/blog/posts/188-exposing-the-csr-pretenders>.

²²Refer to Gray, J. 2012. *Misadventures of an Irresponsible Investor.* Rotman International Journal of Pension Management, 5/2.

²³This is proven in Lovelock, J. 2007. *The Revenge of Gaia: Earth's Climate Crisis and The Fate of Humanity.* Basic Books. London. Comparison with various power plants have resulted in a conclusion that Nuclear Power Plants has the lowest accidents and deaths.

a hundredth from the danger of owning a swimming pool²⁴— it does not reduce the SRI institutions from its resolution concerning the tobacco industry.

However, a number of SRI indices use screening for positive, negative as well as a combination of both. Negative screening means directly taking out all the companies within the category of impossible to be included in the indices; for example, using the category of *harmful industries*, as above.²⁵ Positive screening uses a number of indicators that can show which companies are progressive in terms of their social performance. If, until today not a single SRI index have included tobacco companies into their portfolio, then a conclusion could be made that if a positive screening is done, whatever negative-positive combination is used, the result will still be the same; that the tobacco industry is not recognized under industries which are socially responsible.

Communication by the tobacco industry is considered as *CSR-washing*, and not CSR communication. The tendency is very clear that controversial industries are doing more and more communications, including and foremost in relation to their initiatives claimed to be CSR.²⁶ The reason is clear: minimizing risks,²⁷ gaining good impression, and of course, also financial benefits.²⁸ There are many among the CSR communication experts who refuse to recognize what the tobacco industry is doing as CSR communication. In reality, what the tobacco industry is doing is not CSR, therefore, the communication could not be considered as CSR communication, but mere *CSR-washing*.²⁹ Its definition is: “...cases where organizations claim to be more socially responsible than they really are.” The tendency of companies within the controversial industry category is as elaborated, they declare a lot of things to create an impression that they are socially responsible, yet they are not able to be proven sufficiently.

²⁴ Levitt, S. and Dubner, S. 2005. *Freakonomics. A Rogue Economist Explores the Hidden Side of Everything*. Harper Perennial.

²⁵ Dow Jones Sustainability Indices Methodology document as an example. States that negative screening covers “...alcohol, tobacco, gambling, armaments, cluster bombs, firearms, landmines, adult entertainment as well as exposure to nuclear power generation and nuclear power sales.” This document can be downloaded at www.sustainability-indices.com/.

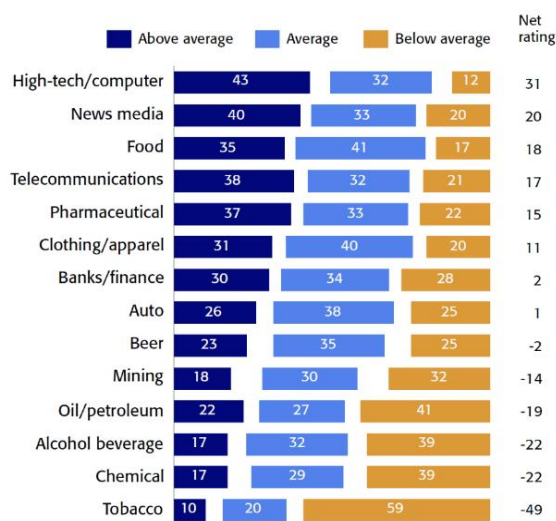
²⁶ Refer to Kilian, T. and Hennigs, N. 2014. *Corporate Social Responsibility and Environmental Reporting in Controversial Industries*. Also, Kotchen, M. and Moon, J. 2012. *Corporate Social Responsibility for Irresponsibility*.

²⁷ Jo, H., and Na, H. 2012. *Does CSR Reduce Firm Risk? Evidence from Controversial Industry Sector*.

²⁸ Cai, Y., Jo, H., and Pan, C. 2012. *Doing Well by Doing Bad? CSR in Controversial Industry Sector*.

²⁹ Coombs, W. and Holladay, S. 2012. *Managing Corporate Social Responsibility: A Communication Approach*. Wiley-Blackwell. West Sussex.

Due to this reputation, the representatives of the tobacco industry have also been prevented to speak in international conferences in the field of CSR and or business ethics. The experts rejection on the involvement of the tobacco industry in various professional and scientific activities that discusses CSR is clearly apparent. The most famous one was the rejection from numerous experts regarding the involvement of BAT and Philip Morris in the Ethical Corporation Asia forum in Hong Kong (14-15 October 2004).³⁰ Initially, these two giant tobacco industries were registered as gold sponsors and sent their top executives as speakers. However, a petition was signed by 86 CSR and business ethics experts, which included Peter Singer (Princeton University) and Arthur Kaplan (Pennsylvania University). This resulted in the exclusion of both companies by the committee. Even until today, Nottingham University's acceptance of the donation by BAT to establish the International Center for CSR is a regret that many experts hold, and often cited to remind scientific institutions to not unheedingly receive donations from this industry as it will incur reputation issues.³¹



Finally, a number of recent surveys has shown that all stakeholders have concurred that the tobacco industry has the lowest CSR performance. One of the latest surveys is titled *CSR Monitor* from GlobeScan in 2007.³² There, it is shown that tobacco has a score of -63 in developed countries and -34 in developing countries. This score is far lower than the mining industry (-25 and -3), as well as alcohol beverage industry (-27 dan -18). This means that a global agreement has happened among

the stakeholders that the tobacco industry cannot be held to their responsibility. Even in developing countries where the proportion of smoker population is very high, there is already an awareness that the tobacco industry has bad performance.

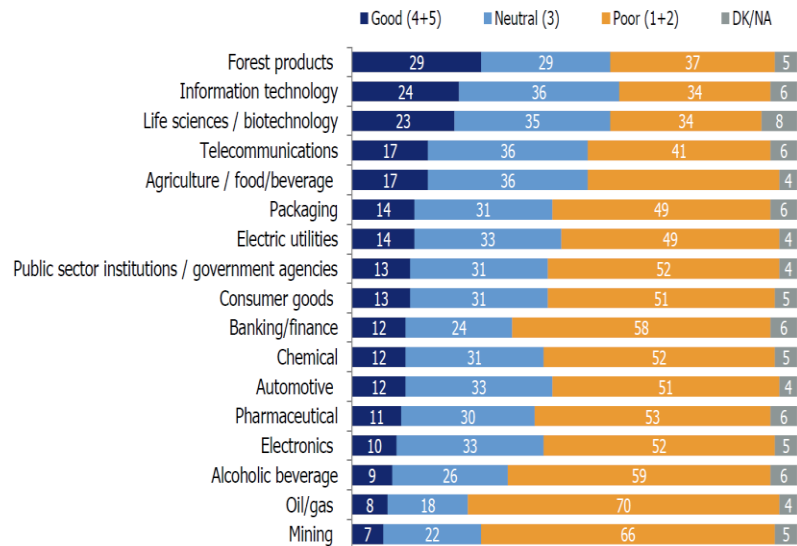
³⁰Chapman, S. 2004. *Advocacy in Action: Extreme Corporate Makeover Interruptus, Denormalising Tobacco Industry Corporate Schmoozing*. Tobacco Control 13.

³¹Refer to Smith, R. 2001. *For and Against: Should Nottingham University Give Back Its Tobacco Money?* As printed in the British Medical Journal, No 322. This has become an international mass media attention, like the BBC, which published a report: *University Attacked over Tobacco Money*, that can be accessed through <http://news.bbc.co.uk/2/hi/business/1055365.stm>.

³²GlobeScan, 2007. *Corporate Social Responsibility Monitor 2007, Global Public Opinion on the Changing Role of Companies*.

The result of a more recent similar survey has shown a worser result for the tobacco industry. When a famous think-tank, Sustain- Ability, worked together with GlobeScan to conduct a re-evaluation in 2011,³³ the tobacco industry has disappeared from the evaluation since no stakeholder expressed that the tobacco industry has a good CSR performance. In

the survey in 2007, there were still 10% of the stakeholders that mentioned that the tobacco industry has a good/above average CSR performance. Therefore, this industry is still represented in the graphs. However, within just 4 years, the tobacco industry is no longer represented in the graph.



III. “CSR” OF THE TOBACCO INDUSTRY AND FCTC

Despites many critics towards the tobacco industry and their so-called CSR activities, tobacco companies in the world and Indonesia are working very hard in portraying themselves as good corporate citizens. They engage aggresively in doing such as sponsorship of educational programmes, sport events, art and cultural performances, community projects and philanthropy. These ”socially responsible” activities are very effective in improving public perceptions of the tobacco industry, creating good impressions among influential groups such as policy-makers, academicians and journalists. Besides serving as brand loyalty promotion, these activities are meant in strengthening corporate reputation. According to Trochim et al (2003), WHO (2013) and SEATCA (2014), these activities are actually intended as corporate political interference to influence members of society, government officials, parliament members and the judicative judges

³³SustainAbility and GlobeScan, 2011. *The Sustainability Survey 2011: Key Challenges and Industry Performance*. It needs to be noted here that in contrast with the GlobeScan survey in 2007 that uses general stakeholders, in the 2011 survey, 512 sustainability experts from all over the world were asked for their opinion.

to influence policy development and preventing government and parliament in regulating tobacco use.

Actually WHO Framework Convention on Tobacco Control (FCTC), which was adopted in 2003 and now has been ratified and accessed by 178 countries as state parties, has anticipated in its Article 5.3 to protect public health policies from the interferences of the tobacco industry. Article 5.3 of the Convention requires that *"in setting and implementing their public health policies with respect to tobacco control, Parties shall act to protect these policies from commercial and other vested interests of the tobacco industry in accordance with national law."* This article is in line with the Preamble of the FCTC that recognized the Parties *"need to be alert to any efforts by the tobacco industry to undermine or subvert tobacco control efforts and the need to be informed of activities of the tobacco industry that have a negative impact on tobacco control efforts."*

WHO and its members has published guidelines for implementation of FCTC's articles, including for Article 5.3. One of the guiding principles mentions that there is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests. And it also recommends to raise awareness about addictive and harmful nature of tobacco products and about tobacco industry interference towards tobacco control policies. Another recommendation is to *denormalize and, to the extent possible, regulate activities described as "asocially responsible" by the tobacco industry, including but not limited to activities described as "corporate social responsibility"*.

In 2014, Southeast Asia Tobacco Control Alliance (SEATCA) published tobacco industry interference index in ASEAN countries in accordance to the implementation of WHO FCTC Article 5.3. Indonesia is the worst in term of the level of tobacco industry's interference compared with other six countries. CSR activities by the tobacco industry are not banned among ASEAN countries. All governments, except Brunei, receive some form of contributions from the tobacco industries. Tobacco companies use CSR activities to circumvent laws regulating the industry and as a strategy to gain access to elected officials who has the power to formulate weak regulation towards tobacco industry.

In Indonesia, as the only country in Asia Pacific region that has not accessed WHO FCTC, the interference of the tobacco industry to legislative institution in dealing with law making was very obvious. It was done since 1992 until recently in 2014 as described by Julianto (2014), who also criticized the sincerity of university student scholarships donated by a kretek cigarette company. It was claimed as a CSR activity, along with the sponsorship of badminton, art performances and planting trees. In creating public opinion that CSR activities of the kretek cigarette companies are helping the nation, an article and a book had been written by some scholars of a reputable state university to endorse it (Sulhan, 2012; Margana et al, 2014).

While so-called CSR activities of the tobacco industry are considered as fake CSR in many countries, in Indonesia they are constructed as real CSR which endorse the company's owners as decent philanthropists and good corporate citizens.

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COMMUNICATION MANAGEMENT ON ENVIRONMENTAL NEWS PRODUCTION: STUDY IN A LEADING INDONESIAN NEWSPAPER

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Abstract

This paper aimed to explain how the concepts of management that applying in the news-production process, particularly in reporting on environmental issues. Reporting on environmental issues has its own difficulties that require the strategy to package it into a newsworthiness news for the reader (audience). News about environment is generally based on the story obtained from the technical-academical sources such like an ecology expert or scientist. For that, we need the media's ability to interpret the information and processes it into a story that can be understood by the public. This important because environmental issues have become crucial things to be known and recognized by the community. All of these efforts is the framework for maintaining survivality all life on Earth.

Communication management concepts learned in order to identify strategies used in the production of the news. Researchers used a research method that combines the methods of observation, interviews, and literature review to obtain conclusions about the management of communication in the production of news about environmental matters.

The results is that in several stages, news production procedures and strategies used in the theoretical framework of management generally. Communication management concepts can be applied because the news production is a process of information exchange that is managed according to a specific operational and procedural standard. Communication management is the process and also the tools to implement strategies to achieve specific goals; in the context that environmental reporting has an economic and social purposive for the institution.

INTRODUCTION

There was a huge effort to ensuring the sustainability of human nature. We need to do that, as human being, because we have to be survival. Many ways that can be done, such as to maximize the role of the media in ensuring a quality living environment. As a source of information, mass media contribute to social control in the environmental fields as a watchdog function of the activity that cause environmental degradation. In this role as a watchdog, not all the mass media, especilly print media is doing its part well. (Riffe, Lacy, dan Reimold, 2007).

The role of the media can be realized if the media does have concern for environmental issues. Bofandelli stated that the coverage of the environment is a challenge for the media. Environmental conditions that may be more critical than the day to day needs of the various parties the ability to control and ensure the conservation of the natural environment intact. In this case, the media as a social force, including to those who can use his powers to participate and to ensure the conservation of the environment. Media can be change agents and actors to socialize and defend the importance of human rights on the environment is good and healthy.

The role of the media in the interests of environmental socialization can be identified in their news. If they have a concern for the environment, the media will inform the environmental issues. But, journalism is always produced through a process of production and arrangement. News production process mainly involves the journalist and editor, but can not escape from the other parties, either from the media or from external media, which determine what and how environmental problems presented in the news. In this point, its interesting to explore how media manage environmental news production.

ENVIRONMENT AND THE MEDIA

The mass media play a role in increasing public awareness of environmental issues will be. Howestine (1987) asserts that "the media have played a great role this belief the environment movement." Or, as in the expression of Cox, 'the question of the environment is present when the media report it' (2009: 13). Mass media, in this case, can serve to provide information and education to the communities that environmental problems exist and should be solved; that there is nothing wrong in the way society, or social systems, manage the environment (Corbett, 2006).

The role of mass media in the communication environment is very important in relating different interest of environment's stakeholders with civil society (Jurin, 2010). Mass media convey information about environmental problems to foster community awareness. Sometimes people do not realize that a mistake has been to manage the environment. Related to the policy makers, in this case the government or the government; the media can fulfill their role as watchdog, to monitor the implementation of environmental policy.

Reporting on environmental issues has its own difficulties that require the strategy to package it into a newsworthiness news for the reader (audience). News about environment is generally based on the story obtained from the technical-academical sources such like an ecology expert or scientist. For that, we need the media's ability to interpret the information and processes it into a story that can be understood by the public. This important because environmental issues have become crucial things to be known and recognized by the community. All of these efforts is the framework for maintaining survivality all life on Earth.

Ader (1995) mentions that the community requires journalists to convey to them how meaningful information about the environment. Society does not focus on the problems of the environment if they are not a victim or threatened victim (Massey and Ramanathan, 2001), as well as the nature of the environmental information that is generally weird. Knowledge society is partly determined by the reporting by the media. Therefore, according to the researchers on the challenge to the media to ensure that the environment becomes public observation.

COMMUNICATION MANAGEMENT

Communication management defined as 'a systematic planning implementing, monitoring, and revision of all the channel of communication within an organization and between organization" (Tripathi, 2009) while Kaye define *Communication management is how people manage their communication processes through construing meanings about their relationships with others in various setting. They are managing their communication and actions in a large of relationship – some personal some professional.*

Communication management is about to manage the processes and communication channels, especially in the organization. It is important to establish and implement good

communication management in the media for the successful organization of news production environment. As is known, the loading of the news environment has various difficulties that exceed other news-desk. One thing, environmental news is a new area of study in journalism, so it is not widely known by the media practitioners. *Secondly*, the level of difficulty of writing and loading news environment that is academically-technical. In addition, Hansen (2010) explains that environmental reporting has a sufficiently high dependence on resources. Addition is happening because of the nature of the environmental information that is generally very academic-technical. Nature of the information as it causes not all journalists can have the knowledge and expertise about the environment. Incompetence of journalists in handling environmental issues may be the cause of environmental reporting is reactive, which only tell if effective environmental events to the community, such as natural disasters. In such conditions, the communication management function in producing the news media environment can be a factor that helps determine.

COMMUNICATION MANAGEMENT ON ENVIRONMENTAL NEWS PRODUCTION

In the print media, rare special desk discussing the environment. In Indonesia, this time, only a *Kompas* that has a special page entitled "Environment and Health" on page 13 each Monday to Saturday edition. As the coverage of the field of specialization, *Kompas* put the Environment Desk around the Humanities Desk

Based on the research in May-June 2013, *Kompas* assign one reporter and one editor at Environment and Health section. Besides these two, there are four other journalists at the-Desk as a coating, if required. The flow of income and started broadcasting the news in the *Kompas* daily coverage, which is derived from the assignment the night before or on the morning editorial meeting. Reporters then create and register a coverage or topic that will be written at the 15:00 pm. News-listing was taken to the *Editor Afternoon Meeting* to be news-budgeting. Reporters write news columns in accordance with the room allocation using software TED rallies, at the same time editor can edit the content of the news. The task was completed after writing news reporters. The task was completed after the news editor meet the standards for the broadcast. Furthermore, natural editor about submitting it to the news or article aligning language (language editor) and precast.

In the study of mass communication, especially on the press, there are guidelines to identify the influences involved in the news. Mc Quail (2000) referred to as internal factors and external factors while Shoemaker and Reese (1989) made a model of 'hierarchy of influence' which describes the various influences on the news, which came from various levels, namely individual, routines, organization, extra media, and ideology .

Level of influence on news of Shoemaker and Reese (1989) can be applied to study how communication management in the production of environmental news in *Kompas* can take place, and maintained its existence until today.

At the individual level, there is at least one reporter and one editor who commissioned the Humanities Desk, desk which heading the environmental beat. Meanwhile, because *Kompas* has a special page about the environment, events and news about environmental issues must be a minimum of 'one news every day' (data from my field research). If the reporter or concerned was unable to attend due to illness or other purposes, or also had a task to other regions outside, or execute foreign coverage of weekly or monthly, then no one writes about the environment. As a solution, *Kompas* assign another reporter in the same desk to replace. Communication management at this stage should be maintained to ensure journalists 'reserve' that have the knowledge and the same views on an issue or event environment, which is usually at the same time is the knowledge and views of the mass media. For that, at any time can occur a small meeting at each desk to exchange and unify the mind between reporters, on to another. Nevertheless, which acts as an adhesive and harmony is the Head of the Desk.

Individually, the head of Humanities Desk is the center of communication management in the scope of the environmental beat. Underneath, the environment editor to maintain a flow of information and continuity of news production on the beat lead. Same with reporters, editors can also be replaced by another beat editor if he absent.

Head of Humanities Desk manage routines every day to ensure the production of environmental news always takes place. Starting from the assignment at ten o'clock at night, the reporter who already knows his duty collecting news material. Assignment of Head Desk can be based on the events, invitations parties involved in environmental activities, deepening the issues, or the result of weekly news editors planning.

Assignments that have been set to guide reporters to gather news material. He could go attend any event, press conference or seminar, or accessing data through online and in the Data Center. From the search results, reporters deliver news topic for listing in the afternoon. During the process of collecting and writing, in coordination with the Editor reporters through BBM group and or short message.

Listing of news that has been registered then selected and considered in terms of news value that contains by the editor and then used as material in the Editor Meetings afternoon. At this time, the listing of news reporters have become news budgeting. If accepted into the Editor Meetings and news will be posted on tomorrow's edition, Editors assign reporters to write news regarding. The writing process is monitored directly through the editing system through local area network at the office computer network.

Routines also reflects the operational organization of the media, as an activity of the organization. Communication management in increasing the level of media organizations covering the middle range of management, the Board of Editors and the supporting parts such as the advertising, design, and the language editor. It has required greater communication management systems to covers the entire news production support, both texts producers and managers of publishing matter.

Communication management in a broader system occurs in media relations with parties outside of the media, but it has no effect and also determines the production of news. For instance, advertisers and readers. Both parties stated that the mass media audience. Without advertisers and readers, the media will die. Management communication is also possible with news sources, the agencies or individuals quoted in the news or be used as a source of information in news writing. The influence of the ruling government would also appear, directly or indirectly, in the news, through laws and regulations. Especially with regard to the source and power of government, the media, in this case also a journalist and editor, need to have the skills to maintain a good relationship with them. A communication management system built into the organizational level and applied by media workers

Using the definition of Tripathi (2009), *a system of planning, implementation, and monitoring, and revision of the communication flow* has been applied to the *Kompas*. A system has been developed and applied by media organizations and carried out by members of the

organization to plan, implement, monitor, and improve communication flow. Communication management that can happen internally media, and between media with the parties who have influence and are involved in the production of news.

Furthermore, by using a special system such as this, *Kompas* is able to present coverage of the environment and are able to continue to survive while other media no longer show it as an area of coverage. In fact, *Kompas* can use it to enrich the 'content' of *Kompas*-Grameia Group (KKG); can fill other media content in support KKG once outside the mass media. Environment-news desk can also helping media crews to do their hobby or passion of such as cycling clubs and nature expeditions.

The existence of environmental news on the *Kompas*, which is partly testament to the success of communication management in organizations, can be a blessing for the benefit of nature conservation. According to some researchers, there is a need to ensure environmental sustainability into public attention through the media (Frings, 2012; Moore, 2001; Ader, 1995). The effort was for example which is shown through their news (Massey, 2001). Furthermore, the media can carry out its role in the preservation of the environment, such as the role of watchdog (Moore, 2001); liaison among stakeholders reality environment (Boykoff, 2009), and also changes (Friedman and Friedman, 1986)

Kompas could be a good example in implementing communication-management in the news-production, especially in the environmental-news production. However, further studies are necessary to ensure effective communication management in the execution environment for news production.

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WOMEN LEADERSHIP IN GOOD CORPORATE GOVERNANCE TOWARDS ECONOMY DEVELOPMENT

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ABSTRACT

Globalization has largely influenced in women roles within many sectors, especially economy. More and more women professionals participate in the key positions of corporations. However, such phenomenon does not mean that gender disparity and discrimination ceased to exist. In reality, the percentage of women obtaining the opportunities to actively participate in professional and economy world is still limited and below the expectation, although it has to be admitted that such pleasant progress is getting better from time to time. Still, the phenomenon mostly happens in big cities. On the other side, women living in the rural areas still have to endure discrimination and repression due to the dominating patriarchal culture. The main factor causing such disparity lies in the lack of education. In fact, the potential of women in leadership is as much as that of men, especially from the view of gender discourse characteristics. Moreover, leadership, which is the main key in good corporate governance, highlights the positive attitudes that lead to best practices based on effective communication and teamwork while making the best use of technology to compete within the healthy global economy competition. Good governance, which also highlights equality, gives the same opportunities for men and women as well as giving women the opportunities to contribute their potentials for the sake of better development of economy. Gender inequality should be understood as the hindrance in the development process, especially economy development, because belittlement of women potential is the same as paralyzing half of the nation.

Key words: gender, good corporate governance, women leadership, economy development

1. INTRODUCTION

Globalization in economy along with the advancement in technology has forced Indonesia to participate in the global competition, especially in the economy sector because whether we like it or not, the economic development in Indonesia largely depends on the international economic

development. Economic development, according to H. F. Williamson, is a process, in which a country can make the best use of its production sources in such a way that it can increase its product per capita (Winardi, 1973:10).

The wealth of sources Indonesia has should be a very advantageous factor to enhance its economic development. However, it will be meaningless if the human resources are not sufficient and capable to manage those sources. It has to be admitted that the wealth of Indonesia's sources has always become a powerful magnet for other countries to share the wealth, through explorations and investments—which in many cases are only profitable for the investors, leaving the people with nothing left to benefit from. Such condition has gotten worse by the fact that our human capitals are under average in terms of skills and capabilities so that only foreign professionals (expatriates) can be in key positions and get much better remuneration, while local people can only sit on average and less strategic position with so much less remuneration compared to those expats.

Therefore, in the effort of increasing global competitive skills, good governance in every business organization is the utmost necessity. One of the key factors in the principles of good governance according UNDP is equality. It means that every citizen and member of the society has equal opportunity and rights to participate in the development process in order to improve the welfare of the nation.

According to the result of population census in 2010, 50.34% of Indonesian population is male, while the rest (49.66%) is female (<http://sp2010.bps.go.id/>). It means that women share half of the roles in the nation's potential/ power.

Nevertheless, in reality there are still many cases of inequality, disparity, and discriminations towards women in terms of treatment and opportunities given. Discrimination within the working environment, unequal standards of remuneration between men and women, sexual harassment, limitation to a number of accesses including education and career, are the phenomena we often see around us.

Looking at the history and culture in Indonesia, the inequality Indonesian women have to endure is largely due to patriarchal culture, which has been so common in eastern countries. Patriarchal culture has built a social construct that place women as ornaments who do not deserve to participate within organization and leadership context.

2. GOOD GOVERNANCE AND good corporate governance

The term good governance according to World Bank is defined as “*epitomized by predictable, open and enlightened policy making; a bureaucracy imbued with a professional ethos; an executive arm of government accountable for its actions; and a strong civil society participating in public affairs; and all behaving under the rule of law*”. Meanwhile, according to the United Nation Development Program (UNDP), good governance is defined as “*among other things participatory, transparent and accountable. It is also effective and equitable. And it promotes the rule of law*” (<http://web.worldbank.org>).

Further, according to UNDP, the principles in good governance can be listed as follows:

- 1) Participation;
- 2) Rule of Law;
- 3) Transparency;
- 4) Responsibilities;
- 5) Oriented to Agreement;
- 6) Justice;
- 7) Effectiveness and Efficiency;
- 8) Accountability;
- 9) Strategic Vision (Soedarmayanti, 2004:283).

In its relation to the situation of Indonesian development and governance, National Development Planning Agency (Bappenas) formulated the most important values of good governance which describe the performance of government as follows:

- 1) Strategic Vision;
- 2) Transparency;
- 3) Responsiveness;
- 4) Justice (equality);
- 5) Consensus;
- 6) Effectiveness and efficiency;
- 7) Accountability;
- 8) Freedom of assembly and participation;
- 9) Support of the rules and laws;
- 10) Democracy;
- 11) Cooperation with community organizations;
- 12) Commitment to the market;
- 13) Commitment to the environment;
- 14) Decentralization (<http://bappenas.go.id>)

Based on the principles above, good governance as promoted by the World Bank and UNDP is considered as an effective way to create a healthy and good governance system that is applicable not only to government, but also to many kinds of business structures as well as other organizations.

The manifestation of good governance within business sector can be described in the principles of good corporate governance, as elaborated by Kaihatu (2006) below:

1. *Transparency* in terms of decision making process and openness in expressing material and relevant information about the company.
2. *Accountability*, clarity of function, structure, systems, and organs liability of the company so that the management of the company can be carried out effectively.
3. *Responsibility*, the conformity (compliance) in the management of the company to the principles of healthy corporate and applicable laws and regulations.
4. *Independency*, a state where the company is managed professionally without any conflict of interest and influence / pressure from management that does not comply with the regulations and applicable legislation as well as the principles of healthy corporation.
5. *Fairness*, fair and equal treatment in the efforts to fulfill stakeholders' rights arising under the agreement and applicable laws and regulations.

In its essence, good corporate governance is a system that governs and controls the company so as to create added values for all stakeholders (Monks in Kaihatu, 2006).

3. Gender Discourse AND Leadership

Gender discourse

Jennifer Coates in Krolokke & Sorensen (2006) elaborated women's communication style as a specific style with all its features, structures, and formal format able to create a pattern of beauty and sophistication that imply certain ethics towards collaboration.

In the same book, Holmes and Stubbe categorized 'feminine' and 'masculine' communication strategies within professional context, which at some extent are greatly influenced by cultural dimensions and perceptions, as seen on the table below:

Table 1. Comparison of Feminine and Masculine Communication Strategies (Working Styles)

Feminine	Masculine
Indirect	Direct
Conciliatory	Confrontational
Facilitative	Competitive
Collaborative	Autonomous
Minor contribution (in public)	Dominates (public) talking time
Supportive feedback	Aggressive interruptions
Person/ process oriented	Task/ outcome oriented
Affectively oriented	Referentially oriented

Source: Krollokke & Sorensen, 2006, p. 111. Adapted from Holmes and Stubbe (2003, p. 574)

Leadership

Within the context of professional and corporate environment, the skills in leadership can be explained through the following capacities (Ali, 2004):

1. Providing efficient and competitive services;
2. Competing effectively in the global economy;
3. Creating effective dialogues with other stakeholders in the development, especially the public sector and civil society to influence the policy agenda;
4. Ability to perform the functions normally be the monopoly of the state;
5. Improving good corporate governance (GCG) and social responsibility;
6. Creating codes of best practices;
7. Increase productivity and outcomes;
8. Encourage the adaptation and application of science and technology;
9. Conducting researches for development;
10. Bridging the digital gap by promoting information technology.

From the explanation above, it can be concluded that good governance has become the basis of good corporate governance. Leadership as the main factor in good corporate governance highlights positive attitudes which lead towards best practices based on effective communication and collaboration while making the best use of technology and science to be able to compete in a healthy competition of global economy. Thus, with regards to the capacities required in leadership, it can also be concluded that women have great potentials and are capable to put into practice the effective leadership, considering that the characteristics of women's communication strategy tend to be supportive and collaborative.

