

CHAPTER I

INTRODUCTION

1.1 Research Object Overview

1.1.1 History of the company

WADEZIG! is one of fast growing clothing company which provides high quality apparel and stuff to the independent youngsters who have an excellent taste of art and design. It produce clothing for young people such as t-shirts, polo shirts, jackets, pants, hats, sweaters, sandals, etc. Wadezig has high quality materials, unique designs, and consistent innovation to meet today's fashion trends.

Founded in early 2003 in Bandung Indonesia as a division of PROYEKIMAGI –a graphic design and web development company–, wadezig success contribute providing artistic and unique designs in the form of high quality products that deliver breakthrough ideas at a competitive price. Wadezig's design capabilities, ability to apply proprietary technology and fashion trends. Wadezig puts big attention to the details of the product, update style, and market demand. Best quality is wadezig's principle advantages to compite with another clothing business. Wadezig has 5 years of history and a reputation in graphic design industry which is the core of it's business.

Firstly wadezig sold the product only from [www.wadezig .com](http://www.wadezig.com). The founders just sell the product for their friends and their community. As long as the growth of order for the product. The founder see this phenomena can be an opportunity. Than, they start to become more serious in clothing business.

1.1.2 Vision, Mission and Values

1) Vision Statement

“To be the world wide clothing business based on graphic art concept”

2) Mission Statement

- Control the quality of the product
- Creative solution with efficient way
- Consistent in clothing business

3) Values

“If only working, monkey can do that!”

1.1.3 Brand Identity

Figure 1.1 Brand Logo



Source: wadezig.com 16 January 2012

1) Design Rationale

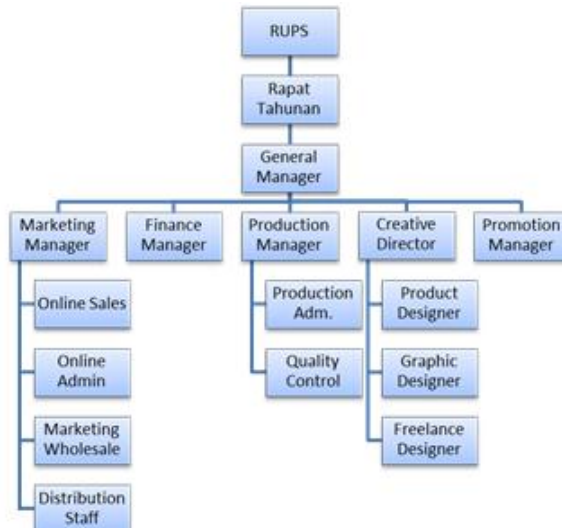
It is a rope consist of three loops. It determines there are three founder of wadezig, and they are working together in the same business.

2) Colour : Red

It determines the spirit of strong and brave to face the clothing business competition.

1.1.4 Organization Structure

Figure 1.2 Organization Structure



Source : Company Overview Wadezig

1.1.5 Product of Wadezig

There are several product of Wadezig

(source : www.wadezig.com)

1. Accessories

Figure1.3.1 Keychains



2. Figure 1.3.2 Bags



3. Belts Figure 1.3.3



4. Footwear Figure 1.3.4



5. Headwear Figure 1.3.5



6. Jackets Figure 1.3.6



7. Pants Figure 1.3.7



8. Shrit Figure 1.3.8



9. Shirts Figure 1.3.9

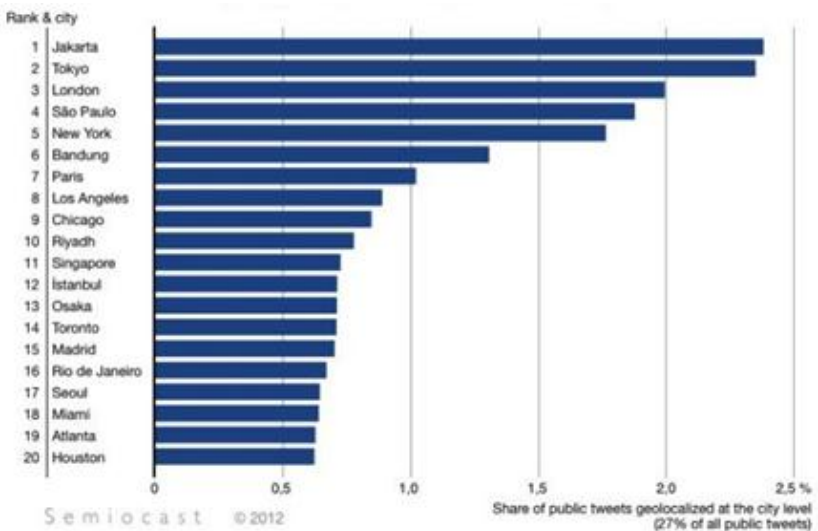


1.2 Research Background

1.2.1 Current Condition of twitter in Indonesia

Indonesia has two cities as the most active region for twitter activation in the world. Jakarta is the first chart and we have Bandung in the sixth. Although we have two cities in the most active city activation for twitter, US still in the first rank in the counrtry. It is intersting because San Francissco the city of twitter comes from is not in the list.

Figure 1.4 Top 20 cities by number of posted tweets (among 10.6B public tweets posted in June 2012)



Source <http://gosipindonesia.info/jakarta-kota-berpengguna-twitter-paling-aktif-di-dunia/>

Twitter is one social media that become a trend in the world. First time launched at 2006, this media social that have main idea as microblogging have limited character 140 per-post. The idea came up when Dorsey saw AOL Instant Messenger, the media social who provide instan message that popular in New York. Start from that concept he start to develop their own idea, how to spread the information about the update situation or about the activities without write the complete article such as the blog entry or Live Journal Entry. Dorsey start his project with the budget comes from Biz Stone and Evan Williams.

Twitter provide the user only 140 character each tweet. We can not make sentence more than 140 character. It is only one photo that can be uploaded via twitter. We can not upload video, we need to upload it via youtube or some similar website than copy the URL and put it into the tweet content.

October 2011, annually Pivot Conference said 68.5% company understand the benefit of social media, 60,9% said already have social media strategy, 54,3% said clear improvement of using social media and 51,1% said social media give positive benefit for their business.

The research said twitter still didn't give "action" impact. It held by Nielsen for 2.400 people with the age more than 15 years at 12 cities in Indonesia, 12%-13% who do actual purchased for the product and the service. The other data said 38% follow-up the anxiety to visit the website, 22 % told about what kind of information inside the link. And 14% people visit the shop inside the content.

The top 5 social media activities are Sending private message via social media networking platforms 92%, updating a social networking

profile 91%, browsing other people's content on social networking platforms 86%, wall post/status updates/group message via social networking sites 84%, posting uploading or sharing photos on social networking sites 79%.

Tabel 1.1 The Table of Twitter Account User December 2011

<i>Country</i>	<i>The User of Twitter (In million)</i>
USA	107
Brazil	33
Japan	29
England	24
Indonesia	19,5

Source SWA Magazine, 15-28 March 2012

Based on SWA Magazine 15-28 March 2012, Indonesia is number 5 in the rank of twitter user. There are so many people in Indonesia connected via this social media especially twitter. The latest data said Indonesia had 19,5 (million) of twitter account.

Social Media can be used as the tools of communicating. Marketer can use social media to communicate the new brand or for developing their brand. The benefit of social media can be used by consumer to build a community. They can develop their own community based