4. WOMEN'S ROLE WITHIN ECONOMIC DEVELOPMENT IN INDONESIA

The study results of FAO mentioned that women's involvement in agriculture industry can increase the production from 2.5% to 4%, by which it can reduce the world's level of starvation by 12% to 17% or equals to 150 million lives (www.beritasore.com). In Indonesia, it has to be admitted that although almost half of the nation consists of women, in reality, the roles of women in Indonesia's economic development has not yet been optimum. Today, the percentage of women participating in the House of Parliament (DPR-RI) is only 18%. Meanwhile, the percentage in Regional House of Parliament (DPD) is better (28%), in Provincial House of Parliament (DPRD) is 16% in average, and Municipal House of Parliament (DPRD Kabupaten) is 12% in average. Although the percentage of women within executive institutions reaches 48%, in fact only 13% of them really have the authority in decision making processes (<http://nasional.sindonews.com>).

On one side, we can see a number of women having great roles in Indonesian economic development, such as:

- *Sri Mulyani Indrawati* was chosen as rank 23rd of the most influencing woman according to *Forbes Magazine*, 2008;
- *Mooryati Soedibyo*, President Director of PT Mustika Ratu Tbk., female entrepreneur who has successfully promoted Indonesian herbal products (jamu) to other countries;
- *Karen Agustiawan*, recently resigning President Director of PT Pertamina (Persero), the first rank of '15 Most Influencing Women in Oil Companies' issued by *Terrapin*, as well as being the first rank in *Asia's 50 Businesswoman* issued by *Forbes Magazine*, 2012 (<http://www.the-marketeers.com>).

- *Tri Risma Harini*, the first female mayor (Surabaya). She has successfully achieved many awards for her leadership (four times in a row of *Adipura* trophy, in 2011, 2012, 2013, and 2014 for metropolitan category; *Future Government Awards* 2013).

The list is still long as there are still a great number of Indonesian women having been recorded for their contributions and participation in business and politics.

However, on the other side, we cannot neglect the facts in which belittlement of women still exists, such as the access limitations to several fields, especially education. Within the social construct of patriarchal culture, women are commonly regarded as subordinate and second-class citizen, bearing the stereotypes as fragile, spoiled, and less important. Thus, women's roles should only be around the homes and domestic territory: bed, kitchen, and washing area. The phenomenon is still commonly seen mostly in villages/ rural areas. Such social construct which benefits men has marginalized women and belittled the potential functions of women as individuals who should share the same rights to express opinion, make decisions, and participate in their surrounding and social environment at large.

Limited access to education has created rural women with below average skills and capabilities. At its worst, rural women often see such condition as normal and natural. Worst to worst, rural women strongly bound to this traditional (read: patriarchal) values would happily regarded their condition as certain pride of being a woman. Such women despise the struggle more modern women make to break the shackles of patriarchal dominance—whom they call unwomanly because the struggle is considered a disgrace to womanhood since it is a violation to their destiny as being women. Ironically, for the sake of fulfilling financial necessities of their families, they would happily work out of town or even abroad as unskilled labors with low wages. As a result, those unskilled women labor working as domestic assistants have to bear pressure and even inhuman treatment as we often see with Indonesian women labor (TKW) cases of oppression, torture, and even murder.

The oppression and powerlessness of those women without real help from the government and related parties result in dehumanization of women at large. There has been countless number of violence and injustice to those Indonesian women labors that went unsolved. What really hurt us as a nation is one controversial advertisement in Malaysia in 2012 that goes, "*Indonesian maids now on Sale. Fast and Easy application. Now your housework and cooking come easy. You can rest and relax. Deposit only RM 3,500 price RM 7,500 nett*" (<http://fokus.news.viva.co.id>). Regardless the

fact that the Government of Malaysia claimed that the ads was illegal and promised to conduct necessary actions, the existence of the ads has become a bitter reality we have to face: Indonesian women labors abroad are treated more as goods for trade than work force. Again, such reality is greatly caused by the low quality of Indonesian women labor, compared to those of other countries.

5. LEADERSHIP QUALITY OF INDONESIAN WOMEN WITHIN ORGANIZATION AND PROFESSIONAL WORLD

The dominating patriarchal culture in Indonesia has significantly influenced in the insufficient roles of Indonesian women despite the fact that they have as great potentials as Indonesian men. Encouraging and empowering women to actively participate in the development of the nation would inevitably agitate the status quo of the unequal system and structure that have rooted deeply within Indonesian people. In many cases, women at work often have to face the repression in their career as they are cornered by their domestic and biological duties. Therefore, to be able to see and benefit from women's potentials, the shackle of patriarchal culture should be released and placed at the appropriate portion. That is, as long as it does not concern biological characteristics, men and women should have the same rights and opportunities to participate in every aspect of lives.

In good corporate governance, the professional qualities required are the abilities to cooperate and communicate effectively with all relevant parties. Therefore, bearing in mind the aforementioned gender discourse characteristics as elaborated by Krolokke & Sorensen (2006), it should be understood that, in average, women are more flexible in carrying out their duties as leaders. Compared to men who tend to be trapped within their male ego and instinct to dominate, women are considered more able to create cooperative climate which enables maximum results.

Good corporate governance serves as a new milestone in leadership, in which the quality of a leader no longer lies on dictatorship and dominance of authority, but more on the abilities to create synergy and harmony amidst heterogeneous environment so as to achieve maximum productivity. In details, below is the list of transformational leadership required in good corporate governance (Ali, 2004):

- 1) Establishing the human needs for meaning;
- 2) Full of purpose, values, morals, and ethics;
- 3) Beyond the everyday matters;

- 4) Aiming towards the realization of long-term goals without compromising the values and humanitarian principles;
- 5) Separating the causes and symptoms as well as seeking for ways of prevention;
- 6) Respecting profit as the basis for growth;
- 7) Proactive, catalytic (capable of bridging), and patient;
- 8) Focusing more on the mission and the strategy to achieve (goals);
- 9) Making the best use of human resources;
- 10) Identifying and developing new talents;
- 11) Recognizing and appreciating the significant contributions;
- 12) Liberating human potentials;
- 13) Being a model for affection (affection and attention);
- 14) Leading toward reformation;
- 15) Synergizing the internal structure and systems to encourage the fulfillment of values and objectives as a whole.

The only obstacle women have to face regarding gender discourse is their contribution, which is regarded as minor, especially when it comes to public spaces. It is highly possible that such a case is due to the strong influence of repression from the patriarchal culture that has long dominated the society. Naturally, this will lead to the condition that women generally lack of confidence and feel inferior, not having adequate 'strength' to conquer the public.

Nevertheless, the obstacle can be overcome by adequate and proper education to empower women in dealing with such psychological obstacles. In fact, more and more women have been able to demonstrate leadership quality, which often is better than men's as more and more women sit in the boards of the companies and lead organizations. In reality, multinational and public companies that are able to make sustainable growth in their business usually have board diversity, where men and women sit at the same level, performing their best hand in hand for the sake of shared goals.

6. EQUALITY OF RIGHTS AND OPPORTUNITIES FOR INDONESIAN WOMEN

As independent individuals, women must realize that they deserve equal rights and opportunities, especially in terms of education, occupation, and welfare. Women have the equal rights to improve their quality of life and to decide what is best for them.

The struggle initialized by RA Kartini for the equal rights for women should be continued, not for the sake of women's ego, but more for the sake of the nation's development. This does not mean that women radically demand for equality without considering their biological characteristics, the equality in this context is equality regarding all aspects which do not concern biological matters, that is, anything concerning intelligence, skills, personality, working performance, etc.

Thus, to be able to achieve equality of rights and opportunities, it is very important for women to 'break the shell', by:

- striving to obtain higher education
- continuing to explore the potentials within themselves for personal development
- increasing their self-confidence and feeling comfortable with themselves
- daring to express their opinions and fighting for it within the right corridor.

7. CONCLUSION

From the explanation previously elaborated, it can be concluded that:

1. Indonesian women possess very great potentials in leadership and in taking roles in the economic development in Indonesia, especially by the principles of good corporate governance. Naturally, women discourse which underlines cooperation and process orientation has given women basic capitals in taking the roles.
2. There are two sides of realities regarding equality of treatment and opportunities for women. In big cities, women have successfully broken the barriers of patriarchal dominance and have been able to prove their skills in taking important roles in economic development. On the other side, women in the rural areas still have to endure the patriarchal shackles and have limitations in their movements so that their potentials are piled under injustice and belittlement of roles.
3. To minimize gender inequality, women have to possess self confidence and dare to strive for education as the main key in obtaining the equality of rights and opportunities to be able to participate in Indonesia's economic development.

It should be noted that considering half of the population in Indonesia consists of women, belittlement of women's potentials is the same of paralyzing half of the nation

The concepts of this paper might be the basis for further researches on the roles of Indonesian women in which detailed findings and recommendation of the researches may serve as applicable ways to promote gender equality for a better Indonesia.

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3. Leveraging Social Media in Marketing

SOCIAL MEDIA AS A WIDESPREAD COMMUNICATION MEDIA TOWARD HIJAB TRENDS AMONG INDONESIAN MUSLIM WOMEN

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Abstract

Social media is a place, tools, and services that allow people to express themselves to meet and share with other colleagues by internet technology. Additionally, social media is an online media in which users can easily participate, share, and create content includes blogs, social networks, wikis, forums and a virtual world. Facebook, Twitter, Instagram, and Path are the major social media throughout the world. The social media presence on the internet resulted in many new trends in the community.

One of these hijab trends among Muslim women in Indonesia results in styles of dress, hijab style, and association activities and also contribute towards the changing of modern Islamic culture.

This research aims to study the power of technology, especially social media in the dissemination of communication to the public, especially women and result in a new trend.

The research methodology used is a descriptive qualitative approach by interviewing the Indonesian Muslim women who use hijab and join in the social media.

Social media are considered to contribute to the changing views about the use of the hijab in Indonesian Muslim women and modern Islamic activities. The impact of the communication spreading on social media toward hijab trends in Indonesian Muslim women make it possible to follow the style of dresses and hijab as well as modern Islamic activities in accordance with the display photographs, articles, or videos about it. It foreshadowed that Islamic culture is attached to a major society in Indonesia. It is also shown that social media is used to support their appearance in the form of Islamic hijab not only for the fashion trends but also as the part of Islamic religious law.

Keywords: Social Media, Hijab Trends, Communication, Culture, Indonesian Women

Introduction

The development of Islam in the world in many aspects of life continues to change over time. Variety of cultures in various countries, especially in Muslim countries foreshadowed this development, such as the various styles of dresses and hijabs, as well as related activities. Hijab or headscarf is part of the dress style that is worn by Muslim women and becomes one of the fashion trends nowadays. Even though, not all Muslim women know and understand the meaning and usefulness of a hijab or veil. (N.Azmi, 2013).

Women in Islam have an obligation to cover their private body parts by long-covered clothing and their hair as well. The hair coverings are known as veil, (hijab). Previously, many Indonesian women had less information and knowledge toward the use of hijab therefore they who wore the hijab often considered to be improper. Now, the development of the internet with a various social media applications creates a massive change among women in Indonesia, especially in their point of view toward the use of hijab.

The development of technology makes use of the Internet can be accessed easily by communication media devices such as computers and mobile devices. The proliferation of a wide range of internet services to make various kinds of applications are created, so that the Internet not only provides webs-application webs or email and chat rooms, but also penetrates on blogs and social networking sites. This makes a wide range of information about the hijab is easy to find, downloaded, shared or uploaded by its users using multiple social media applications. In Sartika Kurniali (2011: 5), social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues via Internet technology. Facebook, Twitter, Instagram, and Path are the major social media throughout the world. Social media presence on the internet resulted in the emergence of the hijab trend among Indonesian Muslim women to review and renew their fashion style, hijab style, and social activities toward modern Islamic culture.

Therefore, This research aims to determine the power of technology, especially social media in the dissemination of communication to the public, especially women and resulted in a new trend of hijab among Indonesian Muslim women.

Literature

Basis Theory

Neil Postman is a character who first introduced the term formally. Media Ecology in 1968, Stephen W. Littlejohn call it by the name of Medium Theory. Some experts have even called it determinism technology theory. The latter term did not receive much response because it seemed excessive. The basis of this theory is a statement, namely: "portrayed as passive audiences and separated by technology". Though the concept of this theory, the audience can actually acquire the ability of active and integral with the media. According to Richard West and Lynn H. Turner (2008), Lance Strate Media Ecology defines as:

"The study of media environments, the idea that technology and techniques, modes of information delivery and communication codes play a major role in people's lives".

The Medium Theory naming specifically granted because in theory it is known the term "the medium is the message" (the medium is the message). The medium has greater influence our subconscious. Medium forms the message, not the other way around. The basic concept of this theory was first proposed by Marshall McLuhan (1964). His thinking was much influenced by his mentor, economist nationality Canada, Harold Adams Innis (1951). McLuhan was a scientist and literary critic Canadian nationality. He uses poetry, fiction, politics, musical theater and history to show that the use of media technologies that form the feelings, thoughts, and actions of human beings. McLuhan states that we have a symbiotic relationship with nature using media technologies. Humans created the technology, and instead had to form a human technology. This is the basic concept of the theory of media ecology. Media Ecology Theory assumptions, namely:

1. Media covers every action in the community. Even McLuhan called the figures, games, and money as mediation. Media is transforming our society through games played, listened to the radio, or watch TV. At the same time, the media rely on people to "exchange and evolution".

2. Media improve our perception and organize our experiences. We are directly influenced by the media. The media is quite strong in our view of the world. We unknowingly manipulated by the TV. Attitudes and experiences we are directly affected by what we watch on TV, and our belief systems can be affected negatively by the TV. McLuhan perceived TV as it plays an important role in the erosion of family values.
3. Media brings together all over the world. Media connects the world. McLuhan used the term global village (global village) to describe how the world's media tie into a system of political, economic, social, and a great culture. Humans are no longer able to live in isolation, but will always be connected by electronic media is instant and continuous. Electronic media have the ability to bridge cultures will never communicated prior to this connection.

History of Media

McLuhan and Quentin Fiore (1967, 1996) states that the media of an era define the essence of a community. They proposed four eras in the history of media, each of which relates to the dominant mode of communication in the era. McLuhan further stated that the media acts as an extension of the human senses of each era, namely:

1. Tribal Era

This era is characterized by oral tradition. People not familiar with writing. In this period, according to McLuhan, culture centered on the ear. People hearing without having the ability to censor the message. Context of communication is face-to-face only. It is bringing the collective society.

2. Era Literacy.

This is an era where written communication is growing rapidly and the eye becomes dominant senses. This era was marked by the introduction of the alphabet. Context of social communication already is indirect because it can be represented by writing. "The world says" give birth consequences individualistic society.

3. Print Era.

McLuhan called the book as "the first teaching machine" in this era. All kinds of paper can be duplicated in large numbers. In this era of technology is the main printing by relying on vision as the dominant sense. The same with the era of literacy.

4. Electronic Era.

The media become an extension of almost all of the human senses in this era. Telephone and radio extension of the oral tradition. Television extension of sight and hearing. Computer / internet presents as an extension of the senses by combining a variety of media (print, audio, visual) until he called multimedia. "The computer is the most remarkable thing of all fashion technology ever invented... because the computer is an extension of our central nervous system" (McLuhan & Fiore: 1996).

Medium is the Message

Medium is the message, this is the slogan of the Media Ecology Theory. The phrase refers to the strength and influence of media on society, not the content of the message. Medium capable of changing how we think about others, ourselves, and the world around us. But McLuhan did not rule out the importance of the contents. McLuhan felt that the content is getting more attention from us than that obtained with the medium. Although a message affects our conscious state, larger medium affects our unconscious state. Estimating Temperature: Media Hot & Cold Media

Hot media are a medium of communication that demands high definition little involvement from the audience. Meaning basically been provided. Examples are films, radio, lectures, books, and digital photos. Cold media are media that require high levels of participation and low definition. It requires the audience to create meaning through sensory engagement that are high and imaginative. Examples are cartoons, conversations, seminars, telephone, and TV.

With his son, Eric McLuhan, McLuhan developed a way to look further into the effects of technology on society. The expansion includes the theory of media law. Media law is a further expansion of the Media Ecology Theory with a focus on the impact of technology on public. Later, this theory considers the impact of the Internet and bring this theory in a perfect circle. Technology affects communication through new technologies, the impact of new technologies affect society,

and changes in society lead to further changes in technology. They propose a concept of tetradic organization that enables scientists to understand the impact of past, present, and current media. They offer four proposed media law in the form of a question:

1. Is Enhanced by the media? The increase (enhancement) is a law that states that affirm or strengthen community media. For example, telephone improves spoken words found in face-to-face conversation. Radio strengthens the voice beyond the distance. TV reinforces the words and visual images beyond the continent. Internet improves some functions and senses at once.
2. What made obsolete by the media? Is outdated law which states that the media cause something to become obsolete. For Examples TV makes radio obsolete, although many of us continue to listen to the radio while driving in the car.
3. Is taken back by the media? Retrieval is a law stating that the media save something that had been lost. For example, TV brings back the importance of the visual element that cannot be performed by radio, but that was once in the face-to-face conversation.
4. What are distorted by the media? Is a perversion of the law which states that the media will result or be something else if driven at its limits. For example, the public wishes to have access to the entertainment medium that is relatively cheap to encourage the creation of drama and comedy programs. Bringing Flag McLuhan: Postman and Meyrowitz Neil Postman has been recognized formally introduced the term media ecology. His work led to the dark side of McLuhan. He hypothesized that technology is changing the structure of society negatively. Consequently, traditions, social mores, myth, politics, ritual, and religion must fight for their lives.

Social Media is an online media, the users can easily participate, share, and create contents include blogs, social networks, wikis, forums and virtual worlds. Blogs, social networking and wikis are a form of social media that is most commonly used by people around the world (Adi Putra Authority, 2013).

In Sartika Kurniali (2011: 5), social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues via Internet technology.

Andreas Kaplan and Michael Haenlein (In Muflih Ibrahim, 2013) defines social media as "a group of Internet-based applications that build on the ideological and technological foundation of Web 2.0, which allows the creation and exchange of user-generated content". According to Kaplan and Haenlein there are six different types of social media, such as:

1. Collaboration Project is a website that allows users to change, add, or remove content on the website, such as wikipedia.
2. Blog and Microblog, where the user is free to express something in this blog as 'vent' or criticize government policy, such as twitter.
- 3 Content, that is the web where the users of its website users mutually share media content, both videos, e-books, images, and others; such as youtube.
- 4 Social Networking Sites, which is an application that allows users to connect by creating personal information, so it can connect with others. Personal information that could be like the photographs, such as Facebook.
5. Virtual Game World, the virtual world, which replicates 3D environment, where users can come in the form of the desired avatars and interact with others appropriately in the real world, such as online gaming.
6. Social Virtual World, which is a virtual world in which users feel living in a virtual world, just like a virtual game world, interacting with others, but Social Virtual World is freer and more towards life, such as second life.

From a business standpoint, the core of social media is about enabling the conversation. Social media also talks about how it can be produced, promoted, and used as a virtual showcase according to the Kurniali Safko (2011: 171). Social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues via Internet technology. Social media are divided into several categories, they are:

1. Publishing tool using blogs (*typepad, blogger*), wikis (*wikipedia, wikia, wetpaint*) and citizen journalism portals (*digg, newsvine*).
 2. Sharing tool for video (*youtube*), images (*Flickr*), links (*del.icio.us, Ma.gnolia*), music (*Last.fm, ilike*), a slide presentation (*Slideshare*), product reviews (*Crowdstorm, Stylehive*) or product feedback (*Feedback 2.0, getsatisfaction*).
 3. Tools such as discussion forums (*phpbb, vbulletin, Phorum*), video forums (*Seesmic*), instant messaging (*Yahoo! Messenger, Windows Live Messenger Meebo*) and voip (*Skype, Google Talk*)
 - 4 Social Networks (*Facebook, MySpace, Bebo, Hi5, Orkut*), specific social networks (*LinkedIn, Boompa*), and a tool to create social networks (*Ning*).
 5. Tool microblogging (*Twitter, Pownce, Jaiku, Plurk, Adocu*) and similar services (*twitxr, tweetpeek*).
- social aggregation tools like lifestream (*FriendFeed, Sosializr, Sosialthing, lifestrea.ms, Profilactic*).
- 7 Platform for hosting (*Justin.tv, BlogTV, Yahoo! Live, UStream*) and there is a similar service for mobile (*Qik, Flixwagon, Kyte, LiveCastr*).
 - 8 Virtual World (*Second Life, Entropia Universe, There*), 3D chats (*Habbo, IMVU*) and youth-specific virtual world (*Stardoll, Club Penguin*).
 9. Social gaming platform (*ImInLikeWithYou, Doof*), casual gaming portals (*Pogo, Cafe, Kongregate*) and social networking is possible with the game (*Three Rings, SGN*).
 - 10 MMO, massively multiplayer online (*Neopets, Gaia Online, Kart Rider, Drift City, Maple Story*) and MMORPG, Massively multiplayer online role-playing game (*World of Warcraft, Age of Conan*).

Hijab

Hijab is a form of clothing that is prescribed by the religion of Islam for Muslim women. As stated in the Holy Qur'an:

"... Say to the women of faith:" Let them beat their views and maintain their honor, except that commonly appear. And let to wrap-crippled crippled (veil) them on their on their chests. And do not show their ornaments except to their husbands "(An-Nur 31).

Then he also said,

"O Prophet, tell your wives, your daughters and wives of the believers, so that they close their clothes brackets throughout their bodies. Thus, it is to be known, so they do not disturb ". (Al-Ahzab 59)

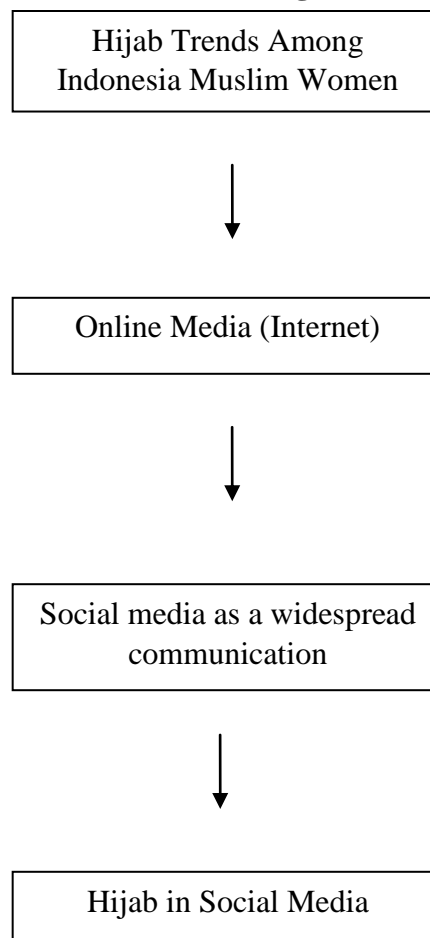
Actually the term is derived from the word hijab hajaban. This word in the vocabulary of the Arabic language which means covering. So, basically the hijab is to cover the nakedness by wearing a veil. Veils and head coverings in the form of clothing sealed in accordance with Sharia. With the diverse creations hijabers, appears much style that makes the Muslim hijab look fashionable and stylish. The hijabers combine the latest trends of fashions with the Muslim clothes to make their appearance to be trendy and fresh yet suit to the Islamic law (Aditya Dwi, 2013). So the notion that the hijab is a piece of cloth used to cover the hair surrounding the head, ears, neck, and the chest. The use of hijab is also accompanied by using clothing that covers up to the end of their hands and feet (Rahmi Hardyastuti, 2012).

Hijab is also commonly known as jilbab. Etymologically derived from the Arabic word hijab means jalaba collect or carry. The term hijab is used in countries other Muslim as a kind of clothes with different naming. Iran called the chador is the length and width of fabric used as a cloak. chador is widely used in Iran. In India, Burka is a cloak that covers from head to toe) and

Pakistan called pardeh, milayat Libya, Iraq abaya, in Turkey charshaf, and hood in Malaysia, while in the Arab-African country called hijab.

In Indonesia, the use of the word "hijab" is used widely as a dress Part of the veil that covers the woman's head (hair and neck) are strewn with clothes that cover the body except the palms of the hands and feet. Based on Indonesian Dictionary in 1990 along with the popularity of the use of the veil began among urban Muslim. In the Indonesian vocabulary according to KBBI online, hijab is a veil Muslim women wear wide to cover the head and neck to the chest. In general, they are covering that part called the slice. Hijab is a garment covering the entire body length of the canal except for the hands, feet and face are commonly worn by Muslim women. The use of this type of clothing associated with Islamic law guidance to use clothes that cover genitalia or known as hijab. While the veil itself in the Qur'an is called the khumur, as contained in the letter of An Nuur verse 31 (Fitriana, 2012).

Research Thinking Framework



The development of Islam in the world in many aspects of life continues to change over time. Variety of cultures in various countries, especially in Muslim countries foreshadowed this development, such as the various styles of dresses and hijabs, as well as related activities. Hijab or headscarf is part of the dress style that is worn by Muslim women and becomes one of the fashion trends nowadays. Even though, not all Muslim women know and understand the meaning and usefulness of a hijab or veil.

Indonesia as the biggest country with the highest Muslim countries at the same time with a relatively high use of the internet, making the widespread development of Islamic values through social media such as blog, Facebook account or Twiteer. Social media is a place, a tool, a service that allows individuals to express themselves to meet and share with other colleagues via Internet technology. Facebook, Twitter, Instagram, and Path are the favorite social media users throughout the world. Social media presence on the internet resulted in the emergence of the hijab trend among Indonesian women to change dress style, hijab style, and social activity toward modern Islamic culture. Looks very rampant spread of communication through social networks and blogs.

Research Methods

Subjects in the study Hijab Trends Among Women in Indonesia are Indonesian women with hijab criteria, the user or frequent use of social media, has insights into the hijab and trends, as well as their social activities towards modern Islamic culture. The informants are Indonesian Muslim women who wear hijab and join in the active use of social media, and understand hijab trends. This is the description of the informant, namely:

1 The first informant, Leily (34 years old) is currently working as a private employee. She has been wearing the hijab for about 4 years and actively following information about the hijab in social media and join in some social media such as Facebook, Twitter, Yahoo Messenger and Online Muslim Community.

2 The second informant, Nur'ain (38 years old) is currently working as a private employee. She has been wearing the hijab for about 5 months and actively pursue information about the hijab in social media and join in some social media such as Facebook, Youtube, Instagram, Whats App Messenger and Online Community Hijabers.

3 The third informant, Tian (31 years old) is currently working as a civil servant. She has been wearing the hijab less than a year and actively seek information about the hijab in social media and join in some social media such as Facebook, Twitter, Instagram, and Path.

4. The fourth informant, Nurhayati (31 years old) is currently working as a teacher in an Elementary and Secondary school. She has been wearing the hijab for 16 years and actively following information about the hijab in social media and join in some social media such as Facebook, YouTube, Blogger, and Twitter.

5. The fifth informant, Elis (31 years old) is currently working as a primary school teacher. She has been wearing the hijab for 17 years and actively following information about the hijab in social media and join in some social media such as Facebook, Youtube, Twitter, Google and Yahoo.

6.The sixth informant, Ari (29 years old). She is a house-wife and working as an elementary school teacher. She has been wearing the hijab for 11 years and actively following information about the hijab in social media and join in some social media such as Facebook, Twitter, Path and Instagram.

This research applies a descriptive qualitative research method, wherein the method is used with the aim to create a systematic description, factual, and accurate on the facts and the properties of the population or a particular object (Kriyantono, 2006: 69). This research approach aims to gain an authentic understanding of people's experience, as felt by the people concerned (Mulyana, 2006: 156). That understanding is not determined in advance, but obtained after analyzing the social reality that is the focus of research, and then drawn a conclusion in the form of a common understanding of these realities (Ruslan, 2010: 215). While Bogdan and Taylor (Moleong, 2009: 6) suggest that qualitative methodology is a research procedure that intends to understand the phenomenon of what is experienced by the study subjects such as behavior, perception, motivation, action, and others.

The type of data that will be used in this study consisted of primary data and secondary data. Primary data is data obtained directly from the object of study individuals, groups, and organizations. Data is taken directly to the site or from the source, or the data are still original and still requires further analysis. Secondary data is data to support in the form of ready-made (available) via the publication and the information released in a variety of organizations or companies (Ruslan, 2010: 29-30). In this study, primary data are data interviews with informants along with documentation of social media that is owned by the informant. While the secondary data that is studying the available data collected in advance or by other parties such as books, the Internet literature, and scientific articles which can be studied as a reference material and theoretical foundation in problem solving to complete the data required in research.

Data Collection Techniques

Data collection techniques in this study include:

1. Interview

An interview is a conversation between researchers, who seek to get the information and the informant, whom assumed to have important information about an object. The interview is a data collection method used to obtain the information directly from the source (Kriyantono, 2006: 98). The technique used is the technique the question of hidden issues, by asking questions appropriate to the issue or topic and the issues raised involve personal opinions (Rangkuti, 1997: 40). Informant interviews were conducted with the Indonesian women who use the hijab, Muslim, active and registered as a member in the social media that exist on the Internet. The number of informants there are 7 locations in-home interviews with informants to interview twice to permit the introduction and description of the self-informant and subsequent interviews for research purposes with a duration of between 1-2 hours with informants from 20-26 December, 2013.

2. Documentation

This document is complementary to the use of interviews in qualitative research. Documents can be in the form of text, images, or someone monumental work (Sugiyono, 2007: 82). According Kriyantono (2006: 120), documentation is often data collection instruments used in a variety of data collection methods. Methods of observation, questionnaires or interviews are often equipped with documentation. The goal is to obtain information to support the analysis and interpretation of data. Documents can be in the form of a public document or a private document as supporting research. Document collected in this study aims to support the results of the interview, in the form of photographs, articles, or videos of the informants involved in the research.

Data Analysis Techniques

In qualitative research, data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials that can be easily understood, and its findings can inform others (Sugiyono, 2007: 88). Technical analysis of the data in this study using data analysis techniques of Miles and Huberman (in Sugiyono, 2007: 91-99), namely:

1. Data Collection (Data Collection). Collecting data in the field.

2. Data Reduction (Data Reduction)

In this phase, the researcher summarizes important information obtained from the field, and then perform data classification according to subject matter. Thus the reduced data will provide a clearer picture and facilitate researchers to conduct further data collection.

3. Data Display (Presentation of Data)

In this stage, data or information is processed and presented in the form of narrative text.

4 Conclusion Drawing / Verification (Withdrawal Conclusions / Verification)

In this phase, researchers conducted in accordance with the problems of data interpretation and research purposes. So that researchers can draw conclusions from the data that has been presented.

Results of Analysis and Discussion

Trends Amongst Women Hijab Indonesia

Women are people (men) who have a particular category (as by birth, residence, membership, or occupation) —usually used in combination (Merriam-webster dictionary, retrieved 3 January 2014). While the woman is an adult female. Kartini diamond (2013) said, hijab users (hijabers) in Indonesia, particularly young hijabers, are much influenced by the trend of non-conventional veil that go viral over the internet and media. Literally, we witness Hijabers Community as a community which becomes a trend setter in this development, becoming lighter mass enthusiasm for veiling and looks fashionable. In addition, the 'change' of Muslim hijab becomes more dynamic this time, also more influenced by the personal style of some hijabers which eventually became the muse, a source of inspiration for many Muslim women.

Dian Pelangi is a popular figure in the spread of hijab trends in social media. Young, fashion designer, social media and brand owner conscious of fashion's most influential Muslims. @Dianpelangi Twitter accounts with more than 134,000 followers to make a breakthrough and became a phenomenon with tie dye design / “jumputan” very suitable for young Muslim women. Various achievements continue to be achieved by Dian, a fashion designer and Muslim 'ambassador'. Dian became the only elected Muslim designers in the Fashion Pioneering Program and will participate in Paris Fashion Week 2014. Then, Fifi and Hanna who has an same interest and 'anxiety' about Muslim fashion, especially in Indonesia. Starting from hijabscarf blog, start voice that Muslim dress meaningful commitment to free and at the same time. Personal expression as anything we should be able to make happen in the Muslim fashion, and to be afraid to try something new. Reading blogs of Fifi and Hanna hijabers much influence to further explore their personal style, and really understand the meaning of “liberating” Muslim. Their work continues

with the publication of Laiqa Magazine, a magazine that promotes modest hijab fashion, with a strong touch of graphic design. Indonesian Muslim fashion trends are awash with pastel lines and a touch of girly and feminine style, which celebrates the beauty of a woman, was inspired from a Ria Miranda, designers and brand owners Ria Miranda. Ria believes that a Muslim woman is a gentle person, polite and calm, which is reflected in every design. Strong character makes Ria's fashion design is irresistible for many hijabers, and long lasting. Her latest work is Minang Heritage, raised "songket" of West Sumatra which is modified into soft colors and pastels. Songket motifs are also applied to the chiffon fabric, a garment that is lightweight and high power use. Something that we have never found before.

"Kaffah" which also became a trendy shawl for hijabers. Kaffah become a new addiction, which always hunted and gone in an instant, even when produced in large quantities. (Ketupat kartini, 2013). Apart from the obvious that it is a trend for Muslim hijab, nature is obligatory for a Muslim. Moreover, there is a statement that the hijab is a religious, not indigenous Muslim Sister. (Ash-Shahid Imam Abdullah Azzam, 2008, accessed March 23, 2014). Common reasons berhijab *because they are aware that compulsory for every Muslim to cover their private parts when they are outside the home or even when meet with the audience*, this is in accordance with the statement of Ari (29).

Most of the informants decided to use hijab because it stated in the Holy Qur'an. Still, the decision to use hijab are apparently varied, such as Tian (31) and Nur'ain (38) who was barely a year decided to use the hijab or Nurhayati (31) and Elis (31) who had been using hijab less for over than 18 years since they were young. Hijab in Islam is a form of love of God to women because it protects the honor of Muslim women. Previously, wearing the hijab always connotes old-fashioned and conservative, now, no more doubt Muslim women are provided by many creations of hijab trends. The informants stated that the development of the world fashion is now also address the needs of Muslim women who have certain conditions in hijab. Almost all informants admitted that they keep abreast of hijab trends that are very rampant. Even many Indonesian Muslim artists who were not veiled now vying for a modern hijab, for example, Dian Pelangi, Zaskia Mecca, Susan, Natasha Farani Hatta and many more, inspired other Indonesian Muslim women to wear hijab as well (Leily (34), Nur 'ain (38), Tian (31), and Ari (29)). There are also Muslim artists of public figure that are very inspiring in metamorphosis lifestyle as well as their fashion style, such as

Inneke Koesharawati and Neno Warisman, assessed as artists who emigrated Indonesian female role models (Elis (31)).

Hijab Trends Being Part of the Cultural

Throughout the existence of diversity and cultural development, the Muslim community has expressed hijab basis of merit cultural norms respectively. From India to the turban style, dupatta Africa, headgear has appeared in various forms. Of course, as the growth of the Muslim population in Western countries, other hijab styles also evolved in the public sphere and adapt to the wishes of the users who live in the region. From leopard print hijab to a sweet little brooch pinned on a soft material, various kinds of veil have never been expressed before. All adapted to the conditions and culture of the State respectively. In Indonesia, it seems that the Muslim women tend to adopt the style hijab dress up styles from different cultures. Indonesian Muslim women have no doubt to wear the latest models clothing with bright colors, different from the picture of Muslim women who tend to wear dark-colored clothing. The material used are varied, not only those which are stiff and thick fabric, but also comfortable and cool fabrics such as cotton, jersey, and others. This is the same as the statement of Ari (29 years) who feel that the trend is very helpful because as a hijaber, she does not feel obligated to cover her body with thick and monotonous clothes anymore yet the trend provides comfort. Also added by Elis opinion (31 years old) which stated that wearing hijab today adds her own charm. Hijabers look more beautiful and fashionable. According to informants' opinion that wearing hijab currently is in conformity with the Islamic law and suit to the norms of Indonesian culture.

Moreover, on that point is another view that the development of hijab trends is really saving up with global style trends. Head covering became a style in the Western world which Muslim women wear it as the part of the Islamic law. Some informants said that the development of hijab is massive but it seems hijab trends more focus to its style only. It is spoken by Tian (31 years), she said the development of hijab is not yet appropriate to the Islamic law, mostly in they adopt the style only for the sake of the mainstream trend. Nearly the same with the other informant's statement that hijab is more inclined to the ethnic evolution of fashion because it is even showing the chest, which is labeled as Jilboobs. But it is also added wearing hijab will slowly improve somebody's sense of fashion that suitable to the Islamic law. Above all, a solid match between the veil and long dress creates stylish hijab trends that make hijabers look fashionable. It is undeniable

that the hijab will continue to be accommodated by the Indonesian Muslim women who are ramping up an identity.

Social Media as A Widespread Communication

The social media is experiencing euphoria with the rise and development of hijab fashion bloggers who display the new order of hijab, all eagerly demonstrates the perspective of each of the manners of clothing and headgear. Despite the common depictions in those days was about Muslim women with standard "Arabic" style display, holistic development in the number of women on the hijab in the West means that there is no longer a single image that can equalize Muslim women.

Social Networking Site (SNS) or commonly referred to as social networking is a web-based service that allows each individual to build a social networking through virtual worlds such as building a profile about himself. The era of social networking should now be able to be utilized well and make social networking as a powerful medium in designing business strategies and market brands or products of small and medium scale businesses we have. Our society today from all sides has made social networking becomes part of daily life that inseparable, no day without Facebook, Twitter, or other social media. Social media has changed the lifestyle of indirect global community we are no exception in Indonesia. Today, social networking is not only used as a medium to establish a relationship of friendship, but also as a promotional medium businesses a cheap and powerful. Many major brand owners, utilizing social networking as a medium of business promotion.

For sellers, social media has its own advantages or strengths than other means of promotion such as advertising in print and electronic media, which can reach the whole world who can access the Internet, and allows for extremely brand owners who have a business or communicate directly with its customers wherever and whenever, business owners can also receive input from the customer in order to improve the quality of services and enhance the quality of their products are marketed through social media. With the increasing trend and the proliferation of the use of social media and the increasing number of users that can access the internet in this country the more open opportunity society is also business manager of the creative economy and small industry to reap the market through various social networking sites, thus can also spur economic growth in Indonesia (Natalius Abidin, 2012).

It turns out that the convenience offered by social media, it is also perceived by the consumers who intended to look either for fashion or style hijab products. Their usual social media are Facebook, Twitter, Instagram or Path. As recognition from Nur'ain (38), she frequently uses varieties of social networks to see offer a variety of fashion models. Even YouTube is also often visited because she thinks there are many tutorial how to use hijab in a various way. Similar to Nurhayati (31), she is also often download Youtube to learn how to wear hijab with a pashmina. Youtube visited to find out how to wear a scarf with easy and simple.

Social networking sites became a media alternative for consumers who want to access information quickly and easily. At certain sites, the use of the hijab tutorials, pictures of the latest trends to propaganda regarding the obligation hijab for Muslim women has also been available. For hijabers, everything to do with the hijab is something they always wanted to update. It was confirmed as Ari (31), she uses social media as a media for sharing experiences and knowledge about hijab.

"We are sharing about hijab .. well anyway religious knowledge relating to us that a Muslim woman."

So it is perceived by Nurhayati (31) who perceived that social media as a mean to search for various issues related to the needs and activities of a Muslim

"What's interesting about social media is the style of dress, hijab, Islam activities, and the recitation ".

Social media is not just a means to get information, especially information about the hijab for its users, but it has other functions related to the veil, that is propaganda. When asked hijab trends in social media over which direction does business, proselytizing or fashion; Nur'ain (38) said,

"It is not only business ..also .. There are fashionable enough to be worn as well."

So this time, preaching about the obligation to cover the nakedness of Muslim women not only through study groups, but can also be through social media such as Facebook, Twitter and so forth.

Explosion of the development trend of hijab through social media as a business tool apparently assessed and deployment efforts, religious values, not only have many advantages but also some drawbacks side. As the narrative of Tian (31),

"We can know how to use the models hijab...usually most do not fit the religious law".

It is also supported by other informants Leily (34) who says,

"... shortcomings that tend to trend deviated from sharia compliant hijab only."

Understanding of the veil that is part of the obligation of a Muslim women undergoing expansion that hijab is not only a trend to cover the body of Muslim women, but also how they can still look fashionable even though all of their private parts covered. This is consistent with the responses Ari (31) who commented on the advantages and disadvantages of social media as a means of dissemination of trends hijab,

"The surplus could bring Muslims women in Indonesia is to cover their body.. most of them attracted because of the style or fashion not because of the obligation of a Muslim to cover their body".

Discussion

Society and culture have a strong relationship, because no living man without culture. Social and cultural change in a society because every society wants the existence of a development in his life, so that life continues to strive for the better one. Along with the development of technology and communication, the culture underwent a metamorphosis in their daily life. Social media is a tool to enable it.

Told by Joshua Meyrowitz (1985) which agrees with McLuhan that the electronic media has social consequences, serves technology tools to take over the culture in which they are located so that the traditions, social mores, myth, politics, ritual, and religion must strive for their lives. All the information can be disseminated to lead to a very rapid development. Until it is said that what was once private, now can become public consumption, as seen on the development trend of hijab. Within a fairly short period of time, the spread of various matters relating to hijab is very large. As a Muslim woman will certainly update their appearance, from magazines, television, even the most frequent visited media, the internet, or better known as social networks. On the positive side, the modern Hijab always be a good news for the development of Muslim fashion in Indonesia, not only among young people, but the celebrities are also interested to use the hijab, either because of the sharia (the value of hijab as the Muslim women fashion standard of modesty or just for the trends.

The impact of both of these is that hijab fashion offers the hijabers (Muslim women who wear hijab) not only want to look beautiful and fashionable, but also examine how the real essence of the meaning of hijab itself. It is also said in the interview that the social networking not only as the media to see the development of the hijab fashion, but also as an element of preaching to the recitation. For some communities, hijabers who love fashion, usually fill their daily activities by doing workshops holding the essence of Islamic hijab. Here they seem to have a clear purpose, namely to get rid of the view that Muslim women be women who not only stylish, but must also hijab according essence of Islam. The way they increase their existence is to utilize technological development, searching for the source of the virtual world, this is where they are trying to explore their hijab style, both in terms of appearance, or the addition of accessories.

Actually the term “hijab” is derived from the word hajaban. This word in the vocabulary of the Arabic language which means covering. Veils and head coverings in the form of clothing sealed in accordance with sharia. With the diverse creations of hijabers, it appears more stylish, that makes the Muslim hijab look fashionable. The hijabers combine trends of current common fashions with Muslim apparel that look trendy and fresh as long as it still covers the body shape (Aditya Dwi, 2013).

Many changes in the current trend of hijab, which led to the pros and cons. Hijab is currently teaching in the younger generation that the hijab does not always seem old-fashioned and stodgy. The trends help hijabers and all Muslim women to reshape their perceptions. With the current hijab style, they look more trendy and fashionable. Although on the other hand, there are those who encounter the emergence of the current hijab trends that seemed less appropriate. The current hijab style is considered to be deviated from the provisions of Islamic law. The development of the prior hijab style oriented to the East, and now it is more oriented to the West together with the world’s fashion trends expand

Conclusions And Recommendations

Social media are considered to lead the changing views on the purpose of hijab for Indonesian women and modern Islamic activities. The impacts of social media as a widespread agent of communication in hijab trends among Muslim women in Indonesia, resulted in many of them who adopted the dress styles, hijab styles, and modern Islamic activities in accordance with

the display photographs, articles, or videos about hijab. It also foreshadowed the Islamic culture in Indonesia nowadays, which is predominantly Muslim, therefore many Indonesian Muslim women wear hijab to support their appearance in line with the religious law and fashion trends as well. Besides the euphoria of the hijab trends nowadays, there are some points that should be concerned. The *hijabers* have to concern about the values of sharia in hijab. They have to be more critical in applying the current styles. Providing inputs to the producers will help them to be able to offer appropriate fashion style due to the value of hijab.

The presence of hijab trend through the social media should be accompanied with explanations or limitations so that the role of communities in social networks is not only limited to the dissemination of the latest trends, but also stay on track nature of the hijab is prescribed.

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WEB PORTAL BRAND AWARENESS STRATEGY
(Case Study: UZONE single e-entertainment portal Telkom Indonesia)

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Abstract

Purpose – *The purpose of this paper is to identify the strategy of UZONE as an e-entertainment portal aggregator to build brand awareness through interactive/internet marketing. Also identify how social media were used to engage its potential consumer and at the same time to build the brand awareness.*

Design/Methodology Approach – *This study used qualitative approach with SOSTAC planning model as the framework of analysis. The research method was a combination of key informants semi-structured interviews and monitoring activities and traffics of social media accounts.*

Findings – *Planning and execution process of UZONE marketing communication strategies was in accordance with the SOSTAC framework, but the execution was not meet the objective of the internet/interactive marketing program which did not reach per year page view target. Internet/interactive marketing tools that used were banner ads and social media accounts (Facebook fan page and Twitter). Brand awareness strategy through social media focused on creating interesting conversations in the virtual world, maximizing the frequency of update messages during prime time, communicative and interpersonal messages to build consumer engagement and the use of artist as endorser.*

Research implications – *A quantitative research would be required to measure brand awareness and brand image. Also, it's important to explore how digital products can optimize its features and applications for its own marketing communication program.*

Keywords: *Marketing communications, social media, brand awareness, strategy, SOSTAC, web portal, Indonesia.*

INTRODUCTION

In this era, people are hooked on digital technology and expanding the array of electronic devices. Various companies and internet-based digital products grew rapidly and overwhelm the consumer with a variety of products, such as games, news portals, music applications, movies, social media applications and a variety of other digital products.

The rapid development of digital technology is in line with the increasing penetration and internet access in Indonesian society. Until June 30, 2012, internet users in the world amounted to 2,405,518,376 with the growth of 566.4% from the year 2000. Indonesia is at the 4th position of the Asian region. The amount was increasing from only 2 million users in year 2000 to 55 million users in 2012, but user penetration rate only 28%, still far behind when compared to Malaysia with penetration rate of 60.7% from the total 17.723 million users (www.internetworldstats.com). Based on data from the National Economic Survey Census (NSES) from BPS, the trend of growth in 2013 to reach 13%, with total Indonesian internet users amounted to 71.19 million people (APJII, 2014).

In addition, to the number of internet users is increasing, the internet-based digital products made in Indonesia are also growing fast. One of the internet-based digital products which are not widely known in Indonesia is web portal aggregator. Web portal aggregator is the website (web portal) which contains a collection of various types of products such as applications, video streaming, radio, news portals, blogs and so on.

A Web portal is seen as a special internet (or intranet) site designed to act as a gateway to give access to other sites. A portal aggregates information from multiple sources and makes that information available to various users. In other words a portal is an all-in-one website used to find and to gain access to other sites, but also one that provides the services of a guide that can help to protect the user from the chaos of the internet and direct them towards an eventual goal. More generally, however, a portal should be seen as providing a gateway not just to sites on the web, but to all network-accessible resources, whether involving intranets, extranets, or the internet. In other words a portal offers centralized access to all relevant content and applications (Tatnall, 2005).

The term aggregator is better known for news portal, it is called news aggregator. News aggregators combine journalistic practices and computer software to enable online computer users to collect news stories and other information as that information is published and to organize the information in a specific, personalized manner. Well-known news aggregators include Google News and My Yahoo (Hanff, 2009). News aggregator concept is then adopted by web developers into a portal that contains a variety of digital products web portal called aggregator. One of the famous web portal aggregator is iTunes made by the US Company Apple Inc. iTunes brings the concept of e-entertainment where users can organize and enjoy the music, movies, radio, TV shows, apps, and books through the website only.

Indonesia appeared to have had a similar web portal aggregator like iTunes, even more complete and sophisticated, the Uzone. This Uzone made by Telkom Indonesia a top Indonesian telecommunication company. UZone web portal consists of a radio feature, movie, TV, music, apps, and books, as well as special menus “Wow” that is user-generated contents. User-generated contents menu that is specially made to accommodate the best creations that can be uploaded by users Uzone. Such creations can be either music or short film.

As an aggregator, Uzone web portal integrates content from UseeTV (movie and TV program), music from Melon, radio from @Radio2.0, book of Qbaca, apps and games from Ustore. The content of the web portal UZone will be able to answer the needs of a single education and entertainment portal as well as a forum for the development of creative industries.

Uzone web portal now has not fairly well known by internet users in Indonesia, therefore Uzone marketing communications program is still focused on brand awareness through the internet/interactive marketing. So far, research on marketing communication and brand awareness focuses on manufacturing products, while research that examines how communications and brand marketing for digital products has not been much done particularly specific use of internet/interactive marketing as the main tool. Therefore, this study aimed to identify the strategy of UZONE as an e-entertainment portal aggregator to build brand awareness through interactive/internet marketing. Also identify how social media were used to engage its potential consumer and at the same time to build the brand awareness.

LITERATURE REVIEW

Internet/interactive Marketing

Marketing communications plays a major role in the process of developing and sustaining brand identity and equity (Belch and Belch, 2012). Its role has been proven enhances brand equity, influences behavior, achieve accountability. Brand equity is enhanced by elevating brand awareness and creating brand associations (Shimp, 2010). Elevating brand awareness is very important especially for a new brand or a new product. It is a challenge how a marketing communicator can make a brand name comes to mind when a consumers think about a particular product category (Shimp, 2010), also a challenge to understand how to use the various marketing communications tools to make such contacts and deliver the branding messages effectively and efficiently (Belch and Belch, 2012). Therefore, all the marketing communication tools should be used to gain optimum result of brand awareness.

One of the marketing communication tools that are currently be a concern is internet/interactive marketing. Internet/interactive marketing not merely communicate a brand, product or company but also can build a more interactive relationship between the brand and the consumer. Therefore, it is time for marketing communicators to welcome new media but still consider the internet and traditional media (Bruhn, Schoenmueller and Schafer, 2012).

The option using the internet / interactive marketing as a primary tool of marketing communication is based on the consideration that the targeted market is the digital native generation who are the native internet user. As a marketing communicator, appropriate strategies should be dynamic to the market (Sharma, 2011), meaning that communication strategies are designed to be tailored to the needs and preferences of youth as the digital generation. Besides, the internet is an interactive medium that has elements as two-way nature of the communication

system, personalization of the communication relationship, and it has a major strength is its ability to tailor and deliver communication messages (Peltier, Schibrowsky and Schultz, 2003).

Internet presence has been unavoidable in the world of marketing communications. Internet/interactive marketing tools that can be used by marketing communicator are website, social networking sites (SNS), banner ads, site sponsorships, content sponsorship, pops-ups / pop-under, interstitial, links, paid search, behavioral targeting, contextual ads , rich media (video on demand, webisodes, podcasts, etc) (Belch and Belch, 2012).

In order to make the internet/interactive marketing can deliver the branding messages effectively and efficiently, systematic and directed planning is required. One of the models of structured and comprehensive communication plan is SOSTAC. SOSTAC consists of the Situation, Objective, Strategy, Tactic, Action and Control (Prisgunanto, 2006) and SOSTAC easy to apply either the overall marketing communications plan or a single communication campaign plan (Smith and Taylor, 2004).

A popular tool for communicating with customers is social networking sites (SNS). According Rosenbush (2005), social networking is used to advertise products and services of a company to attract consumers' attention. Social networking sites have the ability to create good relationships with consumers then good relationships can create and induce product consumption repetition, as well as they have the ability to form social networking web and viral marketing (Pheerawat and Kaiwinit, 2011).

Brand Awareness and Social Media

In Indonesia, since the last 5 years, social media has changed the people communication landscape and has significantly impacted marketing communication. Applications like Facebook, Instagram, Twitter and others have influence consumer's communication habit as they spend more time, interact and build social networking with this Social Network Sites (SNS).

Some researches have been done to see social media contribution to brand awareness. A research that measured the impact of social media user interaction on brand awareness and purchase intention showed that engagement with a Facebook fanpage has positive effects on

consumers' brand awareness, WOM activities and purchase intention. Social media activities indeed affect the purchase decision-making process. Social media activities influence all three mental stages: the cognitive phase, the affective stage, and the cognitive stage (Hutter et al., 2013).

A research in a health clinic that has embraced social media as an opportunity to innovate showed how social media presents the clinic's brand and to engage patients and the community in learning about health. The clinic used Facebook, Twitter and Youtube that posted daily health tips, weekly chats with experts and doctors, news and links about important studies, innovations and information about specific diseases and condition. Through Twitter, this clinic proactive about complaints and appointments, responding within two hours. It has proved that strategic use of social media can build brand awareness and preference (Sharp, 2011).

A study to evaluate the factors affecting on brand awareness through social media in Malaysia, indicate customer engagement, brand exposure, and electronic-word-of-mouth have positive correlation with brand awareness in the context of social media and the most effective factor is customer engagement. This study found that the most effective variable on brand awareness is customer engagement because it maximizes awareness during involvement and interaction processes (Shojaee and Azman, 2013).

Therefore, companies should recognize the need to engage in social media and to carefully define a clear strategy for their engagement. Social media offer companies numerous opportunities to listen to their consumers, to engage with them, and to even influence their conversations (Bruhn, Schoenmueller and Schafer, 2012). In order to create and enhance brand awareness, the benefits will be increased is to tie customers more closely to a brand by using social media interactivity features (Shojaee and Azman, 2013).

METHODOLOGY

This research used qualitative approach with case study method and use SOSTAC planning model as the framework of analysis. The sampling method was purposive sampling conducted with semi-structured interview to two key informants and eight informants those who are in charge with the web portal Uzone and social media. Those were the general manager, managers, officers, social media practitioners.

The unit analysis for the research was the strategy of internet/interactive marketing Uzone and practices of Facebook and Twitter as Uzone social media. In addition to that, the research also used observational data. Observation was done to monitor and investigate the activities and message traffics of Facebook and Twitter accounts. Secondary data was also used that have been taken from Telkom Indonesia website and company internal data.

The data analysis technique in this research used Miles and Huberman (1994) analysis technique through four steps which are data reduction, data presentation, and drawing and testing conclusion (Pawito, 2007). As the validity technique, the research was used source or data triangulation, method and researcher triangulation as well.

RESULT AND DISCUSSION

SOSTAC Analysis of UZone Web Portal

Situation

The development of technology makes Telkom Indonesia create many variations of online products, one of them is Uzone. Uzone is One Stop Digital Entertainment as well single edutainment portal that aggregates the various services of the Telkom Group. Uzone has integrated user content platform called "Wow" that can be used as a competition platform that the media can organize online competition and can be watched streaming by its users.

The market size of online products is increasing by 20% -30% each month in line with the increasing in internet users. It is become a valuable opportunity for Uzone to grab the market as soon as possible. Uzone's market segmentation and targeting are young consumers 13-27 years active as internet users with its positioning as a one stop digital entertainment, a complete channel and online competition channel.

At this time, Uzone hasn't have competitors in web portal business. Although brand Telkom Indonesia has had a top of mind position, Indonesian consumers have not fully realized that Telkom has expanded beyond telecom products. Armed with company performance, appropriate market segmentation and positioning, limited / no competitors, it is expected that marketing communications campaign via the internet/interactive marketing will be effective and efficient.

Objective

The objective of Uzone's marketing communications program is to build brand awareness. While in the long-term, the goal is to become top of mind brand as other Telkom products. It is expected can get benefit from advertisers and users from online competition. The specific objective is to attain targets in users' internet traffic, in one year can reach twelve million page views.

Strategy

- a. *Utilizing existing resources*, such as utilizing UAd for online advertising. UAd is Telkom product consisting of various websites that sell advertising space which intended to serve the needs of the advertisers on the internet. Working closely with Telkom subsidiary, Metranet, as Uzone's social media administrator for executing marketing communications program.
- b. *Theme Strategy*, create a customized promotional materials related to important events that occurred in a given month. For example, in February, the social media content was about Valentine's promotion, in March music and movies promotional content, and in April the content about commemorate Ibu Kartini.

- c. *Endorser Strategy*, Eva Celia, a multi talented artist is used as celebrity endorser. She is considered to represent Uzone's market segment and her multi talented as if representing Uzone which has many channels.

Tactic

- a. *Banner ads*, it is placed in UAd online advertising platform owned by Telkom Indonesia. Type of banner ads that used by Uzone was a dynamic ad that dynamic zoom changes every few seconds. It is placed at show case and leader board area.
- b. *Social Media Facebook and Twitter*, is managed by a subsidiary of Telkom Indonesia, Metranet.

Action

Metranet creates a time plan theme that based on important national events and events designed by marketing communications team. Then, messages is planned and tailored according to the program theme and the target audience. Next, is to communicate a message through banner ads and social media.

Control

Control is done every week, every month and every quarter using the *Google Analytic* application to determine the rise or fall of user traffic that goes into Uzone's social media accounts. If there is a competition activity online, there is always an increase in visitor traffic. Data obtained from Google Analytic is page views, visitor unit, average length of visit and the average number of visitors who stay in Uzone. Visitor traffic can come from banner ads and social networking sites such as Facebook (fan pages) and Twitter. *Tweet Reach* applications used to obtain data on the estimated reach, exposure, user activity and top contributors.

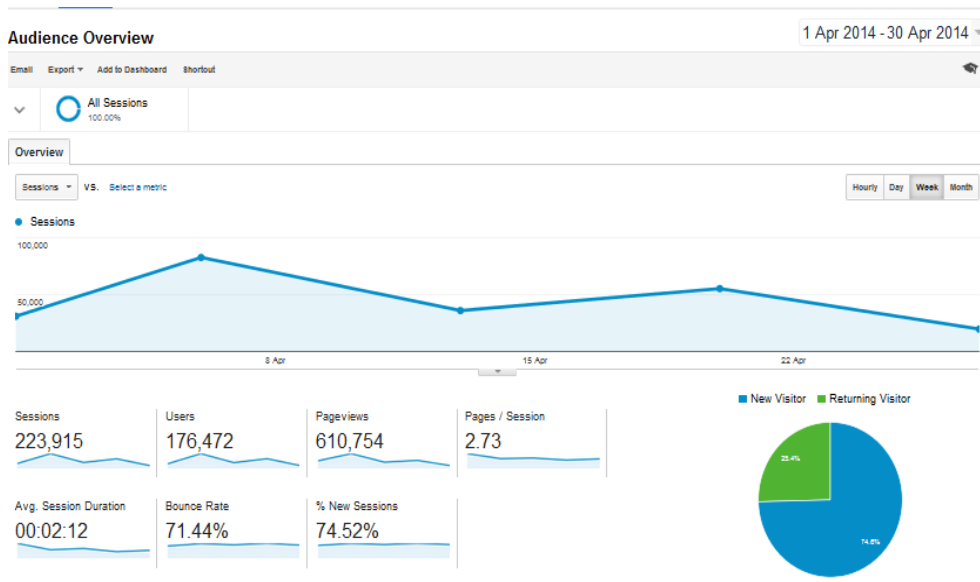


Figure 1. Google Analytic Weekly Analysis On April 2014

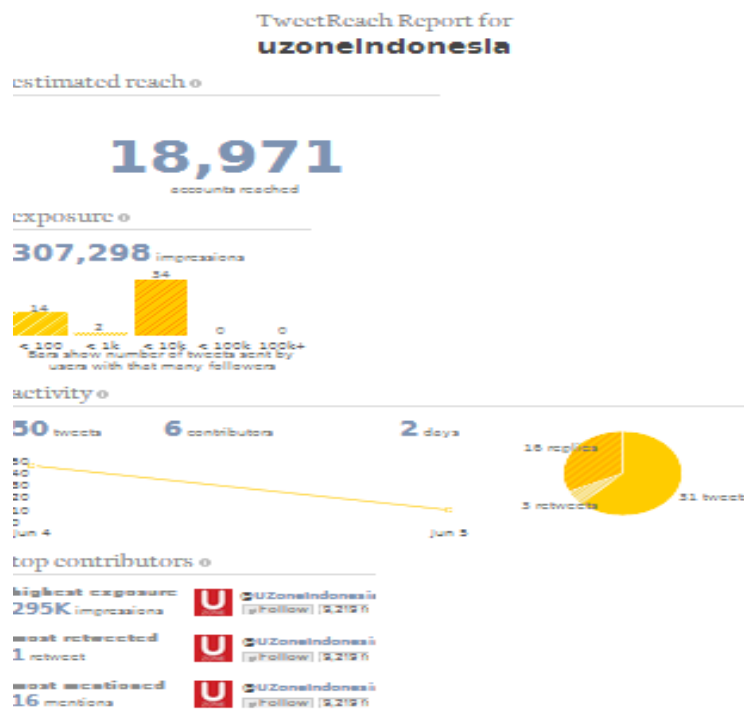


Figure 2. Respons Analysis at Twitter Account @UZoneindonesia

Facebook and Twitter for Uzone Brand Awareness Campaign

Social networking sites Facebook and Twitter, regarded as a medium that is used by most Uzone's target market Uzone, the youth netizen (internet users). Facebook and Twitter have considered its effectiveness and efficiency in delivery marketing communications messages.

People began to questioning the effectiveness of Facebook, but all informants said basically Facebook is still effective because Facebook has a number of users account for more than Twitter. Based on the observation through insight Facebook (fan pages) "UZone Indonesia", most visitors are at the age of 18-24 years old. Seen that Facebook "UZone Indonesia" every month has increased the number of fans, so Facebook is still fairly effective to reach the target market. Actually, the number of Twitter followers @UzoneIndonesia not much different with the number of Facebook fans, unfortunately the number still under 20,000 users. Though the target page views per month is 1 million page views.

Uzone use social media not only for brand awareness, it is also used to establish relationships, interactions and form Uzone community called Uzoners. Uzone also aimed at promoting UZoners community via Facebook and Twitter. Netizens who have joined the community should be maintained as well as to help promoting Uzone.

Uzone ways to improve and maintain netizens on social media account:

1. Create a quiz with prizes of at least 3 times a month, such as Selfie Valentine Photo Contest, Best Video and Best Comment, Your Music, etc.
2. Utilizing popular themes and conversations in cyberspace. Messages must generate interest and create conversation.
3. Optimization of peak hours, i.e. after 12 noon and 7 to 10 evening.
4. Content Strategy:
 - a. Displays text, pictures, photos and interesting song that link to Uzone.
 - b. Using informal and friendly language style to facilitate understanding and creating closeness.

- c. Designing detailed daily content updates: What message will be delivered today? What promotional activities to be made? What #hashtags today? What link will be made? What features of social media is being used? When and how long the message is displayed?
- d. Putting endorser into social media banner ads.

Metranet manage Uzone social media daily activities, it is done under the supervision and coordination of Telkom Indonesia. Telkom Indonesia controls the implementation of daily and monthly programs. Benchmark of success is monitored through the number of “like” in Facebook fan page and the number of Twitter followers. Telkom Indonesia also pays attention to the top contributors that potentially can support marketing communication programs through social networking sites. Top contributors may be used as an opinion leader and a buzzer to promote Uzone web portal.

Uzone is still focused on using the internet/interactive marketing as a marketing communications tool. Uzone has not utilize other marketing communication tools optimally. From Figure 1 can be seen the results of Google Analytic that target of page view has not reached 1 million users per month, and Tweet Reach indicate target of exposure has not reached the 33 thousands page views per day. These results indicate that Uzone cannot just rely on the internet/interactive marketing tool only for the whole marketing communications programs.

These results confirm the other empirical study that showed both traditional communications and social media communications have a significant impact on brand equity. While traditional media has a stronger impact on brand awareness, social media communications strongly influence brand image (Bruhn, Schoenmueller and Schafer, 2012). That is, Uzone have to use traditional media optimally because it will provide a stronger impact on brand awareness even though the target market is digital native generation.

In the implementation of internet/interactive marketing strategy through social media, the managers should pay attention and control the content that will be delivered, delivery time, and frequency of conversations (Swidan and Hassaballa, 2013). Based on observations, the frequencies

of conversations were unnoticed by Uzone's social media account manager, seen from the number of retweets and mentions on Twitter are still minimal.

Although internet/interactive marketing allows practitioners to engage with influencers one on one, practitioners must listen and act strategically and almost immediately to continue consumer conversations about their brands (Booth and Matic, 2011). Listening to consumer is very important to understand them and can create suitable message that can attract the attention of the audiences.

It is regrettable Eva Celia as an endorser is not utilized with most advantageous as influencer. Supposedly endorser participated interact with netizens on social media. In addition, Booth and Matic (2011) states need to take advantage of bloggers because their increasing power as influencers for the media and consumers alike. Analyzing and evaluating the most influential will be a vital part of any social media campaign. Each brand campaign strategy requires finding, analyze and engage with appropriate blogs and bloggers.

Marketing managers, when planning social media activities, should evaluate annoyance issues since these could easily deteriorate any efforts made and could lead to negative outcomes for the brand. Social media has unique dynamics and users react sensitive to its content. Managers need to understand those dynamics and the users within social media environments and need to respect the social media norms of engagement. This understanding is vital for having long term marketing success in social media (Hutter et al., 2013).

CONCLUSION

Planning and execution process of UZONE marketing communication strategies was in accordance with the SOSTAC framework, but the execution was not meet the objective of the internet/interactive marketing program which did not reach per year page view target. Internet/interactive marketing tools that used were banner ads and social media accounts (Facebook fan pages and Twitter). Brand awareness strategy through social media focused on creating interesting conversations in the virtual world, maximizing the frequency of update messages during prime time, communicative and interpersonal messages to build consumer engagement and the use

of artist as an endorser. In order to achieve the target set, it is advisable to engage endorser in the social media conversation, use the other marketing communication tools especially traditional media, using popular bloggers as influencers and buzzer.

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BIOGRAPHY

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Brand Customer Engagement through Social Media
(Study on Maicih's and Chitato's Twitter and Facebook Account)

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ABSTRACT

After digital world arose, public relations could not only use traditional approach, but also combine it with social media. Producers of snack in Indonesia realize it and start to use social media for building relationship with their customers. This research was conducted to describe and explain the difference of customer engagement activities by two different brands with different company size, Maicih and Chitato, in two outlets of social media, Facebook and Twitter. With content analysis methods, this research showed that customer engagement is not defined by the company size, but by contents' quantity and quality. This research fulfills new exploration of Twitter usage for customer engagement, gives insight for brands of how they manage customer engagement in social media, and also develops measuring system of customer engagement in social media.

Keywords: customer engagement, brand, Twitter, Facebook, social media, public relation, content analysis.

Research Background

Digital world which provides internet, makes someone could access information anywhere and anytime. Even a public relations practitioner should adapt with all these new changes. These changes bring new challenges for public relations practitioners since crisis now is in faster pace. In today era, reputation and image of a company could be attacked at every time and from everywhere (Morris and Goldsworthy, 2008).

At the other hand, public relations practitioners also have better chance in their field. By using internet, public relations practitioners could utilize internet as faster and cheaper media to engage with their audience. Internet also allows them to engage their niche target audience effectively. All target audiences, including customers are the key success for a company and now, they could be reached by internet.

Moreover, globalization makes customers more integrated with marketing process and public relations practitioners should adapt to support these new roles of customer. Customers are having more power, more critical, and more demanding. As result, public relations practitioners could not build relationship by using traditional public relations approach anymore, but also have to apply new and integrated strategy.

Public relations practitioners are challenged to develop relationship with the new media and they adapt by developing customer engagement. Customer engagement in this paper is defined as all efforts to connect customer in emotional interaction between customer and company. Not only interaction, but customer engagement also means to build long lasting relationship (Evans, 2010)

Talking about internet in Indonesia's context, of course it will include social media. Most popular social media in Indonesia are Facebook and Twitter. Indonesia takes fourth place in terms of number of Facebook's users and first place for Twitter (Pitoyo, 2013).

Facebook and Twitter are also used to engage Indonesia's market. Using social media such as Facebook and Twitter is an example of new relationship development with consumer. Facebook

often used by people so that they could keep in touch with their friends, family, look for information, and share also express what have been matter for them (Facebook.Com, 2013). “Facebook Page” which was launched in November 2007 allows artists, public figures, businesses, brands, organizations and NGO to show their existence in Facebook and could be connected with other communities in Facebook. When someone press “like” button in Facebook Page, new updates about that Page will be shown in the newsfeed. Even though somebody else like or comment at posting of the Page, that activity will be shared with their friends, which will increase the exposure and reach of that Page (Facebook.Com, 2013). ExactTarget’s in Reitz (2012) mentions that 64% of Facebook users have at least “like” one certain company.

Twitter at the other hand, has something different called personal touch (Saputra, 2012). Twitter prioritize one-to-one interaction, not one-to-many interaction. This factor could attract emotional dimension of people. Social media are not only used for personal interest, but also for commercial interest. Twitter is now serves as advertising space and business tools by businesses (Lacy, 2011). Starting from fashion, technology, banking, until service and other businesses now have official Twitter account for their business operation.

Twitter is actual information network that connect someone with ideas, opinions, and news. Most important part of Twitter is little information which called as tweet. Maximal length of tweet is 140 characters (Twitter.Com, 2013). Twitter could connect companies with their customer actually. Companies often utilize Twitter so that they could spread updates to their potential customers, collect marketing information, gather feedbacks actually, till build relationship their customers. Twitter and Facebook offer easy access to engage with publics for brand introductions, direct selling, and customer relationship management (CRM).

Facebook and Twitter usage has changed CRM activities, especially customer engagement, becomes more varied and allows new brands to sustain brands to do CRM. Media social usage for CRM is also used by Indonesia’s snack industries. Continuous consumption increase has shown potentials of these industries (Citra, 2012). In addition, more than 50 percents increase is shown at Eid Mubarak moment (Tri, 2013).

In the middle of tight competition, brand could not only rely on product quality, but also rely on relationship between brand and customers. This relationship could be shaped by customer engagement through social media.

One of well known social media usage for customer engagement comes from Maicih, one of local snack brand in Indonesia (Bisnis Ukm, 2012). This local snack uses Twitter account as @Maicih and uses #Maicih to facilitate the distribution flow and promotion process through cyberspace (Maicih.Com, 2012).

Maicih started to engage its customer through social media since its target market is youth. Although Maicih already has official website (www.maicih.com), Twitter has been a media that used by Maicih to reach their youth target (Maicih.Com, 2013).

The amount of Maicih's followers is considered as high among Indonesia's brands. SocialBakers.Com, one of social media framework which acknowledge from Facebook, showed Maicih's Twitter account as 15 most active brand account in Indonesia for FMCG (Fast Moving Consumer Goods) category. At that list, Maicih is the only brands that still in Commanditaire Vennonschap (CV) form, while the others are already in Perseroan Terbatas (PT) form.

In snacks industries especially chips, there is one big sustainable company in Indonesia, PT Indofood Sukses Makmur. Since 1990, this company produces several brands like Chitato, Lays, Qtela, Cheetos, Jetz, and ChikiBalls, Chitato is one of Indofood leading brand and it is proven by Top Brand Award 2010 (Indofood.Com)

Just like Maicih, Chitato also apply Twitter as media to engage its audience. Chitato has an official account which calls as @mychitato. It also uses custom hashtag #lifeisneverflat which in line with tagline of Chitato.

@maicih averagely has 60-61 tweets per day with total 41.351 followers. On the other hand, @mychitato only has 5-6 tweets per day averagely with total 7.829 followers (the data taken on September 21st, 2013). The data shown @maicih has more average amount of tweets than

@mychitato. Moreover, Maicih and Chitato also use Facebook as customer engagement medium.

On Facebook Page, Maicih has 86.175 fans with average posts per day around 3-4 posts and Chitato has 218.382 fans with average posts per day around 4-5 posts. This research tries to compare customer engagement activity from two different brand which comes from two different size of company. From Malik (2010), CV is categorized as small business, while PT is categorized as big business because of difference in its capital size.

This research then find it interesting to find out more about customer engagement from both brands which different in term of business size. This research then is designed to seek answer for these research questions:

1. How are the customer engagement activity through social media looked from each brand?
2. How far the customer engagement activity through social media could be reached by both brands?
3. How is the pattern of the customer engagement activity through social media by customers?

This research limited the measurement time by adding time context. This research only looks customer engagement in Eid Mubarak moment in Indonesia, since in this moment snacks become something essentials, such as for recreation, presents, or welcome snacks. (Wahyuningtyas, 2013). This research also limited the brand investigated into Maicih and Chitato and the social media into Facebook and Twitter.

Theoritical Framework

1. Customer Engagement

In public relations literature, customer engagement is defined as new customer relationship management (Myles, 2011). Engagement concept has often also used in media and advertising literature. Magazine Publisher of America 2006 mentioned engagement as "consumer relationship with media content" (Napoli, 2011). On 2005, as advertising perspective, American Association of Advertising Agencies mentions engagement will be a factor that will get attention in advertising world (Napoli, 2011).

Customer engagement means engagement to customer. Customer is different with consumer. Consumer is someone who really used a thing or service (Witzel, 2004), while customer is someone who routinely sees the seller, buys, and builds relationship with the seller (Brennan, 2010). According to Evans (2010), definition of customer engagement is all efforts that include customer in all emotional interaction with company. Similar definition mentions by Lay and Bowden (2009) as rational also emotional connection with brand, so it does not only initiate interaction but also builds long term relationship with customers.

In this paper, customer engagement is defined as “an activity when customers involve actively in building relationship and interacting with company or brand, through two way communications that facilitated by the company or brand.”

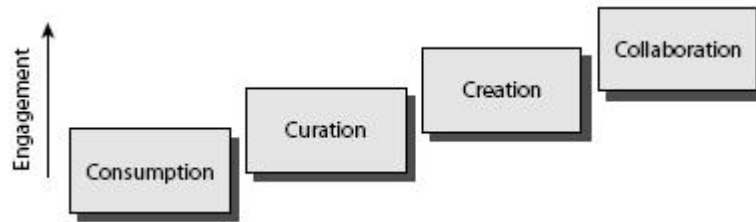
Here is customer engagement stage: (Evans, 2010)

a. **Consumption**, is the lowest stage of customer engagement. Consumption activities are such as read, download, see or listen to a digital content. In this stage, brand tries to elevate the consumption process into publishing activity.

b. **Curation**, is sorting, choosing, filtering, giving feedbacks or illustrating contents activity. Content has more value among the customers through this process. For example, by giving comment at the content, it could become consideration for other customers. As result, customer will become more informed and have better consideration in choosing products that will answer their satisfaction. In this stage, audience starts their activity as publisher.

c. **Content creation**, is when customers distribute their own content which they had already made. Sharing experience is one of the examples. Creation process is more than just responding.

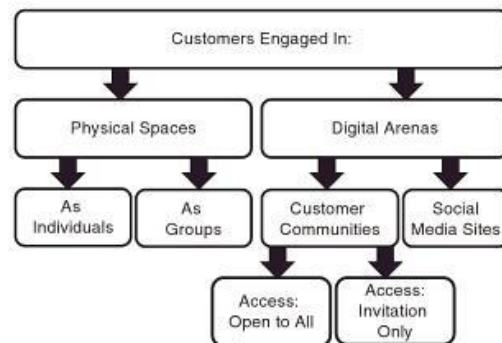
d. **Collaboration** is the peak of engagement. In this stage, brand and customer collaborate to create best product or service through all feedbacks. Audiences in this stage have more opportunity to involve.



Customer Engagement Stage

Image source: Evans, 2010

This customer engagement model looks like ladder since one stage support the others. Customer engagement could be in several arena, physical spaces and digital arenas. In physical spaces, customer engagement could be done as individual or as group. Examples of physical customer engagement are corporate social responsibility, press releases, and events (Buttinger dan Vallaster, 2008) whereas digital arenas could be focusing in community or social media (Bhalla, 2010).



Customer Engagement Arena

Image source: Bhalla, 2010

2. Social Media Matrics

This research focuses only on digital arena, not in physical spaces. For that reason, the measurement method could not be same as in physical spaces. From Avinash Kaushik's article, there are several metrics that important to be assessed:

a. Conversation rate

Is connection degree between content in social media with content shown in social media. In other words, conversation rate shows how one content in social media could really connect with audience. It could be measure by calculate audience comments or replies per post. Additionally, Armano (2011) mentions that reply amount in Twitter shows how much people that really want to interact or consciously tag the brand. Reply also show how brand also wants to engage and tag its audience. Low amount of replies shows low social interactions. Reply on Twitter is similar with comment on Facebook.

b. Amplification rate

Through social media, a post is allowed to be shared not only among own network but also among network of audience. For example, A has an account which has 50 fans. If A post something it could reach its 50 fans. But then, on second stage, its 50 fans could repost and reach fans of fans, and finally it could reach 1000 reach. This amplification effect is possible by retweet function on Twitter or share in Facebook. Armano (2011) intensifies that by share or retweet, content that really matters for customer could be identified.

c. Applause Rate

With applause rate, content which is liked by customer could be known. Applause rate could be measured by count amount of favorites on Twitter or likes on Facebook.

Besides this matrices, Armano (2011) also bring up elements such as follower ratio and tweet volume of the account. In Facebook, they are similar with fans ratio and post volume.

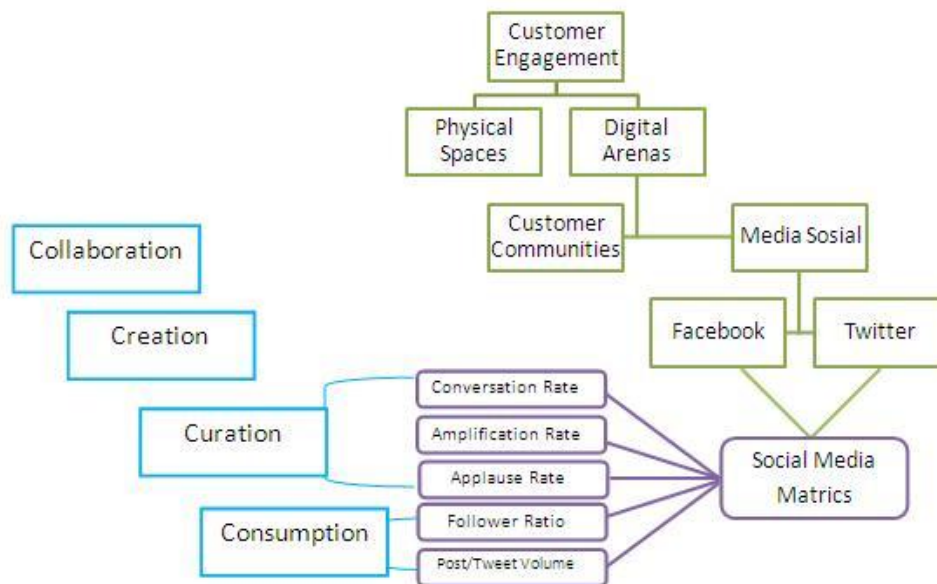
If we combine the matrices with customer engagement stage which is mentioned by Evans (2010), then this matrices could be indicators of each stage. Conversation rate, amplification rate and applause rate indicate curation stage. Curation is sorting, choosing, filtering, giving feedbacks or illustrating contents activity so the content has more value among the customers through this process. Comments, likes or retweet, each could give more value of the content and it could be measure by calculate the conversation rate, amplification rate and applause rate.

Follower ratio and tweet volume also could give representation of consumption stage by showing

number of account that consume the content and number of content made. Then, content creation stage could be detected by the creation of content directly by brand or customers in social media such as tweet and post. Lastly, collaboration stage, the hardest stage to be detected because customers could make content everywhere to support the brand, but only social media shared content that has socially and emotionally impact.

Analysis Model

Analysis model below shows this research only focuses on customer engagement in digital arena, especially social media. Among so many social media, this research limits them into only Facebook and Twitter. This research will analyze customer engagement in social media using Social Media Metrics associate with customer engagement by Evans (2010).



Hypotheses

For first question, “How are the customer engagement activity through social media looked from each brand?” could be answered by showing the descriptive data.

For second question, “How far the customer engagement activity through social media could be reached by both brands?” could be measured by using mentioned indicator without build any hypotheses.

But, for the last question, “How is the pattern of the customer engagement activity through social media by customers?” could be predicted by research hypotheses, which is built in two parts:

1. More engagement activity that is done by brands will result in more engagement from customers.

This research predicts quantity of customer engagement activity could affect engagement quantity received. Engagement activity will be measured from total of social media functions used, such as likes, comments, and all functions that considered as engagement indicators.

2. Higher engagement stage that is done by brands will result in higher engagement stage from customers.

This research predicts if brand initiates engagement in certain stage, then customers will also affected to be engaged in that certain stage. Stage that mentioned here is the customer engagement stage by Evans (2010) that is measured by social media metrics by Kaushik (2012).

Methodology

Analysis Method

This research uses quantitative content analysis by analyse content in social media. Population to be measured is all conversation which is happened in brands Twitter account, @maicih and @mychitato, also in their Facebook Fanpage, Maicih and Chitato Life Is Never Flat.

Sampling method

Using non-probability sampling, not all of the population could has the same probability to be sample. In this research, samples are conversation in brands social media at August 1st, 2nd, and 3rd 2013 which is D-7 until D-5 of the Eid Mubarak celebration day.

From D-7 until D-5 are the highest period of snacks demand. This research wants to know how brands communicate theirselves to engage their customer in this time using social media

Customer Engagement Measurement Indicator

Customer engagement stage on social media could be measured by social media matrices by Kaushik (2012). Here are the indicators after elaborating customer engagement stage by Evans and social media matrices by Kaushik:

Customer Engagement Measurement Indicator

Concept	Twitter		Facebook	
	Indicator from brand side	Indicator from customer side	Indicator from brand side	Indicator from customer side
Consumption , is the lowest stage of customer engagement. Consumption activities are such as read, download, see or listen to a digital content. In this stage, brand tries to elevate the consumption process into publishing activity.	- tweet volume - number of followers shows number of tweets that are consumed		-post volume -number of fans show number of tweets that are consumed	
Curation , is sorting, choosing, filtering, giving feedbacks or illustrating contents activity. Content has more value among the customers through this process. For example, by giving comment at the content, it could become	Applause Rate -number of favorites by brand Conversation rate -Mention by brand -Reply:	Applause Rate -number of favorites by customer Conversation rate -Mention by customer -Reply :	Applause Rate -number of likes by brand Conversation rate -Tags by brand -Comments:	Applause Rate - number of likes by customer post Conversation rate -Tags by customer -Comments:

consideration for other customers. As result, customer will become more informed and have better consideration in choosing products that will answer their satisfaction. In this stage, audience starts their activity as publisher.	Number of tweet responses by brand Amplification rate -Retweet: Retweet number by brand	Number of tweet responses by customer that involve opinions (like or dislike) Amplification rate -Retweet: Retweet number by customer	Number of post response by brand Amplification rate -Share: Share number by brand	Number of post responses by customer that involve opinions (like or dislike) Amplification rate -Share: Share number by customer
Content creation , is when customers distribute their own content which they had already made. Sharing experience is one of the examples. Creation process is more than just responding.	-Tweet by brand -Tweetpic: tweetpic by brand -Tweet video by brand	-Tweet by customer -Tweetpic: tweetpic by customer - Tweet video by customer	-Post by brand -Picture post by brand - Video post by brand	-Post by customer - Picture post by customer - Video post by customer
Collaboration is the peak of engagement. In this stage, brand and customer collaborate to create best product or service through all feedbacks. Audiences in this stage have more opportunity to involve.	- Blog link by brand	- Blog link by customer	- Blog link by brand	- Blog link by customer

Tweet and post wording context is divided into several categories:

1. Greetings : Tweet/post which is including greeting element, such as, good morning, good night, birthday greeting, congratulation, and thank you greeting.
2. Promotion : Tweet/post which is including product promotion element to increase number of sales or number of popularities of the brand. Also in this category is tweet/post that show desire to consume brand products or testimonial that mentions the good quality of the brand.
3. Product : Tweet/post which is including physical quality of product such as price, packaging and favor of the brand.
4. Critics : Tweet/post which is including disappointment element, critic or response of critic.
5. Suggestion : Tweet/post which is including suggestion or idea to serve or modify product or brand.
6. Location : Tweet/post which is including product selling location. Also in this category tweet/post which is including ordering hotline or delivery service hotline could be included in this category.
7. Event : Tweet/post which is mentioning special event that made by brand.
8. Games/quiz : Tweet/post which is including question or quiz, whether it has prize or not.
9. Entertainment: Tweet/post which is including entertainment element such as music, film, show, culinary or recreation places.
10. Blog : Tweet/post which is including blog link.

In one tweet or post it is possible that two categories will come up. For example, in one tweet it could be combination of greeting category and product category. Matrix that used for measure is below:

TWITTER		
Customer Engagement Level	Brand	Customer
Consumption	Indicators: Tweet Volume Number of followers	Indicators: - -
Curation Tweet context category: 1. Greetings 2. Promotion 3. Product 4. Critic 5. Suggestion 6. Location 7. Event 8. Games/Quiz 9. Entertainmnet 10. Blog 11. Others	Indicators: 1. Favorite the customer tweet 2. Mentioned other account 3. Reply the customer tweet 4. Retweet the customer tweet	Indicators: 1. Favorite the brand tweet 2. Mentioned other account to tell brand tweet 3. Reply the brand tweet 4. Retweet the brand tweet
Content Creation Tweet context category: 1. Greetings 2. Promotion 3. Product 4. Critic 5. Suggestion 6. Location 7. Event 8. Games/Quiz 9. Entertainmnet 10. Blog 11. Others	Indicators: 1. original tweet by brand 2. Tweetpic 3. Video tweet	Indicators: 1. original tweet by customer 2. Tweetpic 3. Video tweet
Collaboration Tweet context category: 1. Blog 2 Others	Indicators: 1. Tweet with external link (not picture or video)	Indicators: 1. Tweet with external link (not picture or video)

FACEBOOK		
Customer Engagement Level	Brand	Customer
Consumption	Indicators: Post Volume Number of fans	Indicators: - -
Curation Post context category: 1. Greetings 2. Promotion 3. Product 4. Critic 5. Suggestion 6. Location 7. Event 8. Games/Quiz 9. Entertainmnet 10. Blog 11. Others	Indicators: 1. Like the customer post 2. Tags other account 3. Comment the customer post 4. Share the customer post	Indicators: 1. Like the brand post 2. Tags other account to tell brand post 3. Comment the brand post 4. Share the brand post
Content Creation Post context category: 1. Greetings 2. Promotion 3. Product 4. Critic 5. Suggestion 6. Location 7. Event 8. Games/Quiz 9. Entertainmnet 10. Blog 11. Others	Indicators: 1. original post by brand 2. Picture post 3. Video post	Indicators: 1. original post by customer 2. Picture post 3. Video post
Collaboration Post context category: 1. Blog 2 Others	indicators: 1. Post with external link (not picture or video)	Indicators: 1. Post with external link (not picture or video)

Research Limitation

Limitation from this research is that not all Twitter and Facebook function could be covered in this research. For example, direct message on Twitter and Facebook also one of customer engagement effort, but it could not be covered because writer could not have access for that function.

This research also has limitation when determine tweet or post as one certain stage such as consumption, curation, content creation even collaboration, since actually all this stage should be seen as whole interaction, but in this research all this stage was separated by function in Facebook and Twitter.

Maicih Customer Engagement Stage

In Twitter, consumption that received by Maicih was measured based on tweet volume and number of followers. Maicih made 313 tweets and had 41.351 followers. This means 313 tweets were consumed by customer on August 1st until August 3rd 2013. Next stage of customer engagement was measured based on customer engagement matrices mentioned before:

Maicih Twitter Customer Engagement Stage

Stage	Sender						
	Indicators	Brand	(%)		Customer	(%)	
Curation	Favorites	0	0	20.01%	0	0	25.53%
	Mentioned other account	2	0.36		0	0	
	Reply	108	19.29		69	12.32	
	Retweet	2	0.36		74	13.21	
Content Creation	Original Tweet	23	4.11	35.9%	102	18.21	18.57%
	Tweetpic	178	31.79		2	0.36	
	VideoTweet	0	0		0	0	
Collaboration	Tweet with external link (not picture or video)	0	0	0%	0	0	0%

Based on its function, it appears that Maicih been trying to engage the customer to the content creation stage. This is indicated by the heavy use of the original tweet function and tweetpic by Maicih so customers were stimulated to create their own content. Writer also noticed that the number of replies that were made by the brand, shows that the brand is very responsive in responding to a tweet that has been made by the customer, for this reason the other customers

can be influenced to create content about brand and hope brand will response actively too. Examples of tweets made by the customer are as follows.



Tweet by Maich Customer

Seen that Maich earn advertising created by the customers themselves, when they expressed a desire to consume Maich products. 'Sharing experience' when found Maich also made by customers Maich without any encouragement or reward one particular of Maich. Maich also appeared responsive with immediately reply to a tweet that has made by its customers. Through his Twitter, Maich managed to reach the third stage of customer engagement, namely content creation.

Writer also examined customer engagement activity that occurs on Facebook, on #maich Fanpage. Founded there are as many as 86.175 fans who can consume 15 Maich posts made over a period of 1st to 3rd August 2013. For the next stage of customer engagement, writer also uses customer engagement matrices.

Maicih Fanpage Customer Engagement Stage

Sender							
Stage	Indicators	Brand	(%)		Customer	(%)	
Curation	Likes	0	0	0%	820	94.91	98.27%
	Tags	0	0		0	0	
	Comments	0	0		29	3.36	
	Share	0	0		0	0	
Content Creation	Original post	15	1.74	1.74%	0	0	0%
	Picture post	0	0		0	0	
	Video post	0	0		0	0	
Collaboration	Post with external link (not picture or video)	0	0	0%	0	0	0%

Eventhough Maicih already creating content using the function the original post, however, can not stimulate Maicih customers to reach higher customer engagement stage. Customers on Maicih Fanpage only reached curation stage, which is where customer to respond to existing content and make content more useful by using the function likes and comments. Here are some examples of the original post made by Maicih and responded to by the customer.



Maicih Original Post

Greetings made by Maicih seem responded also by the customer in form of likes and comments. It is concluded that through Facebook, even though the customers are initiated by Maicih to reach content creation stage, Maicih can only generate customer engagement to curation stage.

Chitato Customer Engagement Stage

On Twitter, brand consumption stage measured by tweet volume and the number of its followers. Total tweets made by @mychitato are 40 tweets with the number of followers 7.829. This means followers can consume 40 @mychitato tweets by read it in the timeline. The next stage is determined by customer engagement matrices.

Chitato Twitter Customer Engagement Stage

Pengirim							
Tahapan	Indicator	Brand	(%)		Customer	(%)	
Curation	Favorites	0	0	25%	0	0	20%
	Mentioned other account	0	0		0	0	
	Reply	8	20		5	12.5	
	Retweet	2	5		3	7.5	
Content Creation	Original tweet	0	0	40%	6	15	15%
	Tweetpic	16	40		0	0	
	Video tweet	0	0		0	0	
Collaboration	Tweet with external link (not picture or video)	0	0	0%	0	0	0%

Based on the function, Chitato on Twitter has been able to create relationships with customers through content creation that is indicated by tweetpic by Chitato and the original tweet by customers. Example of tweet by the customer are as follows



Chitato Customer Tweet

Writer also saw that many tweetpic made by brand to stimulate a response from the customers with presenting many entertainment content. Here is an example of a tweet made by @mychitato.



Chitato Tweetpic

Chitato seen to create tweet that rich in visual media and in entertainment more than promotion. Customers also respond better to tweets that are fun, especially those containing visual media.

Through its Facebook Fanpage, Chitato also shows customer engagement activity to create a relationship with its customers. Customer engagement stage is measured through Chitato Fanpage, the following is a table that shows the categorization of the functions associated with customer engagement stage.

Chitato Fanpage Customer Engagement Stage

Tahapan	Indikator	Pengirim			Customer	(%)	
		Brand	(%)				
Curation	Likes	0	0	0.13%	2081	90.31	99.05%
	Tags	0	0		0	0	
	Comments	2	0.09		164	7.1	
	Share	1	0.04		42	1.82	
Content Creation	Posting asli	0	0	0.56%	0	0	0.26%
	Posting gambar	13	0.56		6	0.26	
	Posting video	0	0		0	0	
Collaboration	Posting Link Eksternal	0	0	0%	0	0	0%

Based on the above table, it can be seen that Chitato through its Fanpage gained a lot of posts from customers who indicate curation stage. However, there is also a small part that shows that customers began to engage in content creation in the Fanpage. Writer suspect this is initiated by the first Chitato provide content with posting pictures. Here are a few examples of which are Chitato post that responses by customers.





Chitato Life Is Never Flat
August 3 · 🌐

Kalo kolak pisang di daerah lo, isinya apa aja nih? 😊 — with Fadia Zahra.



Like · Comment · Share

👍 199 💬 39 📄 1



RalHana Aulia kaya gini



Like · Reply · August 3 at 7:13pm



Putri Angel Mau dong kolaknya??????

Like · Reply · August 3 at 7:12pm

Chitato Post

It can be seen from the above example is its many entertainment content that attract customers and they respond by using 2.081 like or 164 comments. There are also a number of customers who replied by posting picture in accordance with the questions raised by Chitato. It can be concluded that Chitato through its Fanpage has reached the third stage of customer engagement, content creation, although the numbers are still very low.

Engagement Pattern between Brand and Customer

In this section, it is trying to find a customer engagement pattern that occurs on Maicih and

Chitato by comparing data of the brand activity on both social media, Twitter and Facebook.

Maicih Twitter Customer Engagement Stage

Stage	Indicators	Sender			Customer	
		Brand	(%)			(%)
Curation	Favorites	0	0	20.01%	0	0
	Mentioned other account	2	0.36		0	0
	Reply	108	19.29		69	12.32
	Retweet	2	0.36		74	13.21
Content Creation	Original Tweet	22	4.11	35.9%	102	18.21
	Imagepic	178	31.79		5	0.96
	VideoTweet	0	0		0	0
Collaboration	Tweet with external link (not picture or video)	0	0	0%	0	0

Chitato Twitter Customer Engagement Stage

Tahapan	Indikator	Pengirim			Customer	
		Brand	(%)			(%)
Curation	Favorites	0	0	25%	0	0
	Mentioned other account	0	0		0	0
	Reply	8	20		5	12.5
	Retweet	2	5		3	7.5
Content Creation	Original tweet	0	0	40%	6	15
	Imagepic	16	40		0	0
	Video tweet	0	0		0	0
Collaboration	Tweet with external link (not picture or video)	0	0	0%	0	0

Maicih Fanpage Customer Engagement Stage

Stage	Indicators	Sender			Customer	
		Brand	(%)			(%)
Curation	Likes	0	0	0%	820	94.91
	Tags	0	0		0	0
	Comments	0	0		29	3.34
	Share	0	0		0	0
Content Creation	Original post	15	1.74	1.74%	0	0
	Picture post	0	0		0	0
	Video post	0	0		0	0
Collaboration	Post with external link (not picture or video)	0	0	0%	0	0

Chitato Fanpage Customer Engagement Stage

Tahapan	Indikator	Pengirim			Customer	
		Brand	(%)			(%)
Curation	Likes	0	0	0.13%	1081	90.31
	Tags	0	0		0	0
	Comments	2	0.09		164	7.1
	Share	1	0.04		42	1.82
Content Creation	Posting all	0	0	0.56%	0	0
	Posting gambar	13	0.56		6	0.26
	Posting video	0	0		0	0
Collaboration	Posting Link Eksternal	0	0	0%	0	0

Maicih and Chitato Customer Engagement Comparison

At Maicih and Chitato Twitter account, was found some similarities and differences of each brand doing its customer engagement. Both brand, wheter Chitato or Maicih give more tweets compared with its customers. Later in Twitter, both @maicih and @mychitato also used TweetPic function the most to communicate with its customers.

However, context that is widely used by Maicih and Chitato looked very different. If @maicih had many tweets with promotion and product context, @ mychitato most widely used entertainment tweet context.

Through the comparison table above, both Maicih and Chitato can reach the third stage of customer engagement, content creation, through Twitter. Consumption, which is the basic stages of the customer engagement, can be maintained by both brands through Twitter through updates of their latest tweets. Curation stage also was achieved on Twitter with many responses that occur in Twitter. Content creation stage was achieved by making content and responds quickly on Twitter, so customers also did not hesitate to make a post and also influenced to follow the brand in creating content.

When considered as a whole Twitter part, Maicih earned more number of tweets than Chitato from their customers. On Twitter, number of Maicih tweets followed by the number of customer response tweets. On Twitter, since Chitato number of tweets is not so much, it is also followed by little number of customer response. Because of that, writer was able to conclude, the higher the number of tweets made by the brand, the higher the number of tweets given by the customer.

It was also found that content creation which is made by the brand will generate customer engagement in curation or even content creation stage but can not reach a higher stage. This means that customer engagement stage that created the brand, also determines the stage of customer engagement achieved at the same or lower level. Writer concluded, if a brand wants to engage customers at certain stage, then brands need to first get on that certain stage.

Writer also found some patterns on brand Fanpage. Similarities between Maicih Fanpage and Chitato in doing customer engagement seen in the sender's post. Both the Maicih Fanpage and Chitato, customers were more active in making a post and most used function is likes.

Difference that was emerged in both Fanpage was the context. The most responded post in Maicih Fanpage was greetings context post, in other side, the most responded post in Chitato Fanpage was entertainment context post.

However, there are different patterns with Twitter, Chitato achieved higher customer engagement stage than Maicih on Facebook by presenting entertainment that comes with questions or stimuli for customers to create specific content. Also with the addition of visual media such as images will be much more attractive to customers than just posting words.

On Facebook Fanpage, brand does not need to do much effort to get response from the customer. Number of posts generated has a very high difference with post obtained by brand. Writer suspects that the number of likes compared to the other functions in Facebook due to easy for someone to likes without any meaningful ties. When compared with share or tags function on certain posts, such posts will be looked at the profile of people who perform such acts and socially affect their image. Unless there is a particular interest of the customer such as urgent or reward, new customers will difficult to do content creation on Facebook.

The number of posts by the brand on Facebook Fanpage does not affect the number of posts obtained. Most likely affect the number of customers is the quality of the response of the post. When such posts are considered qualified for customer, then the response is received by the brand will be more. It is seen that when Maicih only posted words, it get fewer responses than the Chitato that posted higher quality of posting with images and more visual. It can be inferred, by posting quality post, brand may gain higher customer engagement stage from its customers.

Conclusion

In this research, customer engagement is proven that it is not affected by its business size but affected by brand content on brand social media account. All business could get into certain customer engagement stage depend on its content. Richer and more beneficial content will result in higher customer engagement stage.

From data on Twitter, we can conclude that brand tweets quantity affects received tweets, but not on Facebook. On Facebook, quality post could attract more engagement than its quantity. This hypotheses “More engagement activity that is done by brands will result in more engagement from customers” only proven in Twitter and not Facebook.

But other hypotheses, “Higher engagement stage that is done by brands will result in higher engagement stage from customers.” Also, in this research, both Maicih and Chitato which are different in terms of business size could not reach collaboration stage of customer engagement. Both brands could reach that stage if they ask their customer to be more involve. But, even both brands were not asked their customer in this stage. Since customer engagement is two way communications and started by company, the brand needs to ask their customer first before get into collaboration stage of respond.

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Foodstagramming Phenomenon Among Students (by Instagram user Students in Bandung)

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ABSTRACT

The growing trend of social media growth along with the ease of the utilization, one of them is instagram. "Take a picture or video, choose a filter to transform its look and feel, then post to Instagram — it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world."

Phenomenology Study About Foodstagramming by Instagram user Students in Bandung, aims to describe the phenomenon among students foodstagramming London to see their motives to do so, any interaction and meaning foodstagramming themselves for their .

This study used a qualitative approach with the method used is phenomenology. Data collection techniques used were interviews and observation, and Creswell using data analysis techniques to analyze the data that has been obtained.

Foodstagramming is a new phenomenon in case when start eating habits, new ways of socializing, new ways of actualizing themselves, so foodstagramming is important for the culprit because it can meet their social needs.

Keywords: Social Media, Phenomenology, Foodstagramming, Instagram

1. INTRODUCTIONS

Every human being has needs such as eating, drinking, affection and communication. According to Abraham Maslow and McClelland (in Rakhmat 2009: 37), there are several requirements that must be met by humans. Abraham Maslow, says there are five human needs, the basic needs, security needs, social needs and love, esteem needs and self-fulfillment needs.

Similarly, McClelland also explained that there is a need for achievement, the need for affection and power needs.

The development of technology to human needs are also growing. Started since discovered a telegram in 1866 by FB Morse, until the discovery of the Internet in the 1990s, and continues to grow today. Communication technology is designed to enable people to establish relationships with others (Kowaltzke and Steward, 2008:5-6)

Internet, is one form of development of communication technology that can be regarded as new media. This is similar to what is conveyed by Steward and Kowaltzke (2008: 2), in the new media component, has nine components, digitality (is digital), interactivity (to interact), hypertext (can be air-link), dispersal (broad), shared (can share), social (can socialize), virtuality (create a virtual world), in global and local (not within), and every where at once (not timed). Of these components can be seen that as the internet is one of the new media used in communication.

With the internet, it began to appear a variety of media to facilitate human communication. Social media is one medium in which the Internet is used by many Internet users, such as the results of a survey conducted by the We Are Social in 2011, there were approximately 40,829,720 people accessing social media from a total of 237 556 363 people total Internet users.

One of the widely used social media is Instagram. In the Instagram.com, they define Instagramas, "Take a picture or video, choose a filter to transform its look and feel, then post to Instagram-it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world. "From the presentation, it can be assumed that Instagram is a social media that allows a person to share their photos or videos to others.

According to Instagram Press Center, the Pew Internet and American Life Project, and Populagram, which was launched in www.marketo.com states that there are 100 million monthly active users. 34% of users ranged in age from 18-24 years, range 25-34 years 33%, 20% range 12-17 years, and 13% ranges from 35-54 years. 55% of users are female, and 45% were male. And there are 40 million photos per day, 8,500 likes per second, and 1000 comments per second.

Age students ideally are around 18-24 years old, and categorized adolescents and young adults. Alfiasari et.al (2012: 159) in his research on the lifestyle and eating habits of students, restrict students' age between 18-24 years old, with an average age of 19.8 years old.

APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) on the official website, www.apjii.or.id (accessed October 22, 2013 At 23:16 pm), split into two generations of internet users that digital natives and digital immigrants.

Generation of digital natives are under 34 years old who is a generation born and living in the internet age, and tends to establish trends in cyberspace. Meanwhile, the digital generation immigrants are over the age of 34 years which are new to internet in adulthood, and need adaptation in its use, and tends to "stutter technology".

Bandung, a city with one of the many colleges, according www.infobandung.org (accessed on October 22, 2013, at 22:43 pm) in Bandung there are 154 universities, which is divided into 7 State Universities, 6 Institute, 19 University, 20 Polytechnics, 67 High Schools, and 30 Academy. In addition, accessing social media Bandung is the highest in West Java, based on a survey of www.politicawave.com (accessed January 15, 2014, At 14:31 pm) of the survey, it is known that London ranks 1 to 2.90524 million people, or approximately 30% of the total users.

In the Instagram, there are features hashtag (#) that allows users to classify pictures they post and look for the classification. As-gram suffix is added to every word that characterizes the hashtag on Instagram application, for example #foodstagram, #fashiongram, #travelgram, #quotegram.

From the data above shows that the activities that many in-post on Instagram is Foodstagram. Foodstagramming is a term used Instagram users to mention an activity post photos of food. And the people who do the work are foodstagrammer (<http://www.dailymail.co.uk/health/article-2321307/Foodstagrammers-arent-just-annoying--psychological-problem-says-leading-psychiatrist.html>). There is no specific discussion conducted by experts on the definition of this foodstagramming. This activity developed in to a habit that is done by the users of Instagram.

Foodstagramming existence was caused by the ardent desire experienced by young people to meet their needs. It was as stated by Rakhmat (2009: 41), psychologically, young age is the age at which individuals perform intelligence with adult society, the age at which children no longer feel below the level of the older levels but are in the same space, at least in the rights issue. In addition, Fagan (2006: 34), says that young age is a period when the rapid changes, including changes in the fundamental aspects of cognitive, emotional, social and achievement.

In conducting the fulfillment of these needs, there is some encouragement and there are two main motives that drive a person to do something, as said by Rakhmat (2009: 37), explains that there is a need to encourage someone to do something (motif). Motif is divided in to into two

types, namely primary motive (biological) and secondary motifs (sosiogenis). Primary motives include basic human needs, while the secondary motive is the motive that shape social behavior. The sosiogen is motifs, including motifs like to know, competence motive, the motive of love, self-esteem motive and the need to search for identity, the need for and the value of self-fulfillment needs. Every interaction is performed by humans, have a meaning, either express or implied. Of meaning in interaction is known as symbolic interaction. There are three underlying premise of symbolic interaction of thought, namely, human beings act toward things based on the meanings that exist in something that for them, the meaning is derived from "interaction with others", and the meanings are enhanced in the process of social interaction takes place (Blumer in Kuswarno, 2009:113).

Phenomenological research study was conducted to determine the meaning behind an event that is experienced by people who did and realized. According to Husserl, phenomenology should be considered as a charge of deliberate objective of subjective conscious action. So phenomenology learn about the complexity of the phenomena of consciousness connected with it (Kuswarno: 2009:6).

From the back ground above, the writer formulates the research into three research:

- RQ 1: How motif Instagram users who do foodstagramming?
- RQ 2: How to Instagram user interactions that do foodstagramming?
- RQ 3: How does the meaning of Instagram users who do foodstagramming?

2. THEORITICAL FRAMEWORK

2.1 Used of Social Media

According to research from Hauer (in Solis, 2010: 263) that there are 4 C in the use of social media:

1.Context

"How we frame our stories." Is how to form a message or story (information).

2 Communication

"The practice of sharing our story as well as listening, responding, and growing." It is a way to share stories or information which includes how to listen, respond, and grow.

3 Collaboration

"Working together to the make things better and more efficient and effective." Is a collaboration between the users of social media to make it both more effective and efficient.

4. Connection

"The relationships we forge and maintain." That the maintenance of relationships already established.

2.2 *Instagram and foodstagramming*

Instagram is one of the social media that allows users to share pictures or videos with other users even with other users on other social media. This was reinforced by a statemen to fits own www.Instagram.com Instagram interpretas, "Take a picture or video, choose a filter to transform its look and feel, then post to Instagram- it's that easy. You can even share to Facebook, Twitter, Tumblr and more. It's a new way to see the world. "

Foodstagramming is a term used Instagram users to mention an activity post photos of food. With the hashtag #foodstagram, they classify photographs relating to food. And the people who perform these activities is foodstagrammer ([http://www.dailymail.co.uk/health/article-2321307/Food stagammers-arent-just-annoying -psychological-problems-says-leading-psychiatrist.html](http://www.dailymail.co.uk/health/article-2321307/Food-stagammers-arent-just-annoying-psychological-problems-says-leading-psychiatrist.html)). There is no specific discussion conducted by experts on the definition of this foodstagramming. This activity developed into a habit that is done by the users of Instagram.

2.3 Need and Motivation Theory

Rakhmat (2009: 34-37), classify motivations into two types, namely:

1. Biological Motif

Biological motifs also commonly referred to as the primary motive. That is, the most important impetus. Mercy (2009: 35) states that the biological motive is a factor that drives human behavior naturally. These factors are the need to eat, drink, rest, maintain life, and sex life. This would correspond to what was said by Maslow (basic needs).

2. Sosiogenesis Motif

Sosiogenesis motif is often referred to as a secondary motive. That is, someone who does not meet this needs, can still continue their lives, but there are many changes in behavior (Mercy 2009: 37). Sociogenesis motif is an encouragement that arise as a result of the needs in terms of social interaction and self-fulfillment. Therefore, the following are the types of motifs Sosiogenesis (Mercy, 2009: 38-39):

a. Curious Motif

Everyone berusaha to understand and gain meaning from their world.

b. competence motif

Everyone is trying able to resolve any issues and competing life

c. affection motif

Everyone is capable of love and love is essential in the growth of personality

d. Finding Self-Esteem and Identity motif

Closely associated with the desire to show kemampuan to gain attention.

e. Need for Value, longing and Meaning of Life.

Is the encouragement to meet the needs a comfortable way of life guidance.

f. The need for self-fulfillment

A sense want to improve the quality of life.

Based on exposure to the above, it can be said this is a motive sosiogenesis motif that allows interaction and communication, as seen from the definition and classification of motives emphasize the humanistic side. In this study, the authors make the division motivation by Jalaludin Rahmat, as an indicator of the motivation or incentive to do foodstagramming arise.

2.2.4 Phenomenology

The following are some definitions of phenomenological research:

1. Prof.Engkus Kuswarno, "Phenomenology seeks to understand how a person experiences and give meaning to an experience that is based on the awareness, and thus will provide the experience point of view first." (Kuswarno, 2009:25)
2. EdmundHusserl, "phenomenology should be considered as a charge of deliberate objective of subjective conscious action, so the phenomenology of consciousness by studying the complexity of the phenomena connected with it" (Kuswarno: 2009:6)

From the definitions above, it can be elaborated that phenomenology is a research method or event which saw a phenomenon/events directly from the people who do it, in order to obtain view point and how they interpret events/phenomena. To know the meaning, symbolic interaction theory is needed. Because, in the symbolic interaction theory says that a meaning derived from the interaction. Foodstagramming contained in the interaction between people doing it with their followers.

2.2.5 Symbolic Interaction

Mead (in the Westand Turner, 2008:98) states that, symbolic interaction is based on ideas about the self and its relationship with society. Symbolic interaction perspective contains the basic idea of "subjective meaning" of human behavior, social processes, and pragmatism.

Blumer (in Kuswarno, 2009:113), revealed three underlying premise of symbolic interactionof thought, namely:

- a. Humans act toward things based onthe meanings that exist in something that for them.
- b. The meaning is derived from "interaction with others"
- c. Meanings are enhanced in the process of social interaction takes place.

Thus the symbolic interaction assume that humans can understand various things to learn from experience.

Because of this idea can be interpreted broadly, will be explained in detail the themes of this theory and, in the process, also described assumptions the framework of this theory, as follows (West and Turner, 2008:98-104):

1. The importance of meaning for human behavior

This theme focuses on the importance of creating meaning for human behavior, which in symbolic interaction theory can not be separated from the communication process.

2. The importance of the self-concept

This theme focuses on developing the individual's self-concept through active, based on social interaction with other people

3. The relationship between the individual and society.

This theme focuses on the relationship between individual freedom and community, where social norms restrict the behavior of each individual, but in the end each individual was the one who determines the social choice in her community.

2.2.6 The definition of meaning

Meaning is one thing that is important in the study of phenomenology, as Husserl says that "World-basic meaning of life is forgotten by science themeaning of life is an every day elements that make up the reality we". (Ardianto and Q-Anees, 2007:127). Of revelation is known that the presence of meaning then someone will be able to interpret something that can happen in life.

Meaning can be understood by a person of an experience that has ever happened or experienced. As the definition of Q-Anees Ardianto and that "the meaning is the derivation of the potentialities of an objector a particular experience in personal life....meaning that comes from an objector experience will depend on the individual's background and certain events in life. Meaning constructed through language". (Ardianto and Q-Anees, 2007:127).

From the above statements it can be concluded that the definition of the meaning is a meaning that is free and is determined by the person in dealing with life experiences that have been experienced

3. RESEARCH METHOD

3.1 Research Paradigm

The author considers that, Foodstagramming research on a phenomenon that is created from a construction by its users. Therefore, the authors use an interpretive perspective. Q-Anees and Ardianto (2007: 141), states that the core of the interpretive paradigm is that we socially construct our world through communicative interaction (ie action to achieve mutual understanding). From it, the presence of meaning created inter subjective.

3.2 Research Method

This study used qualitative methods, according Sugiyono (2012: 1), qualitative research is used to examine the natural objects, where the researcher acts as a key instrument, the triangulation of data collection techniques (combined), the analysis is inductive and further emphasize the significance of research results than generalization.

This study is a qualitative phenomenological approach. Because the authors wanted to know the meaning behind the rise foodstagramming among students, therefore, the authors wanted to see from the perspective of those who perform these activities. Ardianto (2010: 66) says that the phenomenological method can help researchers to enter the field of perception of others' view points in order to see life as seen these people. So right for the author to choose the method of phenomenology as away of doing this research

3.3 Collecting Data

In connection with the issue of how researchers conduct data collection activities, the researcher refers to the data collection activities of Creswell, who is referred to as "A Data Collection Circle". Begins with the determination of the location and the individual, the process approach, strategy determination informant selection, data collection techniques, data recording,

field issues and last storage. But in practice, data collection can be started from any activity. (Creswell, 2007:119). Data collection techniques used in this study were interviews, direct observation and literature.

3.4 Validity Data Technique

Qualitative research validity assessment usually occurs during the process of data collection and analysis-interpretation of the data. Validity and reliability conducted by researchers based on the type of trustworthiness (Kriyantono, 2008:70). In this study the authors used only one kind of triangulation is triangulasi time. For a change related processes and human behavior because human behavior can change at anytime. Authors ask the same things with the previous interview, so that the results of the data found that saturated in the sense that no more information can be extracted from these informants.

3.5 Data Analysis Technique

Data analysis techniques in this study using a phenomenological method of data analysis Creswell. The author chose Creswell analysis techniques because this technique researchers can describe thoroughly about his experience.

4. RESULT AND DISCUSSION

4.1 Motives do Foodstagramming

From interviews within formants, the authors discovered that the motive in doing foodstagramming one of which is a sense of other people want to follow. All informants agreed to ask the authors say that they started foodstagramming activities as follow others based on curiosity. Curious motif is a part sosiogenesis motives. The motive is that every one wants to know to understand and gain meaning from their world (Rakhmat, 2009:39). That is, someone curious about what other people feel about something.

By photographing the food, the people who do foodstagram can show what they eat and where he eats. In interviews, the authors found that the perpetrators of this foodstagram happy when going to places that are rarely visited or new. From it can be indicated that people who do want foodstagram assessed and rewarded that they are updated about culinary in Bandung. As said

by Rachmat "The motive of self-esteem and to search for identity is closely related with the desire to show abilities to gain attention" (Rakhmat, 2009:39). With often share information with others, it appears that the foodstagrammer want to show their ability in taking photos, choose a place to eat, and appetite, all done to expect respect from others.

From the interviews, they do foodstagramming for entertainment facilities. From this it appears that, foodstagramming provide comfort for the perpetrators, as a means of entertainment. This is consistent with the theory of the need for longing value and meaning of life. "The need for value, longing and the meaning of life is the urge to meet the needs of guiding a comfortable way of life." (Rakhmat, 2009:39).

From interviews and discussions were held, it was found that there are three motives that underlie them in doing that foodstagramming:

1. Encouragement follow others
2. Encouragement To Get Award
3. Encouragement for hobby and entertainment facilities

4.2 The Way Interactions of Foodstagrammers

From the interviews, it turns attention to offenders foodstagram two factors in making interesting content as the interaction fig, which filters and angle As said by Luwi and Putris stating that they are very concerned about the use of filters and a good angle for interesting interactions. With effort to make an interesting photo, foodstagram offender has used social media well, because attention to some of the 4C concept proposed by Heuer namely context and communication. "Context" is how to form a message or story (information) "(in Solis, 2010:263). Then the "Communication" is a way to share stories or information which includes how to listen, respond, and grow"(In Solis, 2010:263). There, it is said that 'how to grow'. By creating interesting photo, the offender foodstagram trying to cultivate a photo story about the food and the presence of an attractive interaction from others.

From the interviews, it is known that the perpetrators foodstagram often make comments on the photos. Both photos by themselves, or other people's photos as a form of interaction. With often do love the photograph of another person then the perpetrators foodstagram attempted to establish a relationship with their followers. By doing comment and love it, and use

foostagrammers has used social media well have followed for three out of four of the 4C concept Hauer, ie, the first "Communication" by making a comment and then there is a response to the love of our photos or other people. Second, the "Collaboration" is a collaboration between the users of social media to make a good thing that more effective and efficient. Dengnany comment then, the informationon where to eat and can be a reference for others in need. Third, the "Connection" is the maintenance of relationships already established. By doing comment and love the good relations with the followers will be nurtured well because there is interconnectedness between each other (Armano inSolis, 2010:263-264).

From interviews and discussions have been conducted, it was found that there are two ways of interaction are performed by actors foodstagram, namely;

1. Make a photo of an attractive interaction.
2. Do reply comments and love on other people's posts photo.

4.3 Meaning of Foodstagramming For foodstagrammers

From the interviews, it was found that the foodstagrammers happy if there are comments or love from others. As described in symbolic interaction theory, which states that meaning arises from the interaction. Blumer (in Kuswarno, 2009:113), revealed three underlying premise of symbolic interaction thinking, namely: Humans act toward things based on the meanings that exist in something that for them. Due to lack of response or the love of another person, then the informants feel happy and will do foodstagram continuously. Finally informants interpret that by doing foodstagram and their photos on-comment or in-love by someone else means their behavior observed by others. The meaning is derived from "interaction with others". With the interaction of followers the informants interpret that they are happy with their foodstagram attention of others. Meanings are enhanced in the process of social interaction takes place. This means that when there is interaction, the actors foodstagram feel cared for when there is a comment or love from others.

From the interviews, it was found that when doing foodstagramming and there was an interaction of other people, then foodstagrammers feel that they are better than everyone else. The point is that they feel that the photos he postsit better than others, it is seen from the commentor the like of follower which indicates that the better players foodstagram others. It is important to form a self-concept. As said by Westand Turner (2008: 98-104), "Development of self-concept through

individual actively, based on social interaction with other people by way of example; Individuals develop self-concept through interaction with others, the concept of self-forming motifs that are important for the behavior of "It is as expressed by the informants, when there is an interaction of their followers, pleasure arises because they are considered to have more insight about culinary tourism in Bandung. Moreover, when they come to a new place, they feel that they know the place first, even they did not hesitate to say that they want to show off and be the envy of others. If the followers of their envy, joy arises. From the definition above, it can be said that foodstagramming an important part for the foodstagrammers, because with foodstagramming they can prove themselves better than others.

From interviews with informants, it is known that they are used as a reference place to eat for their followers. Many people comment by asking where and whether the food was delicious. Informants feel happy when they get these comments because they feel that the photos and the information is worth more weight. In addition, foodstagrammers feel happy because they feel needed and expected by others. If seen from the symbolic interaction theory, this concept relates to the meaning of the individual to society. Community in this regard are the followers. West and Turner (2008: 98-104) says that a person can interpret something when they interact with the community, thus forming a new meaning or develop existing meaning. Because the meanings constructed through language (Ardianto and Q-Anees, 2007:127), meaning that in this foodstagramming, with the comment that asked where the dining area, and ask the food is good or not, interpreted by the informants that their presence is expected by the other.

From interviews and have a discussion, the authors found that there are three meanings for the actors foodstagramming foodstagram. The third meaning is:

1. Feeling considered by the others .
2. Feeling better than the others.
3. Feeling existence expected by others.

5. CONCLUSION

After the interviews and analysis is done by using some relevant theory then, the study concluded that the motive in doing Foodstagramming there are three types of motives. The third motive is; The first, with a curious motif that other people do, it means someone did foodstagramming driven by curiosity to follow others. Second, the motive to earn the award means someone did foodstagramming, based on curiosity assessed, rewarded or appreciation from others. Third, the desire for hobby and entertainment facilities means that someone does foodstagramming caused by curiosity to find ways to meet the needs of guiding a comfortable way of life, which with entertainment.

From the research, concluded that there are two ways of interactions made by foodstagrammer. Two ways are; First, make a photo as good as possible to attract the interaction, according to the informants, there are two factors that make them attractive photo interaction effect is by using a natural filter and take a good angle. Secondly, reply comment and give love to other people's posts. That is their reply to comments from others and give marks like the photo they like.

This study concludes that there are three meanings of foodstagramming for foodstagrammers. The three meanings are; First, feel cared for by someone else, it means they feel cared for by others when they post photos that invite interaction and attention of others. Secondly, feel better than anyone else, meaning foodstagram players feel that they are better than others when they go to a new place to eat then do the photos of the food on the spot, then with the comment and the love the perpetrators feel that they are better than those who do comment. Third, the expected presence felt by others means to be a source of information for others, actors foodstagram feel that their presence is expected by others.

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“Building Integrated Marketing Communication in social media era“

(Case Study at XYZ Hotel Bandung, Indonesia)

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Abstract

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others, and core of marketing concepts are needs, wants, demands, products, services, values, satisfaction, quality, exchange, transactions, relationships and markets.

Communication is some common things that peoples do everyday, everytime, everywhere, but How to build it become some effective communication is an uncommon things to do. Companies needs to make effective communication between peoples in the companies or with clients, because it's such a important things to companies to get their goals such as marketing products goals. Integrated Marketing Communication such as personal selling, advertising, sales promotion, public relations, direct marketing, sponsorship, event, exhibition, merchandising and interactive marketing communication, are some good ways to companies to do to get their marketing products goals.

Social media marketing is a fresh new way of interacting that has already left many old marketing rules in the dust (e-book by AuthorityDomains.com, Communicate Better With Social Media Marketing, pg:5, USA). So, if companies want to build Integrated Marketing Communication using social media, this is the day! Today, they can use a social media tools to do some Integrated Marketing activities in their companies to get their marketing products goals.

In this research, the author use qualitative method, approach by doing case study in XYZ Hotel with some peoples in company whiches doing some integrated marketing activities that using social media. There're 5 participants who will being a responden to give a primary data for the author.

Result from this research is author looking for company that used an Integrated Marketing Communication as a main tools for company to get their marketing products goals.

Keywords : Marketing, Integrated Marketing Communication, Social Media

Introduction

Organisations engage with a variety of audiences in order to pursue their marketing and business objectives. Engagement refers to the nature of the communication that can occur between people and between people and machines. It refers to the use of communications tools, media and messages in order to captivate an audience, often achieved through a blend of intellectual and emotional engagement or stimulation (Fill, 5:2009).

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others, and core of marketing concepts are needs, wants, demands, products, services, values, satisfaction, quality, exchange, transactions, relationships and markets.

Communication itself is the process by which individuals share meaning. Wilbur Schramm (1955) said that the components of the linear model of communication are source, encoding, signal, decoding, and receiver. When people do some communication process which they must have had a same meaning of it process, it will make communication become an effective communication. Communication is some common things that people do everyday, everytime, everywhere, but how to build it become some effective communication is an uncommon thing to do. Companies need to make effective communication between people in the companies or with clients, because it's such an important thing to companies to get their goals such as marketing products goals.

Marketing Communication is a blended thing, there is no universal definition about marketing communication and there are many interpretations about it. Marketing Communication is about doing some promotional outlook which uses communications to persuade people to buy products and services. The expression marketing communication emerged a wider range of tools and media involved and as the scope of the tasks these communications activities were expected to accomplish expanded (Fill, 15:2009). We can use marketing communication to influence people's attitudes, held by a target audience. In today's competitive environment in which product lifecycles are shortening, innovation is increasingly critical and organisations require marketing staff to be accountable for their investment, there is greater urgency to encourage potential customers to test, use or behave towards a product in particular ways. Marketing communications can induce behavioural change by getting people to buy a brand and this might require the use of direct

marketing, sales promotion and personal selling (Fill, 151:2009). Based on that fact, we can said that companies need to make something brand new ways to “sell” their companies products or services, customers feedback and responses are depended on how companies can persued with maximum ways. How companies can get it out? Today’s there’s a ways to get something brand new ways with Integrated Marketing Communication.

Integrated Marketing Communication such as personal selling, advertising, sales promotion, public relations, direct marketing, sponsorship, event, exhibition, merchandising and interactive marketing communication, are some good ways to companies to do to get their marketing products goals. The word “integrated” is used to express a variety of marketing and communications-related activities. “IMC is a process for planning, executing, and monitoring the brand message that create customer relationships” (Duncan, 2008).

There are so many factors that influence an IMC’s growth chart such as :

- Developing fragmentation and market segmentation, there so many marketing activities used relationship marketing and direct marketing activities
- Communication Technology and Information progress, and based on data application
- Media customer grouping and multiplicity make some media become a bored one’s

Earlier, many companies used Non Conventional media such as social media or e-marketing by email for doing some marketing things, they said it more easier, efficient and low cost. The last data in a year 2013 from Communication and Informatika Department, Indonesia, said that there’s 63 million internet users in Indonesia and 95% from it are social media users. Direktur Pelayanan Informasi Internasional Ditjen Informasi dan Komunikasi Publik (IKP), Selamatta Sembiring said that the most social media used by internet users are Facebook and Twitter. Indonesia is one of the most Facebook users countries, whiches Indonesia as the 4th rank as a countries with lots of Facebook users after USA, Brazil and India, and for Twitter, Indonesia as the 5th rank as a countries with lots of Twitter users after USA, Brazil, Japanesse and England.

Based on data by Webershandwick, a public relations and communication services company, said that Indonesia had about 65 millions active Facebook users, 33 millions such as active users per day, 55 millions active users and using mobile phone to access it per months and

28 millions active users using mobile phone to access it per day. Based on data from Bakrie Telecom company said that Twitter users had about 19,5 millions users from Indonesia from about 500 millions users in the world. So, we can said that social media can be one's of potential advertising tools for companies to doing some marketing activities. There's so many companies used social media as a potential marketing tools, but companies must have to create some creativity and brand new things by using it, how companies make it happen its depend on human resources in that companies working out together. (www.kominfo.go.id).

Today's, information technology are in growing rapidly step, and many companies need some strategic to build or new strategic to rebuilding something new about Integrated Marketing Communication elements. How to make it out and make companies goals its depend on many kinds on that companies. Belch&Belch (2009) said that all kinds of marketing mix elements are must consistent with all companies strategic planning. They proposed marketing and promotion process model, such as Marketing Strategy and Analysis, Targeting Marketing Process, Marketing Planning and Program Development and Target Market. In this research, author want to develop about building Integrated Marketing Communication in social media. Author take one company as a subject of this research (case study).

Literature Review

Integrated Marketing Communication

"Intergrated Marketing Communication is a concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines-for example, general advertising, direct response, sales promotion, and public relations-and combines these disciplines to provide clarity, consistency, and maximum communications impact'. (Taskforce American Association of Advertising Agencies (AAAA) et Schultz (1993), Ogden&Ogden (nd), and Belch&Belch (2010).

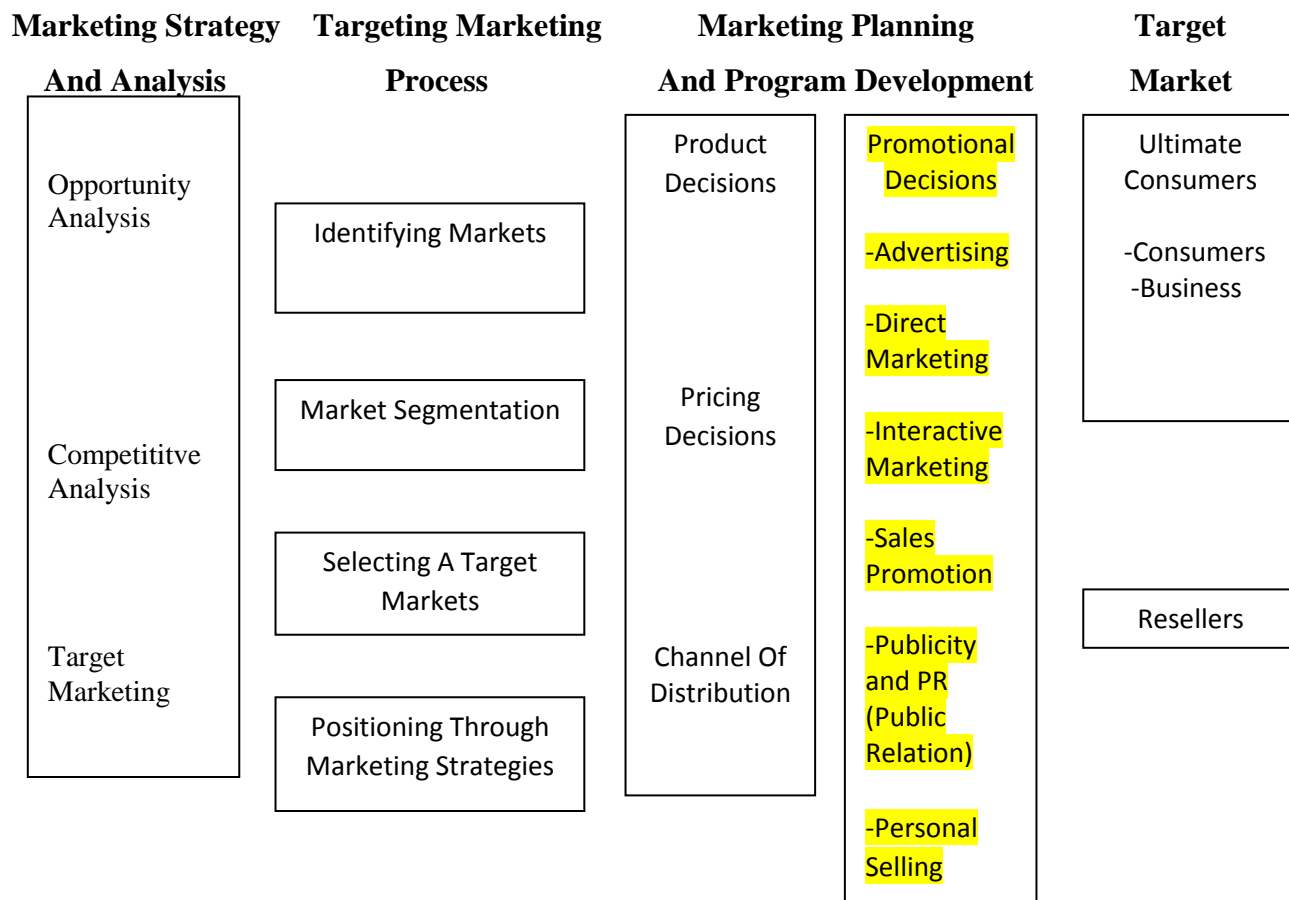
"Integrated Marketing Communication (IMC) is a process for planning, executing, and minitoring the brand message that create customer relationships" (Duncan, 2008).

"Integrated Marketing Communication is a strategic business process used to plan, develop, execute, and evaluate coordinated, measurable, persuasive brand communication programs over

time with consumers, sutomers, prospects, and other targeted, relevant external and internal audiences.” (Don Schultz & Heidi Schultz, 1998) (Wenats,et.al 2002:9).

“Integrated Marketing Communciation means talking to people who buy or don’t buy based on what they see, hear, feel, etc-and not just about your product or service. It means eliciting a response, not just conducting a monologue. And it means being accountable for results, not just a readership scores or day-after recall-delivering return on investment, and not just spending a budget.” (schultz,et.al(1994):pp.xvii).

Pic. 1 MARKETING AND PROMOTION PROCESS MODEL



There are 4 (four) components in marketing and promotion process model, such as :

1. Marketing Strategy And Analysis

This strategy help companies to allocated a human resources with optimal to get the best marketing project goals. In this component we must pay attention to 3 (three) kinds of analysis, there are opportunity analysis, competitive analysis, and target marketing.

1. Opportunity Analysis

Based on Belch&Belch theory (2009) said that market opportunities is an area that there's so many trend of demand, and companies seeing unsatisfied demand from customers, and products can make some an effective competitive.

2. Competititve Analysis

Based on Belch&Belch theory (2009), competitive advantage is something special that some companies had it, and it can make some point plus for thatcompanies to get some competitive.

3. Target Marketing

Based on Belch&Belch theory (2009), push companies to make goals differentiation based on market segmentation, cost differentiation, varietyof marketing mix based on market situation goals.

2. Targeting Marketing Process

Based on belch&Belch theory (2009), there are 4 (four) steps to do some target marketing activities, there're : (1) Unsatisfied Market Identification, (2) Market Segmentation, (3) Aiming speciality target, (4) Positioning based on marketing strategy.

1. Identification

Market identification is something important to do, it help companies to choose a right market.

2. Segmentation

Market segmentation is divided market to some different groups, and they're had same needs, same respons actions (Belch&Belch,2009:p.47).

3. Targeting

Belch&Belch said that there're 3 (three) kinds of marketing activities : undifferentiated, differentiated marketing and concetrated marketing.

4. Positioning

Belch&Belch said that positioning is mix and match some products or services to one or more segment from some market to make some competitive differentiation.

3. Marketing Planning And Program Development

In this part, there're conventional marketing process, such as situation analysis, goals setting, present analysis situation, create some marketing strategy, and human resources marketing allocated and doing some evaluation

4. Target Market

Advantages of Integrated Marketing Communication in Indonesia

There's 2 (two) important parts to doing some IMC's effectivity in Indonesia, there're owner of institutions/companies of products, services or idea, and advertising institutions with supported elements. They'd two different IMS's strategies, the 1st one looking for the last destination of goals, like increased profit from increased sales, and the 2nd one they doing some marketing and promotion activities that can used IMC's strategies in the field.

Social Media

Social media is online media that users can easier to participate, sharing and make some blog, social media, wiki, forum and virtual world. Blog, social media and wiki are one of a common things of social media that used by users in the whole world.

Based on Andreas Kaplan and Michael Haenlein, said that social media as "a group of application based on ideology and internet that build by technology web 2.0, and it can be create some "user-generated content".

Kaplan and Haenlein created clasification scheme for many kinds of social media in the article of Business Horizons that published in a year 2010. They're said there're 6 (six) kinds of social media, such as :

1. Collaborative Projects

Some of social media that can make some content and can access by users globally. There're 2 (two) sub-category of this social media, there're :

i) Wiki

is a site that users can make something new, to adding something, deleting something or change the content based on text. Examples : wikipedia, wikiubuntu-ID, wakakapedia, etc

ii) Bookmark Social Application

is an application that can create some group ideas based on internet link or media content. Examples :

Social Bookmark : Del.ici.ous, StumbleUpon, Digg, reddit, Lintas Berita

Writting : cerpenista, kemudian.com

Reviews : Amazon, GoodReads, Yelp

2. Blog and MikroBlog

Is an application that can helped users to posting all about things to make peoples understood that things. Blog is some website that can sharing something about author or group of author even about some opinion, sharing experineces, or daily rutines.

Examples :

- Blog : Blogspot, Wordpress, multiply, Live Journal, etc
- Microblog : Twitter, Tumblr, etc
- Forum : Kaskus, forum detik, etc
- Q/A (*Question/Answer*) : Yahoo! Tanya Linux, etx

3. Content

Is an application that used to sharing to peoples in a long distances or short distances, sharing something like videos, e-book, pictures, etc. Examples :

- *Image and Photo Sharing* : Flickr, Photobucket, Devianart, etc
- *Video Sharing* : Youtube, Vimeo, Mediafire, etc
- *Audio and Music Sharing* : Imeem, Lastfm, multiply, etc
- *Design* : Threadless, Ganti baju, etc

4. Social Networking Sites

Is a sites that can help someone to make some profiles and connected to anothers users. This site is an application that can make users to connected with others by using private profiles or private accounts. Examples : Facebook, My Space, Foursquare, etc.

Prof J.A. Barnes (1954) said that : “ social media is social structure that build by some individual or groups elements. It show that in this site users connected with others because many kinds of reasons such as a same sociality life segment”. (wibawaadiputra.wordpress.com).

Examples :

➤ **Facebook**

Is a website that had a social networking theme, published 4th of February 2004 with Mark Zuckerberg as a founder.

➤ **Twitter**

Is social media that focused on blogging micro and RSS services to spraid some information. It usually called “ Internet Short Message Services”. Twitter published on 15th of July 2006 with Jack Dorsey, Noah Glass, Evan Williams, and Biz Stone as a founders.

➤ **LinkedIn**

Is social media that focused on profesional relations. Builded by Reid Hoffman and friends in ayear 2003 As a site that played in a proffesional segment, it can make users to find some relations and working advertisement.

➤ **My Space**

Is a popular social networking site that offering social activities between friends, private profiles, blogs, groups, pictures, musics, and videos for adults teenangers in a whole world.

In a *The Media in your life an introduction to mass communication* book / Jean Folkerts, Stephen Lacy, Ann Larabee., 4th ed, said that “*While many social networking sites are available, MySpace has proven the most successful. According to Nielsen/NetRatings, MySpace had over 49 million visitors in August 2006, ranking seventh of the most popular websites. It was`also the fastest growing : Between June 2005 and June 2006 it experienced a 183 percent increase in audience*”.

5. Virtual Game Worlds

Dunia virtual dimana mengreplikasikan lingkungan 3D, user bisa muncul dalam bentuk avatar yang diinginkan dan berinteraksi dengan orang lain selayaknya di dunia nyata. Contoh : Game Online.

6. Virtual Social Worlds

Merupakan aplikasi yang mensimulasikan kehidupan nyata melalui internet. VSW adalah situs yang memungkinkan pengguna untuk berinteraksi dalam platform 3D dengan menggunakan avatar mirip dengan kehidupan nyata.

Contoh : Map : wikimapia, googleearth
e-Commerce : ebay, alibaba

Research Methodology

This study is a descriptive study, using qualitative methods with case study approach. Population of this study is human resources from XYZ Hotel and respondents from marketing management division. Author looking for data that indicated with IMC process that used in that Hotel and author get the information data by doing some interview with them. Resulted of interviewed can be used by author to compare the fact in a field with the theories on the books that related with this study.

Findings and Discussion

Based on resulted that author getting data from interviewed respondents, XYZ Hotel used all kinds of IMC's elements, although in a different portion in each IMC's elements.

-Advertising

In this elements, XYZ Hotel used effectively but not in maximum ways. They're thought with doing other elements of IMC's such as sales promotion and direct marketing is more effective

compared by using advertising. Traditional Advertising (conventional) is expensive they said, so they're used unconventional advertising by using social media advertising. They using Facebook, Website, Twitter, and Instagram to doing some advertising activities, with using social media they can explore creativity and post everything about their Hotel's elements in it. Beside that, they said that using social media advertising is lower cost, so they can do some cost allocated.

-Direct Marketing

In this elements. XYZ Hotel used it frequently, when they'd doing marketing activities such as "sales call" they'd doing direct marketing too. This thing doing to get some target market of this companies to get their target market. Doing direct marketing by doing sales call is more effective compared with they doing direct marketing using social media. They said, when they doing lobbyng and negotitaion something with client or cutomers, with doing direct marketing or word of mouth is more effective, beside they can get direct feedback from client or customers, pronounciation influence with using direct marketing and using social media are most important things to influence about marketing goals of it companies (XYZ Hotel).

-Interactive Marketing

In this elements, its a same way with using social media tools to do marketing activities. XYZ Hotel using email everyday to send and reply all of kind that related to marketing activities, they had an account usually used to collected complained or suggestions from customers or klien.

-Sales Promotion

In this elements, XYZ Hotel using social media to promote their sales promotion elements. They spread to all members of this hotel by Facebook, Twitter, Instagram and milist. In this case, they said it become an effective communication and promotion to target market because to send message about sales promotion its good enough by using flier, brochure attached by using social media.

-Publicity and PR (Public Relations)

In this elements, XYZ Hotel felt that using social media it help and works to do some public relations activities, but depend on case in it. Sometimes, doing some publicity using social media is more effective than doing direct publicity, because it can make time more efficient and less cost offcourse. In this case, doing PR activities by using social media and dorect publicity are balance. PR unit in this hotel everytime they meet with their klien beside they using PR's skills they shared social media account of this hotel or private account of them, and they said it was balance by using direct publicity vs using social media for publicity.

-Personal Selling

Personal Selling is the most elements of IMC's that usually used in marketing unit. Everyday, every minutes, everytime they had a target market to make some goals unit. Personal Selling activities using direct personal selling and using social media too, same with publicity, doing this elements between direct and using media is balance. When marketer sale some rooms, meeting package, etc they usually using their messanger to chit chat with klien, beside that they usually upload product knowledge of it companies by using Facebook account, twitter, website and instagram. Doing personal selling activities directly is more effiecient than using social media because it can spend lots of times without noise or interfrences of communication.

Discussion

Integrated Marketing Communication theory said In this world of competitive today's, there's so many companies comes and go, and all of kinds marketing activities exist in all of kinds media communication. Based on that theory we can said that companies need something sinergis, interactive , and measurable, we can call it Integrated Marketing Communication concepts. In this research author used one companies (XYZ Hotel) become subject of this research, and author used marketing unit of this hotel to become primary data source. It's about 5 person from marketing unit, they are marketing manager, and staff marketing of XYZ hotel. Result of this research are XYZ hotel used Integrated Marketing Communication activities in their marketing activities program, but it balance about using direct IMC's activities and using social media activities. They

said depend on elements of IMC's sometimes in some elements unsuitable to using social media but in other elements is suitable for using social media.

Conclusion

Conclusion of the resulted of this research are XYZ hotel still using lots of direct IMC's activities and their also spend higher cost to do that things, maybe if they do marketing activities using social media higher than now they can cutting cost for doing marketing activities to reach their companies goals.

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MARKETING COMMUNICATION STRATEGY FOR ENGAGEMENT PURPOSES IN SOCIAL MEDIA ERA (CASE STUDY ON HOSPITALITY AND TOURISM EDUCATION INSTITUTION XXX IN JAKARTA)

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Abstract

Today, using social media becomes one of the medium to connect with many people. It is proven that people cannot be separated with their gadget. Many business use it as a great opportunity to engage with the audiences. Analysis focused on marketing communication strategies for promoting university as education institution in social media era. The aims of this research was to know the proper strategies that deal with social media era that done by university. In this research researchers used case study methods and qualitative research in order that to know in-depth about the strategy. The results of this study showed that the moving strategy from analog into digital ways and centered connection to social media.

Keyword: *Marketing Communication Strategy; Social media era; Engage*

INTRODUCTION

Today, marketing communication world has changed in the same time with the media communication enhancement. In previous time, media has been expressed by traditional context in term of the way of communication. It was proven by the way of one communicated to another. There are many companies also made the strategy by centered way. It means that the marketing communication strategy, tactic or creativity comes in one point of view; that was industry. In this kinds of communication; called traditional form of media such as TV, radio, newspaper, magazine and billboard make one way direction. In the time when the industry communicate their marketing message disengage from any reaction about the message. Today, there are the large number of people do online so that it also means that marketing communications works and

applied online. It becomes a new form of media emerge that allow people to communicate among them, recipient of the message to make some interaction with the industry. The new social media form born online communities that allows between industry and audience of even their consumer interact each other in real time.

The utilization of social media is media support of marketing strategies that smart business use to be the part of a network of people who are in online communities. There are many various online tools and website and rely on their online network of friends for advice, sharing and socializing. Marketing communication in social media also allow people to make conversation, connection and sense of community among its member. Many different styles of online communities have surfaced over the years. However within the last few years, newly created communities are offering more rich interaction. These marketing strategies allow conversation, connection, and a sense of community among its members.

According to Merdeka.com, The 2013 survey of APJI, 63 million Indonesian people connected with internet and 95 % accessed in cyber especially social media. The percentage of social networking in Indonesia has reach 79,72 percent and it becomes the highest level in Asia after Philippine (78%) , Malaysia (72 %) , China (67%), South Korea (49 %) and Japan (30%) and it show that people are made crazy to have relationship through internet. Kompas.com added that from 400 teenagers responden 79,5 % are internet user so it will be the representative target market for the institution.

By the same time in, there are many private education institution Indonesia develop in Indonesia. There are competition appear to grab attention from the audience through the competition of content which is the end shows the change of behavior of the audience to become consumer of the education service. The universities targetted the same in term of segmentation. There are high school student in the third grade that they are going to continue to university. There are numbers of university offered the same program, major or concentration. This industry must set a content that interested to share knowledge , change attitude and behavior changed at the end. The researcher found that there are some perception born while choosing the universities. The student passion sometime is not inline with parents expectation. It happened in the hotel and tourism school in Jakarta area. The head of the tourism school, initialed Ms. LEA said that the perception of hotel major study is till not inline with the parents perception. There are many parents who are

still thinking about the reason to send their children if at the end their children should clean the room. By this situation, the researcher propose to know the marketing communication strategy for hospitality and tourism in west Jakarta. Furthermore, the researcher wants to know how the marketing communication strategy has connected to the social media. The target market for this school is younger people so social media is the preferred way for people in younger demographics to communicate with each other. Nothing else comes close all the question for this research.

Literature Review

There are three main objective of marketing communication , firstly is building knowledge , secondly is changing attitude and lastly is changing behaviour³⁴ In the internet era, the strategy begins to serve as hubs on the web where large groups of people, usually with similar niche interests, are gathered together. Based on the problem mentioned above that the problem is in customer or the influencer perception. So that it would be customer centered and the school party should maintain the customer relationship management that would be connected to the social media and it will support the marketing communication strategy.

Looking at figure 2.1below (treadway and smith,2010), it shows that the product or service experience creates a conversation, one that is often directed or intended for a specific audience and which often exposes or suggests an opportunity for innovation. This is the new role of the customer, expressed through its impact via the traditional CRM process, integrated now with a social component.

Figure 2.1. The New Customer influence Path



It means that the biggest change in marketing especially in marketing communication has been the shift from “push marketing” to more of a conversation with customers. In the past, companies were limited to communicating directly with people through radio and television commercials, print advertising, billboards, and other “old media” ways of marketing. But somewhere along the way, people got cynical. It turned out that friends and colleagues were probably more honest about products and services than the self-interested companies that marketed to us. So it started listening to our friends and social networks more and traditional advertising less.

According to (Teadway and Smith, 2010:39) the way should frame our thinking when setting the stage for marketing plans today? Five years from now? and how should long-term strategy be structured to give social media a competitive advantage? allow me to suggest five broad themes that I think will define social media and marketing for years to come:

1. The need to share information.

If the rise of mainstream social media has proved one thing, it is that a lot of people have an intrinsic need to share things about themselves. Maybe it's self-importance, maybe everyone needs to feel like a celebrity. I don't know. But social media today captures a lot of mundane information about users. Word-of-mouth marketing has become both a threat and an opportunity to modern businesses—social media provides the loudspeaker.

2. Immediacy is here to stay.

All of the tools provided in social media give people an opportunity to respond immediately to things and share those reactions with friends in real time. It could be a great experience

with a restaurant, a terrible interaction with an airline at the airport, you name it. With immediacy comes human emotion power.

3. Everyone is a source of information, and everyone is biased.

In this era, people don't just hear about news, events, and so on from the local tV news broadcast and/or newspaper. People (not to mention your customers) hear about things from blogs, twitter, articles, casual conversation

4. Noise level

Everyone is now a publisher and a celebrity in their own world. So it takes a lot of effort to keep up with it all, if you choose to do so. this can work two ways for marketers—some people will respond to direct engagement that cuts through the clutter. Others will instead ignore your noise alongside everyone else marketing a product or service.

5. Melding of worlds.

If someone will like it or not, the openness of social media means that it is almost impossible for users to keep different parts of their lives distinct. things done offline invariably find their way online and it may not even be your doing. and all those things are available for your personal and business contacts to enjoy

According to (Teadway and Smith,2010:33) , Social media today becomes the truth network, here are seven truths of social networks that can rely upon. If you going to bookmark one page of this book, bookmark this page because these truths should guide your thinking regardless of what you do with social media:

1. social media is the preferred way for people in younger demographics to communicate with each other. Nothing else comes close.
2. social media is based on the concept of friends, but that term today is very loosely applied. similarly, profiles are loosely defined and can be used in a variety of ways by people, companies, brands, and so on.
3. the more active a consumer is on the Internet, the more likely they participate in multiple social networks. oftentimes, these people are influencers within a circle of friends and have a tremendous impact on the opinions of others.
4. once information is shared on a social network, it is out there and can't easily be contained. everything is out in the open and largely visible for other people to see.

5. social media is best applied in addition to existing Internet marketing programs and alongside other Web assets. When building a strategy, you must think comprehensively.

6. the rules are still being made. social media “etiquette” is still relatively immature. tread carefully.

In this research, the marketing communication strategy will use the concept that mentioned by (watono and watono,2011) that there are three stages in making the strategy there are discovery circle , intent circle and strategic circle as the figure 2.3 below

Figure 2.3 DWISAPTA IMC MODEL



(Picture downloaded at http://dwisapta.com/0_repository/images/imc%20model.jpg accessed 2 september 2014, 10:51 WIB)

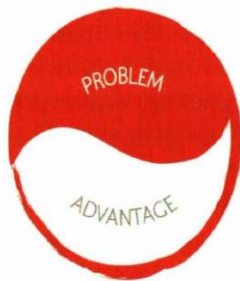
It will be explained deeply for every part of circle below :

1. Discovery Circle



In this circle includes the elements that direct to explore the external environment (market, consumer and competitor) and internal ones (in product or brand). Its purpose is to find the insights for the brand development. The analysis starts from the inner cycle to the outer cycle. In this cycle will analyse about competitor review, consumer review and Brand Review.

2. Intent Circle



After analysing in the first stage, there will find the problem and advantage in this stage. Based on problem identification, one can find out the intent from the marketing communication that will be done to describe about the strength and weakness for the purpose of internal analyses and opportunity and threat for external analyses.

3. Strategy Circle



In this circle is about the strategy or tactic to win in the market, the strategy will start from outer circle to inner circle. It will discuss started from finding the target audience, creating Brand Soul and selling Idea, contact point, message and marketing communication mix that will be used.

According to (Sulaksana, 2003: 25-28) , there are marketing communication mix that will be used integrated . There are :

1. Advertising

Advertising can be said as Public Presentation because there will be people who can receive the same message. It is pervasiveness; the marketers can repeat the same message. This is the tools that give opportunity to dramatized from print, sound and color (Amplified expressiveness and it is Impersonality medium because it is not necessary for the audience to pay attention or respond the advertisement. It creates conversation monologue not dialog.

2. Sales Promotion

It is a communication strategy to push the customer to buy . It offers the power of incentive to buy and it looks like inviting people to buy and has short effect.

3. Public Relation and publicity

This tools show high credibility because it contains a news value. It is able to reach the weakness condition audience who avoid the advertisement or sales agent. Dramatization is also allowed and considered as economize and practice.

4. Personal Selling

In this way, there will be face to face communication and develop any other kinds of relationship and push the customer to listen to the sales person.

5. Direct Selling

This medium has characteristic as a customized, Non public , up to date delivery message and up to date medium.

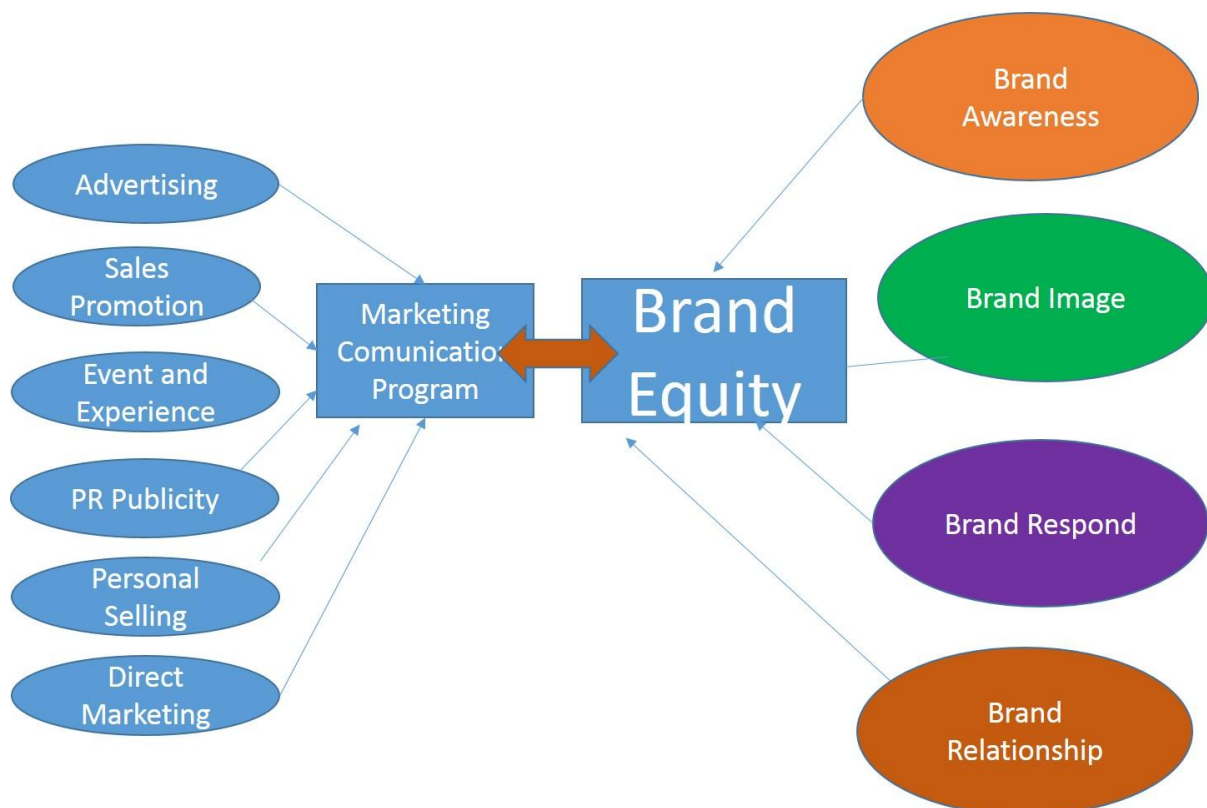
Added by (Hermawan, 2010: 58) added event and experience as the development of publicity that refer to organizational activity that support promotion activity.

6. Event and Experience

It supports individually approach and target market orientation that limited but effective.

As the figure xxx , all the medium should support brand equity bulding that consits of brand awarness, brand image, brand respond and brand relationship

FIGURE 2.4. IMC MODEL



4. Methodology

Research method is the way how a research conducted. The researcher will conduct qualitative research by in-depth interviews to all informants. As Fiona Williams, Jennie Popay, and Ann Oakley had stated, qualitative methods are based on “an approach to the social world which seeks to analyze the culture and behavior of humans and their groups from the point of view of those being studied” (Williams, 2005: 75).

Qualitative methods permit the evaluator to study selected issues in-depth and detail. Approaching fieldwork without being constrained by predetermined categories of analysis contributes to the depth, openness and detail of qualitative inquiry. The advantage of qualitative approach that it's possible to measure the reactions of a great many people to a limited set of questions, thus facilitating comparison and statistical aggregation of the data. By contrast, qualitative methods typically produce a wealth of detailed information about a much smaller number of people and cases. This increases understanding of the cases and situations studied but reduce generalized ability.

In qualitative research the use of theory is less clear than in quantitative designs. The term used for “theory” varies by type of design. For example, theory is used by those conducting grounded theory studies as an outcome for their studies. They try to discover a theory that is grounded in information from informants. Meanwhile, a qualitative study, one does not begin with a theory to test or verify. Instead, consistent with the inductive model of thinking, a theory may emerge during the data collection and analysis phase of the research or be used relatively late in the research process as a basis for comparison with other theories.

Qualitative data are also collected in order that the researcher is able to know about things that cannot be observed directly and measured as feeling, through intention, behavior that took place in the past are few examples of those things that can be obtained only by qualitative data collection methods (Aeker, Kumar, and Day, 2003).

Because the researcher wants to know about people response of one brand that influence by word of mouth, the qualitative research brings more benefits for this thesis. Daymon and Holloway (2002) states that the benefits are:

1. Words

It focuses on words rather than numbers. Numbers are used to indicate the frequency that a theme is found in transcripts on the extent to which a form of action occurs.

2. Researcher's Involvement

The researcher is closely involved with the participants being studied because the research is based on the methods such as survey or structured interviews.

3. Participants viewpoints

Explore and present the various subjective perspective and interpretation of participants that also influenced by the researcher's own biography together with the involvement with people in this study.

4. Small-Scale Studies

Qualitative researchers are interested in deep exploration in order to provide rich detailed, holistic description as well as explanation.

5. Holistic Focus

Qualitative researchers tend to be oriented to a wide range of interconnected activities, experiences, belief and values of people in terms of the context in which they are situated.

6. Flexible

Committed to explore the new data and information which is related to the topic that emerges as informants reveal their understanding and interest. Research procedures may be unstructured, adaptable and spontaneous.

7. Process

Qualitative research rarely provides statistic portraits of phenomena that could be attuned to change, sequences of events and behavior, also the transformations of cultures to capture processes that take place over time

8. Natural Setting

Qualitative investigations are carried out in people's natural environment such as in their offices or where they shop to observe, how they routine activities and interactions

9. Inductive and deductive

First is by getting ideas from collecting and analyzing data. Then test these ideas out through theory, literature review, further data collection and analysis as the guide.

4.1 Informant

In this study, the informants will be the head of education and marketing, because it will be focused on the strategy and she is the one who is able to give the information. She will be directly as the key informant.

4.2. Field research

The researcher will conduct a field research, known as a research in which “the impulse was to get away from the desk or the academic library and go out into the field to do something more than simply conduct interviews” (Thorpe, 2008: 99).

This research will be conducted using the “participant observation”, with its four criteria as defined by Thorpe.

1. The complete participant, who operates covertly, concealing any intention to observe the setting.
2. The participants-as-observer, who forms relationships and participates in activities but makes no secret of an intention to observe events.
3. The observer-as-participants, who maintains only superficial contacts with the people being studied (for example, by asking them occasional questions).
4. The complete observer, who merely stands back and ‘eavesdrops’ on the proceedings” (Thorpe, 2008: 150)

Beside the participant observation, this research will also use interview as the data generating procedures. The interview will be conducted person-to-person. “Interview research is conducted in an array of modes and can be used upon a variety of epistemological and ontological premises. Standard overviews of different types of interview often stress the degree of structuring (structured, semi-structured, unstructured), the number of people involved (individual or group) and the media of communication (face-to-face conversation, telephone, e-mail).” (Thorpe, 2008: 118)

4.3. In-depth interview

The interview session was conducted on the agreed appointment between the respondents and researcher. The informants become “conversational partners” (Daymon, *et al.*, 2002).

The questions in the interview focus on the issues or topic areas to be covered and the lines of inquiry to be followed.

The instruments used during the interview are tape recording, note during and after the interview and transcribing the interview record. The goal of interview is to deeply explore the respondent's point of views, feelings and perspective.

An in-depth interview is an open-ended, discovery-oriented method that is well suited for describing both program processes and outcome from the perspective of the target audience. The goal of the interview is to deeply explore the respondents' point of view, feeling and perspective. In this sense, in depth interviews yield information. Some key characteristic of in-depth interview includes:

- **Open ended questions**

Questions should be worded so that respondents cannot simply answer yes or no but must expound the topic.

- **Semi-structure format**

Although having some pre-planned questions to ask during the interview, it must be allowed by the questions that comes naturally or development the questions based on the information that provided by respondents.

- **Recording responses**

The responses are recorded, typically with audiotape and written notes.

4.4. Electronic Data Collection

The second type of data generating procedure is from Electronic Data Collection. Michael Bloor and Fiona Wood defined it as “data collection through the medium of the internet or the telephone” (Bloor, 2006: 63). The researcher will use Google as the search engine.

4.5. Data Analysis Procedure

In analyzing the data collected, researches follow the process of qualitative data stages that can be stressed here. The stages are organizing the data, synthesizing the data, verification the data, conclusion or verification. Briefly, the stages of data analysis can be classified as follows:

- a. Transcribe: any data needed and gathered from the various resources, for example by interviews and observations will be recorded by tape recorder, and other documentary files. The result of interviews will be transcribed and then at the end of the writing those will be the attachment of this research.
- b. Data coding: coding starts after reading the data and information that identified as the primary and secondary data. This action is aimed to give label or shorthand devices which enable to tag statements in the data. It will give the benefit in the process of data interpretation. Categorization: the evidence will be categorized based on codes and themes related to the concepts developed in this research. Classification can be done also according to the definition used by informants and respondents.
- c. Interpreting and Analysis: Interpreting the data gathered by triangulation process is the meaning of the data in relations with the theoretical framework chosen in this research. This research seeks only to be descriptive in order to illustrate or challenge a specific theory or model. Interpretation and analyzing the data is the important process before giving the conclusion and recommendation of this research. Interpretation of data will be supported by the concept or theories used in Chapter II.
- d. Conclusion is the end process where the researcher concludes everything found during the research. Good conclusion will coming from the good problem statement and the objective of the research. Then, suggestion or recommendation is the practical things that can be expressed by the researcher in two aspects: academic and practical aspect.
- e.

5.Result and discussion

The result after having interview , there will be three classification that will be discussed on this research :

A. Discovery Cicle

the process of interview begin with market review , that is analysis to the market condition and the trend change in market situation. This school of toursm and hospitality has stable market; there are high school student who are nowadays close to gadget. The informan said that her business will be influenced by the Education Ministry such as education regualtion.

B. Intent Circle

The informan said that the problem comes from influencer spheres of the potential target market. When the target market said about passion in hospitality industry, there will be input from the parents who still have negative paradigm about working in hospitality industry that make them not support their pupils to continue their study by taking hospitality major.

C. Strategy Circle

By having the information about discovery and intent circle it will be continued to the strategy circle. Based on the interview, the responden says that there is a change in target market. This company expand their target market. Firstly, it grabbed only for senior high school student but starting in the year of 2014 there expand to open professional class because base on the benchmarking to the hospitality industries, the informan got the information that there are still numbers of employee who have no university grade because accepting after SMK and having career on the workplaces. This situation make the school coordinator decided to explore their target market.

The next point on the research in the way to make brand soul and selling idea. According to (Watono and Watono, 2011:129-130), in creating brand soul, the company must understand their own and focus to get unique selling. It becomes “*Reason for being*”, becoming spirit in consumer mind so this company choose the brand soul as the school of hospitality and tourism, the graduate will be able at least more than one languages and updating to the industry that means make a shorter GAP of knowledge while learning, practising and sending the pupils to the workplace. After the brand soul has been finished it will be this company’s positioning and continue transferring into *selling idea*. Selling idea describing the inherent advantage and the shape of formulation from brand soul that has been mentioned or the other hand, brand soul must be translated into selling idea. The selling idea will be “the process to success in this passionate industry”

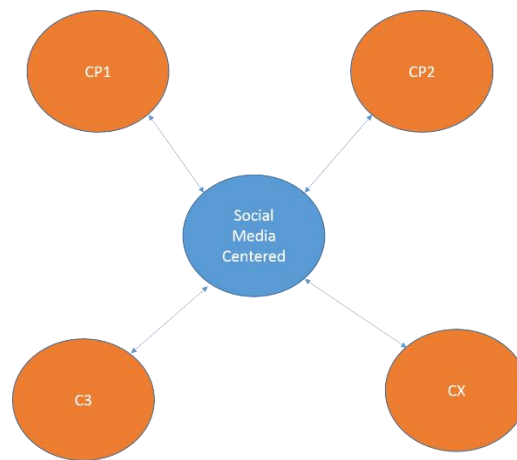
Based on informan explanation, the selling idea will be communicated to the audience. The selling idea will be the same as “What to say” or Content but the context or “How To Say” can be in variety approach depending on the contact points. To meet the audience, this company used:

1. Billboard : The measurement will be the number of people who interact with the brochure
2. On Campus Event : the measurement will be the number of people who attend to the event
3. YouTube : The measurement will be the number of viewer
4. Twitter : the measurement will be the number of follower
5. Facebook : The measurement will be the number of friend.
6. School Visiting : The measurement will be the number of people who attend the presentation
7. Website : The measurement will be the number of visitor.

There are six contact points that are used by this institution but it will be centralized in to twitter to share the information. In print advertisement, the twitter mentioned as the biggest as mandatory. While in campus event, the audience directed to follow the twitter through the contest like “selfie” contest which is there are two advantageous : there are the audience will share the information with their own time line and the twitter that belong to the institution will be noticed by their follower. The second advantageous is in institution time line will also appear the message from the audience. In facebook also ask the friends to follow the twitter and make some “ Quiz”. While school visiting also the same, from the data based, the institution also follow the target audience and the target audience will follow back with the pleasure because they are basically love is somebody follow them. The link of website and youtube also shared in the twitter and in other contact point there always mention about the existence of twitter (See figure below)

Figure 4.1

THE SOCIAL MEDIA CENTERED



The marketing communication mix that used by this institution are :

1. Advertising : this instition used print media
2. Sales Promotion : This institution used grading system the message used. The audiece can get the discount based on the score.
3. Personal selling : there are people that pushed people to enggage with the instttution, to give them knowledge more deeply to audience
4. Public Relations : Communcation about achievement to build good brand image
5. Direct Marketing : Sending information by email to target market

All the marketing mixed used connected to the twitter even though it is a link or other infomations. So in this research both of contact point used and marketing commnication program used twitter to share widely to the follower.

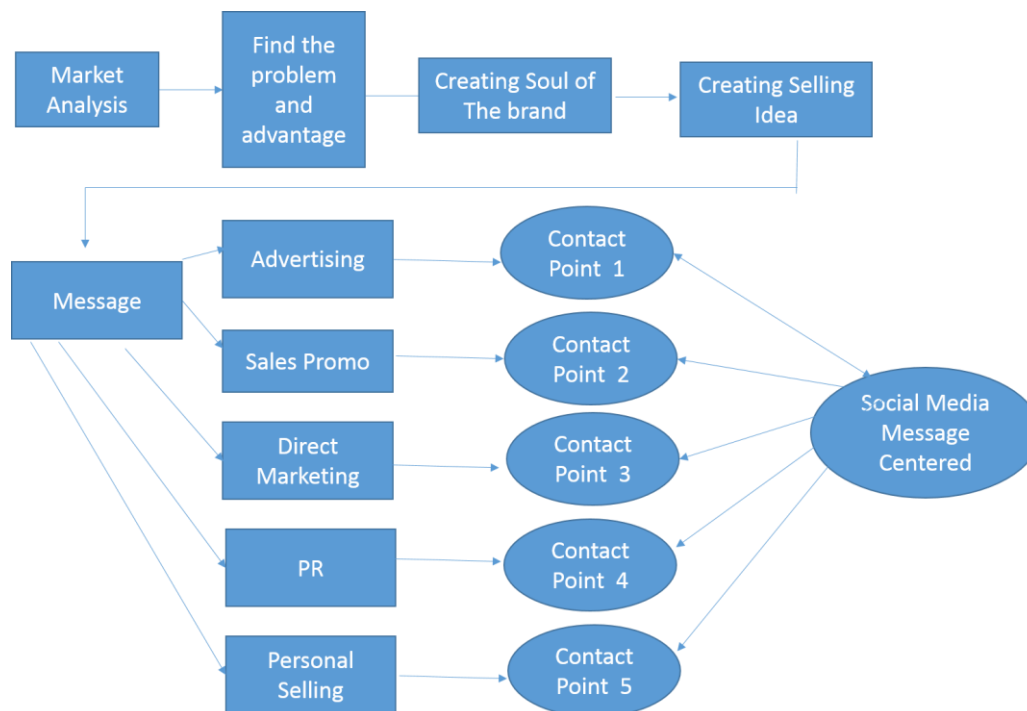
The informan said that there was a must for marketers to push audiece to follow the institution's twitter.

6. Conclusion

In conclusion this institution realized that to run their organization must follow the technological information that nowadays influencing the target market. All the strategy describes as mention in the figure below

Figure 6.1

Marketing Communication strategy In the institution



As the figure shows that the institution do the market analysis and there is an analysis to find the problem and advantage. The problem and opportunity done by benchmarking to the hospitality and tourism industries. By having benchmarking to the industry this institution find also the advantage. After the problem and advantage appeared, the institution can make the unique selling proposition by creating brand soul and then translated into the selling idea. The selling idea can be shared in many message “How To Say” but “What to Say” must be consistent. The message share into the marketing mix as advertising, sales promo, direct marketing, PR and Personal Selling with every single contact point. At the end the message in every contact point and marketing mix will be shared mutually with social media and contact point also direct to audience to join the social media.

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The Creative Advertisement of Lenovo on Facebook

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Abstract

The competition between telecommunication-media products is very strict in Indonesia day by day. In order to survive and compete in bussiness world, Lenovo Indonesia should be aware of the threat from many competitors. One strategy from marketing communication that was used for attracting public attention by making creative advertisement on facebook, namely *Lenovo Touch Turntable Campaign*.. The main objective of the campaign was to create interest for target audiences to experience Lenovo touch series through on line and social media marketing in the middle of 2013. This research used qualitative research methods with the aim to describe the back ground of *Lenovo Touch Turntable Campaign* on facebook and the result of the campaign. The unit of observation in this study was the officers of PT. Fortune Indonesia in Jakarta as an advertising-agency of Lenovo Indonesia. The results of this study showed that (1).The campaign generate 74.314 new likes and 5,2% of engagement rate toward Lenovo Indonesia facebook fan page. (2). During this campaign, Lenovo Indonesia also win an award from Social Bakers as Top 5 Socially Devoted Facebook brands with 295 minutes maximum of respond time and 94% respond rate.

Keywords : marketing communication, creative advertisement, social media marketing, fortune indonesia

Introduction

The development of information technology industry in Indonesia is getting tougher day by day. This is evidenced by the continued presence of new information technology products issued by various companies. Conditions of an increasingly dynamic business world leads to competition between industries in grabbing the consumer becomes very tight. Therefore, every company needs to organize its marketing communication strategy appropriately. Advertising is one of the strategies that are effective to be done by companies in introducing and persuade potential consumers to make purchases of products the company offered money.

Competition in the world of advertising is getting increasingly tight today. Therefore, various advertising companies in Indonesia trying hard to create creative ideas in order to affect the emotions of audiences so that it was able to encourage them to have a positive image towards the product/service being advertised.

The presence of the internet as a new media in Indonesia with the various advantages and disadvantages makes many companies and advertising agencies are working hard to create unique advertisement which is able to attract the attention of consumers and potential consumers. Moreover, internet users in Indonesia are getting longer in number.

Pada tahun 2013 yang lalu pengguna internet di Indonesia tercatat sudah mencapai 71,19 juta atau tumbuh 13 persen dibandingkan 2012 sebesar 63 juta pengguna. (Source : <http://mix.co.id/brand-communication/media/pengguna-indonesia-tubuh-kenapa-masih-bergantung-pada-singapura/>)

Based on the conditions of growth of internet users are getting larger in Indonesia, PT Fortune Indonesia are working hard to produce a unique and creative advertising for social media, such as facebook that is a great demand of people of today. As advertising companies who have been trusted by manufacturers of branded smartphones and personal computers, namely Lenovo, Fortune Indonesia trying to meet the desires of the client in raising brand awareness of its up to date products. The way that has been successfully conducted by Fortune Indonesia is creating Lenovo Touch Turntable Campaign via facebook as a social media marketing by mid-2013.



Lenovo Indonesia created a technology on the PC screen to absorb joyful feeling into a sensational (touchable) musical experience.

The implementation of the unique advertising campaign makes the researcher interested in knowing the background of Lenovo Touch Turntable Campaign and the results of that campaign.

Marketing Communication

Generally speaking, advertising is known as a part of marketing communication. According to Tom Duncan (2005:7), *marketing communication* is a collective term for all the various types of planned messages used to build a brand – advertising, public relations, sales promotion, direct marketing, personal selling, packaging, events and sponsorships, and customer service. The media of marketing communication that marketers use most frequently include newspapers, magazines, television, radio, outdoor boards, and internet.

According to Keith J. Tuckwell (2008:4), *advertising* is a persuasive form of marketing communication designed to stimulate a positive response from a defined target market. Advertising can be either product oriented or promotion oriented. Product advertising provides information and helps build an image for the product, whether it's a brand or a company.

Based on *Dictionary of Marketing Terms, Barron's Educational Series, Inc.* (1994:13), Advertising also is defined as a paid form of a non-personal message communicated through the various media by industry, business firms, not-for-profit organizations, and individuals. Advertising is persuasive and informational and is designed to influence the behavior or thought patterns of the audience.

To make a good and unique advertisement, an advertising company should make marketing communications plan in general and then make the specific plan regarding to the best suited media for delivering the message. If we plan to choose internet as media for advertising so we should make online and interactive communications planning.

Online and Interactive Communications

Based on Keith J.Tuckwell's explanation (2008:196), *interactive communications* refers to the placement of an advertising message on a website, usually in the form of a banner, pop-up ad, rich media ad, sponsorship at a website or an ad delivered by email. Advertising messages may also be communicated through other electronic devices such as cell phones, personal digital assistants, MP3 players and video games.

Online advertising performs almost the same as traditional media advertising, such as newspaper, magazines, radio and television. It can help create brand awareness, build or enhance brand image, improve customer service and communication between customers and the company.

Online and Interactive Communications Strategies

Because of the fact the increase in advertising revenues from year to year and the amount of time consumers spend online each week, advertisers now embrace online communications from a more strategic perspective. According to Keith J.Tuckwell (2008:202), there are a variety of opportunities available to online advertisers : search advertising; banner advertising; pop-up and pop-under ads; rich media ads; sponsorships; websites; and email advertising. Prior to examining the various online advertising alternatives, some basic terminology should be understood. All terms relate to how internet ads are measured for effectiveness :

- a. Impressions (Ad Views) : An ad request that was successfully sent to a visitor. This is the standard way of determining exposure for an ad on the web.
- b. Ad Clicks (Clickthroughs) : This refers to the number of times that users click on a banner ad. Such a measurement allows an advertiser to judge the response to an ad. When the viewer clicks the ad, they are transferred to the advertiser's website or to a special page where they are encouraged to respond in some way to the ad.
- c. Clickthrough Rate (Ad Click Rate) : This indicates the success of an advertiser in attracting visitors to click on their ad. For example, if during one million impressions, there are 20.000 clicks on the banner, the clickthrough rate is 2 percent. The formula is clicks divided by ad views.
- d. Visitor : Any individual who accesses a website within a specific time period.

- e. Visit : A sequence of page requests made by one user at one website. A visit is also referred to as a session or browsing period.

Beside online and interactive communications strategies, we should consider about marketing communication strategies. One of the those strategies is advertising plan. According to Keith J.Tuckwell (2008:59-62), the advertising plan is divided into two primary areas : creative (message) and media. The creative plan is concerned with what message will be communicated and how it will be communicated to the target market. The message usually stresses the most important attribute of the product – that which is most important to the customer. Where claims of performance are made, proper substantiation is provided. That hints at the “how” aspect of creative planning. Agencies draw on such techniques as humour, sex, emotions, and even fact to tempt us to buy something.... The media plan involves strategic decision about what media to use and how much money to invest in the media that are chosen. The overall goal of any media plan is efficiency : the plan must effectively reach the target audience at the lowest possible cost.

Creative Advertisement

The starting point for any new advertising project is the creative brief. Based on Keith J.Tuckwell’s explanation (2008:106-108), a creative brief is a business document developed by the company that contains vital information about the advertising task at hand. The information is discussed with advertising agency personnel so that copywriters, art directors, and creative directors fully understand the nature of the assignment. The brief is a discussion document and the content can change based on the nature of discussion between the client and agency.

In general, content of creative brief includes market information as background, problem and overall objective, advertising objectives, creative objectives, creative strategy and creative execution.

Social Media Marketing(Facebook)

Social Media Marketing is one form of marketing with the use of the concept of Social Media. Social media is a very effective platform for communicating and listening to the opinions of

customers about your business. Social media is also an important factor to improve the ranking of your website in search engines, and bring in a significant number of visits and quality to your web site.

The popularity of Facebook is unquestioning. Currently, millions of people around the world have been using Facebook for a variety of needs, including improving the business. Facebook currently has a feature that you can use to improve your business, especially for your digital marketing strategy, such features are Facebook Ads. By using Facebook Ads, you can take advantage of the popularity of Facebook to attract consumers while increasing the popularity of your products or services.

Methods

This research uses descriptive qualitative research methods with *case study* of Lenovo Touch Turntable campaign to obtain the proper and correct description about the background of that campaign on facebook as social media.

According to Stouffer, 1941 on Robert E. Stake on Handbook of Qualitative Research by Norman K. Denzin & Yvonna S. Lincoln (1994:238), case researchers seek out both what is common and what is particular about the case, but the end result regularly presents something unique. Uniqueness is likely to be pervasive, extending to : (1). the nature of the case. (2). its historical background. (3). the physical setting (4). other contexts, including economic, political, legal and aesthetic. (5). other cases through which this case is recognized. (6). those informants through whom the case can be known.

Unit of analysis the study was a manager in marketing communications department (marketing communications manager) and a manager in creative department PT Fortune Indonesia, located in Jakarta.

Findings :

To get the information about social media marketing activities of Lenovo Touch Turntable Campaign, we should know about PT. Fortune Indonesia as advertising agency that already worked making that campaign successfully last year.

PT Fortune Indonesia Tbk is a group of integrated communications development companies founded on 1970 and Listed on the Indonesia Stock Exchange since 2002 as FORU. FORU is a group of integrated communications development companies founded on May 5, 1970 under the name PT Fortune Indonesia Advertising Company. The birth of FORU was confirmed when Mochtar Lubis – a novelist and prominent Indonesian journalist – established Fortune Advertising and Management Consultants, which was affiliated with Fortune International Australia. At the same time, the birth of FORU also pioneered the presence of a modern advertising agency in Indonesia, which plays an important role in national development. The existence of FORU for more than 42 years in the Indonesian community has provided a competitive edge in its business activities. The range of services now includes advertising, public relations, brand activation, digital solutions, media planning and investment, exhibition, sports marketing, brand consulting as well as marketing insight.

Since the beginning, a firm commitment has been in the heart of FORU to provide the best advertising and marketing communication services to clients. For more than four decades, FORU has shared its passion and desire with hundreds of clients and has held thousands of inspiring campaigns. Along its journey to become the leader in the creative industry, subsidiaries were established to help FORU in sustaining its commitment to deliver comprehensive and integrated solutions as well as to answer the challenges of a creative industry.

Performance of Fortune in 2012 showed positive growth, due to a business strategy that is focused on growth acceleration, especially through investment in new business development. Through this effort, we hope to be able to achieve significant growth in the coming year. In addition to focusing on investments aimed at new business development, another key strategy that we implemented in 2012 is to strengthen some areas of business, especially in the digital sector.

From a financial aspect, some units improved, especially in brand activation, media, and digital. Through these improvements, the revenues of Fortune in 2012 showed positive results, since they are largely supported by better advertising unit returns.

Our performance in 2012 was also highlighted by the achievement of several significant awards. Fortune successfully won awards at the prestigious 2012 PinasthikaCreativestival, 2012 Citra Pariwara, and the 2012 Anugerah Business Review award advertising events, where FORU was awarded a first in The Best Corporation for Corporate Communications and ranked third in the category of The Best Corporation for Learning Organization. These achievements have encouraged our passion to perform better in the coming year.

There are external and internal challenges faced by Fortune in order to meet the target. On the external aspect, the challenge arises from the complicated flow of bureaucracy both in private and SOE clients which affected our cash flow. Fortune is fortunate because in addressing this challenge we are supported and assisted by Bank Mandiri that provided credit loan facility so that Fortune was able to manage the cash flow well. In terms of internal challenges, we were facing obstacle in recruiting qualified human capitals. Our efforts to address such challenge were to recruit capable human capitals as well as to develop the quality of human capitals by increasing budget allocation for trainings.

PT Fortune Indonesia Tbk (IDX: FORU) was awarded the Best Creative and Innovative Company of the Year in the event Indonesian Creativity and Best Leader Award 2014. The award was presented in Jakarta on Friday, February 7, 2014 at the awards night organized by Majalah Indonesia Inspire! and PT Sembilan Bersama Media. The nominees were selected based on the input of various parties, including government officials, NGOs, and private sectors. Welcoming the award, IndraAbidin, Main Director of PT Fortune Indonesia Tbk, said “This award is recognition of the progress of the company in advancing creative industry in Indonesia. Now we are challenged to constantly contribute to advance the creative industries and support the growth of Indonesian economy.” The event Indonesian Creativity and Best Leader Award was held for the first time in 2012. This year event is the third award presentation. There are 15 companies that receive this year awards in various categories.

Vision :“The spotlighted global communications network”

Mission :Bring value to grow and become acceleration magnet for the stakeholders

Prove and improve the success story of people, partners, & the nation

Become number 5 in the industry.

Corporate Value :**4P + 1I**

The values that define *mindset, attitude, process, and result*

Mindset – Positive :Optimistic spirit andkeep the mind open & open for possibilities

Attitude – Passionate :Fuel of acts and Taking every steps with heart

Process– Proactive :Ahead of service standard and Strong initiative

Result – Progressive :Excel beyond expectation and Raising the bar

Character – Integrity

Integrity is the foundation and source of inspiration to work effectively and

efficiently in order to increase the benefits for the business and for all stakeholders.

(Source :<http://foru.co.id/2013/id/>)

Product knowledge of Lenovo :

Lenovo is one of the world's leading personal technology companies, producing innovative PCs and mobile internet devices. A global Fortune 500 company, Lenovo is the world's largest PC vendor and fourth largest smartphone company. Whether a PC, smartphone, tablet, smart TV, server, workstation or storage, Lenovo makes the products that customers need for what we call the "PC+ world." Lenovo is creating real differentiation from the competition thanks to its vertically integrated end-to-end business model. This model is unique among major PC makers and is a significant source of competitive advantage, helping us to bring more innovation to market, more efficiently, and aggressively attack the PC+ opportunity.(Source : <http://www.lenovo.com/lenovo/id/en/our-company.shtml>)

Discussion

To make a successful Lenovo Touch Turntable Campaign, advertising agency made fact-finding about market situation as a background for making the campaign. After that, the creative team on Fortune Indonesia made background information of Lenovo Touch Turntable Campaign and define the problem, create advertising objectives, creative objectives and creative strategies.

Market Situation :

Top 5 Vendors, Worldwide PC Shipments, Second Quarter 2013 (Preliminary)

(Units Shipments are in thousands)

Vendor	2Q13 Shipments	2Q13 Market Share	2Q12 Shipments	2Q12 Market Share	2Q13/2Q12 Growth
1. Lenovo	12,619	16.7%	12,802	15.0%	-1.4%
2. HP	12,378	16.4%	13,414	15.7%	-7.7%
3. Dell	9,230	12.2%	9,633	11.3%	-4.2%
4. Acer Group	6,226	8.2%	9,241	10.8%	-32.6%
5. ASUS	4,590	6.1%	5,820	6.8%	-21.1%
Others	30,589	40.4%	34,464	40.4%	-11.2%
Total	75,632	100.0%	85,374	100.0%	-11.4%

Source: IDC Worldwide Quarterly PC Tracker, July 10, 2013

- **Background Information :**

- One of the key strategic activities is to Launch Touch products to Indonesia market by the end of June 2013.
 - Lenovo Touch Turntable Campaign are targeted to introduce key product highlights to the market, increase Lenovo ID fan base and increase engagement rate on Lenovo Social Media Accounts.

- **Problem :**

In facing the competition between telecommunication-media products, Lenovo Indonesia should attract the attention many people on social media, such as facebook.

- **Advertising Objectives :**

To build Awareness through online and social media for Lenovo Touch series
To create interest for target audiences to experience Lenovo touch capabilities
To highlight Lenovo Touch USPs
To drive traffic to Lenovo Facebook account
To increase Lenovo FB Likes

- **Creative Objectives :**

Promoting Lenovo product lines by demonstrating its touch features.

- **Creative Strategies :**

Idea : Musicality will become the vehicle to bond the emotion between human and Lenovo touch screen product can create the feeling of excitement and joy because music is a universal language.

Message : Touch is more playful than clicking.

Insight : People tends to like something new about something they think they already know.

“ They know about touch. But they don’t know what it can do until they touch it ”

- **Creative Execution :**

Lenovo Touch Turntable Campaign can absorb our joyful feeling into asensational (touch-able) musical experience.

For further details, we can see some advertisement examples of Lenovo Touch Turntable Campaign on facebook

Example 1 : Advertisement of Lenovo on facebook as a Banner Advertising



Example 2 : Posting of Lenovo on facebook as a link



Example 3 : Posting of Lenovo on facebook as a link



Example 4 : Facebook of Lenovo Indonesia



Example 5 : Facebook of Lenovo Indonesia



After Lenovo Touch Turntable Campaign on July - August 2013, the results are:

- This campaign generated 74,314 new likes & 5,2% of engagement rate toward Lenovo Indonesia Facebook fan page.
- Lenovo Indonesia won an award from social bakers as Top 5 Socially Devoted Facebook brands, with 295 minutes maximum of respond time and 94% respond rate.
- Lenovo Indonesia gained the likes from many channel, as below:
- FB Ads likes: 27,394 likes. / Organic likes: 46,290 likes.
- This occurred because we build two fans gating mechanism on this activity:

(1). *Facebook Tab Lenovo Touch Turntable.*

All media & traffic direct to this FB Tab first, before it goes to the microsite.

This is a part of our strategy to catch as many likes as we can to pursue our objective

(2). *The microsite, www.touch-turntable.com.*

If audience directly go to this site, they also have to like the fan page first before they can enter the site.

Conclusion

By looking closely at the background in marketing perspective and information about Lenovo Touch Turntable Campaigns that are targeted to introduce key product highlights to the market, to increase the fan base Lenovo Indonesia and increase engagement rate on Lenovo's Social Media Accounts, Lenovo Touch Turntable advertisement had been able to attract the attention of audience on facebook of Lenovo Indonesia and microsite: www.touch-turntable.com.

The successful campaign occurred because of the proper creative strategies, such as : (1). The idea about “ Music is a universal language ”. Musicality will become the vehicle to bond the emotion between human and Lenovo touch screen products can create the feeling of excitement and joy. (2). The idea about “ Touch is more playful than clicking “. (3). People tends to like something new about something they think they already know. “ They know about touch. But they don't know what it can do until they touch it ”. Advertising agency created a technology on the PC screen to absorb our joyful feeling into a sensational (touchable) musical experience.

Banner advertisement of Lenovo touch products on facebook gave the good impressions to the audience as visitors in social media. They clicked the banner advertisement and then they were transferred to microsite where they were encouraged to respond in some way to the advertisement. Many fb likes indicate the success of Fortune Indonesia as an advertising agency that can build a good image and raise brand awareness of Lenovo Touch products.

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4. Political Campaign and Government

MARGINALIZATION OF JOKOWI RELATED TO HIS PRESIDENTIAL CANDIDATE ANNOUNCEMENT FRAMED BY ONLINE NEWS SITE *SINDONEWS.COM*

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Abstract

Presidential election is a realization of democratic process in Indonesia. On its process, there is a declaration of a candidate of president that becomes the focus of interest of certain media. The media that should be able to deliver the news objectively is used by the media owner to get his/her political opponent down through some news that can be categorized as negative campaign. Representation of Jokowi, the candidate of the president promoted by Indonesian Democratic Party of Struggle (PDI-P), was framed by the media and through its negative coverage it makes him marginalized. It happened because of the influence of the news making process in the editorial room that was affected by the interest of the media owner. This research observed four news articles from four different authors in the online news website *sindonews.com*. Methodological approach that was applied in the research was Norman Fairclough's critical discourse analysis (CDA). As a research with critical paradigm, economy politic theory by Golding and Murdock was used to analyze. There were two stages of analysis: (1) stage of description of the script/text and (2) stage of explanation. Primary data collection technic was text analysis and supported by secondary data from library study about news making process. From the research, it can be found that from the level of text there are four frames: (1) presidential candidate with popularity capital, (2) impact of presidential candidate announcement toward Jakarta development, (3) irresponsible governor, and (4) leader who is treacherous and not mandatory.

Keywords: *Jokowi, marginalization, framing, critical discourse analysis, sindonews.com*

A. Background

In 2014, Indonesian people celebrated party of democracy. The party was the presidential election. Based on law no. 42 of 2008, the election of president and vice-president is a general election to elect president and vice-president in the Unitary State of the Republic of Indonesia in accordance with Pancasila and the 1945 Constitution (UUD 1945). The day of election was on July 9, 2014. There are some people who had declared as presidential candidate or a couple of candidate of president and vice-president. The Great Indonesia Movement Party (Gerinda) proposed Prabowo Subianto as the presidential candidate. The People's Conscience Party (Hanura) proposed Wiranto

as the candidate of president and Hari Tanoe as the candidate of vice-president. In addition, the Indonesian Democratic Party of Struggle (PDI-P) finally decided to propose Joko Widodo (Jokowi) as the presidential candidate.

The announcement of Joko Widodo (Jokowi) as the presidential candidate became a great phenomenon. When he was proposed as the presidential candidate, he still occupied as the governor of Special Capital Region of Jakarta. Besides, the Indonesian party of Struggle (PDI-P) through Megawati Soekarnoputri as the chairwoman finally gave mandate to Jokowi because many Indonesian people urged her to propose him. For additional information, Jokowi was a cadre of Indonesian Democratic Party of Struggle (PDI-P). Jokowi was elected governor of Jakarta on 20 September 2012. Formely, he was the mayor of Surakarta for 2 periods (2005-2015). On March 14, 2014, he announced himself as presidential candidate.

For some media in Indonesia, Jokowi's announcement as presidential candidate became the great news and appeared in the headline of some newspapers the day after his announcement. Even, some hours after it, some new site on the Internet had released the news about the announcement. The coverage of presidential candidate always was hot news for media. It became a medium of competition to build the candidates' image and affected the reputation of the media that reported it. Nabi and Oliver mentioned that news about elections routinely emphasized self-interested motivations of the politician and horse-race aspect of political contests (2009: 114).

An online news site that published the news some hours after the announcement was sindonews.com. Sindonews.com is an online online news site that is organized by PT. Media Nusantara Informasi (MNC Group). It gives support to Sindo newspaper and always does coordination and integration coverage with all media of MNC Group such as Sindo newspaper, Sindo TV, Sindo Trijaya FM Radio, etc. It has tagline as "Sumber Informasi Terpercaya" (Trusted Source of Information). However, the news article not only reported the announcement but also gave perspective on it. The perspective that was showed by the online news site tended to create negative image of Jokowi. The coverage of sindonews.com could be classified as negative campaign. There are some articles that showed negative campaign such as:

No.	Title of article	Author	Date
1	Nyapres, Jokowi tak cukup modal populer	Haris Kurniawan	14 Maret 2014
2	Jokowi nyapres, pembangunan Jakarta berpotensi terhambat	Adam Prawira	15 Maret 2014
3	Jokowi dinilai tak bertanggung jawab	Mihardi	16 Maret 2014
4	HMI: Jokowi tak amanah dan berkhianat	Slamet Riadi	18 Maret 2014

Even though sindonews.com gave irrefutable facts about Jokowi, as a media that had function as public sphere it should not bias in favor of certain presidential candidate. One of requirements that determine quality of information is that information should be balanced, fair (impartial), and unbiased way (McQuail, 2010: 202). It could be avoided that content of news media was affected by the owner. Based on Altcull's (1984) 'second law of journalism', it is stated that the contents of media always reflect the interests of those who finance them (McQuail, 2010: 226). Since Hari Tanoe, the candidate of vice-president from the People's Conscience Party (Hanura), is the owner of MNC Group, it can be assumed that Hari Tanoe uses his media to make bad image toward his political rival, Jokowi.

B. Problem Formulation

Sindonews that is owned by one of member of party which participates in the general election can bias toward the political rival of the party. Jokowi as the political rival is reported in a bias way so that it gives advantage to the owner of the media. Then, it can be formulated a question, 'how is Jokowi represented on the coverage of the online news site sindonews.com?' and 'how does the news-making process happen in the online news site sindonews.com?'

Theoretical Review

A. Economy Politic Theory by Golding and Murdock

Media that is considered as a part of economic and political system needs to be regarded through theory of economy politic. Triyono (2012: 18-19) mentions that critical study of economy politic emphasizes on organizing ownership and cultural industry production. On the instrumentalist perspective, it can be learned how the way the capital owner uses their power and

authority in a commercial market system to guarantee the public information flows that are in line with them.

Triyono (2012: 22) adds that it needs to learn how the authority can control the cultural production (text) and its distribution, either limiting or distributing it to public sphere. Construction of news as media product, including journalists' value, ethics, and background; organizational influence, principally news-gathering routines; economic pressures; cultural and ideological perspectives; and information and communication technologies that influence the speed and nature of news production and distribution. (Nabi and Oliver, 2009: 114).

According to Habermas, public sphere is defined as space in which every person can enter and involve in the conversation without pressure from the others. In the reality, the structure of ownership affects the activities in the institution. Regulation of the country in relation to communication institutions determines the policy that can create conglomeration media and misuse of authority. Media ownership system has changed in accordance with privatization policy in which public sectors are sold to private enterprise. Media as a commercial company needs profits to survive. McQuail (2010: 227) mentions that commercial media has to make profits to survive and it often involves taking decisions which directly influence content. This characteristic makes it give support to the defender such as political parties.

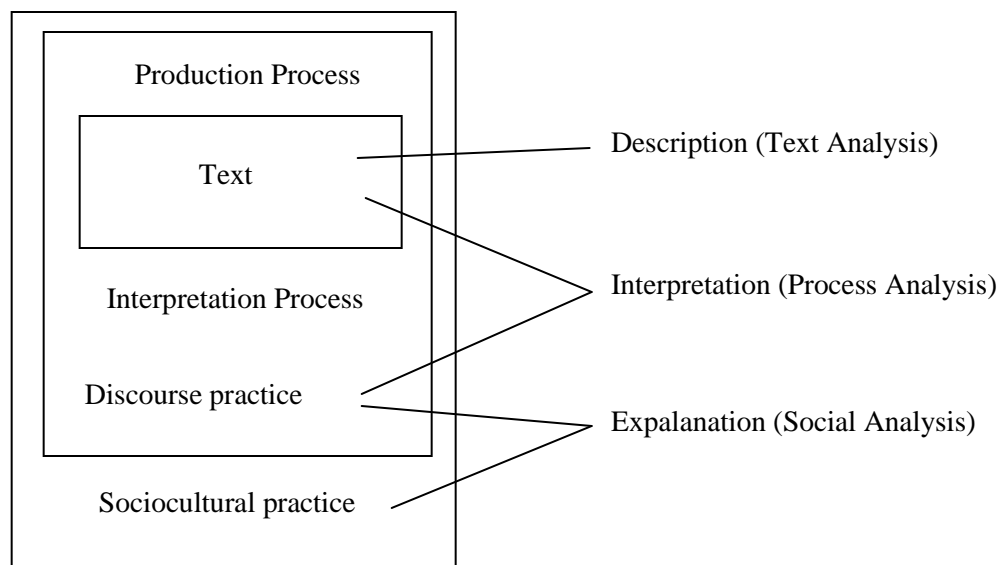
Methodology

A. Fairclough's Critical Discourse Analysis (CDA)

Paradigm of this research is critical and then critical discourse analysis (CDA) is proper to be used. One of CDA method is analysis model by Fairclough. This method is chosen because it focuses on language as the power practice (Eriyanto, 2001: 287). This model also correlates with social changes. There are three dimensions in Fairclough's CDA: text, discourse practice, and sociocultural practice. Text is analyzed linguistically by considering diction, semantic, and syntax so that the main meaning can be achieved. Discourse practice is dimension that is related to the process of production and text consumption including work pattern, work structure, and routine in news production. Sociocultural practice is dimension that is related to context outside the text such as context of situation and institution practice of media in relation with the society or certain culture and politics.

B. Analysis Framework

This research observes four news articles from four different authors in the online news website *sindonews.com*. They are 1) *Nyapres, Jokowi tak cukup modal populer*, (2) *Jokowi nyapres, pembangunan Jakarta berpotensi terhambat*, (3) *Jokowi dinilai tak bertanggung jawab*, dan (4) *HMI: Jokowi tak amanah dan berkhianat*. There were two stages of analysis: (1) stage of description of the script/text and (2) stage of explanation. In stage of description (text analysis), the content and the descriptive analysis of the text are shown and it does not correlate with other aspects. In the stage of explanation, the description explained is correlated with its related context. The process can be described as below:



The text is analyzed through framing analysis by Gamson and Modigliani. Their model includes two parts: (1) framing devices and (2) reasoning devices (Eriyanto, 2002: 225). Framing devices includes metaphor, catchphrase, exemplar, depiction, and visual images. Meanwhile, reasoning devices includes roots, appeals to principle and consequences.

Primary data collection technic was text analysis and supported by secondary data from library study about news making process Primary data collection technic was text analysis and supported by secondary data from library study about news making process.

Analysis

Analysis of the text from online news sindonews.com is done with analysis of framing that refers to the concept Gamson and Modigliani. Based on observation of researcher to 4 articles, there are 4 frames that become central ideas.

Teks 1

Title : **Nyapres, Jokowi tak cukup modal populer**

Date : 14 Maret 2014

Author : Haris Kurniawan

Frame : presidential candidate with popularity capital

I. Frame Devices

Metaphors : Perombakan sistem, nilai moral ambruk. Bisa enggak Pak Jokowi melakukan ini?

Hanya impor 1.000 busway saja tidak beres.

Catchphrases : bermodalkan ketenaran

Exemplars : Jokowi harus mengakui belajar banyak untuk menjawab tantangan Indonesia, tidak cukup populer.

Depiction : mandat
nekat
bermodalkan
populer

Visual Images :



Picture of Joko Widodo (Jokowi) who is standing near the chairwoman of PDIP, Megawati Soekarnoputri, and bending as if giving a respect.

II. Reasoning Devices

- Roots : The popularity Jokowi does not guarantee that their ability to lead a country.
- Appeals to Principle: The popularity of Jokowi is achieved because of his achievement as a mayor and the changes that are done when he also serves as the Governor Jakarta.
- Consequences : Jokowi's experience as the Mayor and the Governor does not help him to overcome problems in Indonesia if he is elected as president.

The news entitled "*Nyapres, Jokowi Tak Cukup Modal Populer* ", this news shows a negative and give Jokowi satire that he is popular because of coverage of him in the mass media. His popularity could not be a benchmark feasibility to nominate himself as president of Indonesia in the general election 2014. In addition the popularity, then it is possible that Jokowi needs to show his success in fixing Jakarta, so his appropriateness as presidential candidates can be counted.

Teks 2

- Title : **Jokowi nyapres, pembangunan Jakarta berpotensi terhambat**
- Date : 15 Maret 2014
- Author : Adam Prawira
- Frame : Impact of presidential candidate announcement toward Jakarta development

I. Frame Devices

- Metaphors : Jokowi (cuti) nyapres, Ahok jadi jurkam, sekiranya juga belum ada. Bagaimana ini?
Banyak warga DKI Jakarta yang tidak setuju jika Jokowi maju menjadi capres
- Catchphrases : -
- Exemplars : Program yang telah direncanakan oleh seorang gubernur mungkin tidak terlaksana jika ada penggantian gubernur yang baru
Kondisi kekosongan kepemimpinan di Jakarta akan semakin terasa saat masa kampanye pemilu nanti.
Dari survei internal PKS yang dilakukan pada Januari lalu, sebanyak 67% (responden) tidak setuju Jokowi maju capres.
- Depiction : pengerukan sungai
sengketa tanah

musibah banjir
ruang terbuka hijau

Visual Images :



Picture of floods in Jakarta in which there are a number of vehicles passing the flood in both bus way and in the high way.

II. Reasoning Devices

Roots : Decision of Indonesian Democracy Party of Struggle (PDIP) proposing Governor of DKI Jakarta, Joko Widodo (Jokowi), as the candidate president potentially obstructs the speed development of Jakarta.

The potency emerges because there are development projects in Jakarta that have not been finished and unstable bureaucracy in the Government Office of DKI Jakarta.

Appeals to Principle: Development of Jakarta is influenced not only by the decision proposing Jokowi but also the role of the community of Jakarta to succeed the development

Consequences : Communities in Jakarta will not support Jokowi because if Jokowi becomes president, the development of Jakarta will not be realized

The news "*Jokowi Nyapres, Pembangunan Jakarta Berpotensi Terhambat* ", this article informs negative tone on Jokowi because of the decision taken Jokowi to participate in the stock exchange 2014 presidential candidate will have an impact on development in Jakarta. Development that is carried out in the era of Jokowi as governor of DKI Jakarta will hang up when he is busy with campaign as well as when he is elected to be president of the Republic of Indonesia. This will cause anxiety for the community. In this article, a member of Commission D of Provincial

Legislative Council of Jakarta, Tubagus Arif, said that the factors that delay the development of Jakarta. Among them are still many development projects in Jakarta that has not been finished and stability system of bureaucracy in the Government of DKI Jakarta has not yet been reached. Tubagus also added that there will be a vacuum leadership during the campaign general election. Quoted from the article, he said, "*Jokowi (cuti) nyapres, Ahok jadi jurkam, sekiranya juga belum ada. Bagaimana ini .*"

Teks 3

Title : **Jokowi dinilai tak bertanggung jawab**

Date : 16 Maret 2014

Author : Mihardi

Frame : Irresponsible governor

I. Frame Devices

Metaphors : seharusnya dia (Jokowi) menepati janjinya dahulu. Kalau begini, dia (Jokowi) tidak bertanggung jawab kepada warga Jakarta (yang sudah memilihnya pada Pilgub 2012).

Catchphrases : -

Exemplars : Banyak janji Jokowi yang belum bisa ditepati. Di antaranya masalah banjir dan macet yang kerap kali terjadi di Ibu Kota Jakarta. Dia meninggalkan jabatannya sebagai Gubernur DKI Jakarta.

Depiction : Tim Advokasi
hak sebagai warga negara
menggugat

Visual Images :



Picture of Jokowi who is standing surrounded by the reporters who are covering Jokowi.

II. Reasoning Devices

Roots : Advocacy Team of New Jakarta recently feel disappointed with Jokowi's' decision. Because they considered, Jokowi cannot fulfill his promise as the governor.

Appeals to Principle: Governor who has the promises when governor election campaign must make it happen when serving as governor

Consequences : People will not choose Jokowi as president because he is not responsible because leaving his task as the governor

News entitled "*Jokowi dinilai tak bertanggung jawab*," sounds negative because it judges Jokowi as an irresponsible person. It is caused by his nomination himself as presidential candidates in the general election 2014 which was not appropriate because he was still holding the office as governor of DKI Jakarta. Thus, when he is chosen as president of the Republic of Indonesia, he will put off his position as the governor and leave the his program unfinished and it is not responsible deed. Coordinator of the Advocacy Team of New Jakarta, Habiburrahman, reveals that Jokowi is not responsible toward all Indonesian people by saying based on news articles, "*Yah seharusnya dia (Jokowi) menepati janjinya dahulu. Kalau begini, dia (Jokowi) tidak bertanggung jawab kepada warga Jakarta (yang sudah memilihnya pada Pilgub 2012).*"

Teks 4

Title : **HMI: Jokowi tak amanah dan berkhianat**

Date : 18 Maret 2014

Author : Slamet Riadi

Frame : Leader who is treacherous and not mandatory

I. Frame Devices

Metaphors : -

Catchphrases : protes pedas

Exemplars : Pencapresan Gubernur DKI Jakarta Joko Widodo terus menuai protes pedas dari berbagai kalangan. Salah satunya datang dari Himpunan Mahasiswa Islam (HMI) Cabang Jakarta Raya.

HMI melakukan aksi demonstrasi mendesak Komisi pemberantasan Korupsi (KPK) agar serius mengungkap dugaan korupsi pada pengadaan bus Transjakarta.

Depiction : mandat
kedudukan
tidak amanah
berkhianat

Visual Images :



Picture of HMI bringing replica TransJakarta bus and holding a peaceful rally in front of building KPK, South Jakarta.

II. Reasoning Devices

Roots : If Jokowi receive a mandate from his superiors in the party, then Jokowi, the former Mayor of Solo, is a leader who cannot be trusted. Because, he prefers the position to the trust of the community.

Appeals to Principle: The position as the governor is a mandate from the community and the promises when the campaign must be fulfilled after obtaining the position as the governor

Consequences : People will not support Jokowi because he is a leader who does not hold a mandate and betray the community.

The article entitled " *HMI: Jokowi Tak Amanah dan Berkhianat* " shows negative tone because Jokowi is considered as irresponsible because he does not hold a mandate and has betrayed by his applications for himself in the stock exchange of presidential candidate 2014.

Jokowi gets criticism from HMI which refuses if Jokowi proposes himself as presidential candidate. It is reported that many people protest against Jokowi nomination as presidential candidates. One of them is from Moslem Students Association (HMI) Branch Jakarta. In his speech, the coordinator of the action, Raden Hidayatullah, in this article says, “Usir Gubernur Jakarta Jokowi yang tidak amanah dan berkhianat kepada warga Jakarta dari Balai Kota.”

B. Analysis of the Discourse Practice

1. Analysis of the Text Production.

a. History of the Establishment Online News Site sindonews.com

Sindonews.com is an online news which is officially established in July 4, 2012 under the management, in the same as the newspaper Sindo, namely PT. Media Nusantara Information (MNC Group). Almost identical with Sindo newspapers, sindonews.com has their tagline “Sumber Informasi Terpercaya” (trusted source of information). Sindonews is not a news site from the Sindo newspaper, but as support for greatness Sindo newspaper. Sindonews has staffs that can produce news itself, without suspended from the Sindo newspaper. However, sindonews still does synergy with all media in MNC Group, the newspaper Sindo, Sindo TV, Sindo Trijaya FM, Sindo Weekly, by Okezone.com, MNC TV, RCTI, Global TV, and MNC Channel.

Basically sindonews has news and content that are in accordance with Sindo newspaper. But, the news that is packed in this news portal is more directed to readers who want to read the news fast, more accurate, and efficient. The news is packed so that it can become shorter and easier to be enjoyed by the readers on the Internet. In addition, this news portal always suggests that if readers want to get detailed information of the coverage, the reader are suggested to follow the Sindo newspaper article associated with the news in this online portal.

b. The Contents of Online News Site sindonews.com

Focus of Interest from sindonews.com on several categories such as information about National coverage, Metronews, District, Economics and Business, International, Sports, Soccer, and Autotekno. SINDOnews also provides information with multimedia like Sindo Photo, Sindo Video, and Live TV MNC Media.

c. Board of Directors and The Editors team

Sindonews.com is under management of PT. Media Nusantara Informasi (MNC Group), automatically Hary Tanoesoedibjo is CEO of managerial sindonews.com. While board of directors sindonews.com, led by Sururi Alfaruq as President Director (CEO), Rudy Hidayat as Finance Director (CFO) and Lia Marliana as VP Sales & Marketing Communication.

Meanwhile, editor team led by Climb on Purwanto and Masirom as Vice chief Editor. Editors consists of 5 personnel: Andryanto Wisnuwidodo, Dani Mohammad Dahwilani, Esnoe Faqih Wardhana, Hariyanto Kurniawan and Hermanto. In the Secretaries and Administration Editor there is Henny Wulandari and Imanda Julia Naomi. In addition, there are 16 reporters including four news writers whose articles become sample of this research (Haris Kurniawan, Adam Prawira, Mihardi, and Slamet Riadi). There are 3 photographers, Arie Yudhistira, Astra Bonardo, and Mr. Ratman Suratman.

2. Analysis of Text Consumption

A target market of sindonews.com is all public Indonesia and the world because the Internet can be accessed by anyone, anywhere. To know all article coverage, the readers just write the address sindonews.com. Besides, there is available Android application to ease sindonews.com readers to access the news update.

3. Analysis of Sociocultural Practice

Critical study of economic and politic discusses instrumentalist sphere. The focus is how the capital owners use the economy power in a commercial market system to ensure the flow of public information that is in line with their mission and their purpose. In other words, how the power has control over production culture (text) and the distribution, either limiting or spreading into public sphere.

There are two key issues. The first is the pattern of ownership from several institutions and the consequences of the pattern to control their activities. Sindonews.com is under Media management information Nusantara (MNC Group) in which Hary Tanoesoedibjo is CEO of managerial sindonews.com. Hary Tanoe who becomes political rival of Jokowi controls such media that belongs to him and determines focus of media interest. The meeting on the boards

including President Director sindonews.com, Hary Tanoe can coordinate all forms news that can support political activities. President Director does coordination with team editor, editor and reporters and photographers.

Second, it is related to the natural relations between countries with regulatory institutions communication. This situation can create conglomeration communication (media) which misuse their power. The system of ownership public media has changed in a way that there was a policy of privatization, in which public sectors are sold to the private. In this case, Hary Tanoe as a conglomerate of several television stations, newspapers, radio, and news online. Those public sectors are controlled by MNC Group in which the ownership is at hand of Hary Tanoe so that the privatization happens.

Conclusion

From the analysis can be taken some conclusions:

1. Sindonews.com loads news that its focus of interest tries to win and give benefit to Hary Tanoe Hanura's party.
2. Associated with the theory of conglomeration and privatization, such reports sindonews.com which is part of MNCs Group was influenced by the owner media and the elites own the public sectors and it can lead privatization.
3. From the level of the text, it can be obtained four frames that were brought by sindonews.com related to Jokowi's announcement of presidential candidate. Those are (1) presidential candidate with popularity capital, (2) impact of presidential candidate announcement toward Jakarta development, (3) irresponsible governor, and (4) leader who is treacherous and not mandatory.
4. From the level of discourse practice, it can be seen that the owner media took over control to news frame, and to set goals to fight against political opponents of the owner media. It can be seen from the coverage, the position of sindonews.com is contra-Jokowi.
5. From the level practices of socio-culture (sociocultural practice), it can be seen that the text influenced by the political parties in which at the end of 2014 was a general election and the owner of media uses their power to determine news frame and shows the position toward certain figures.

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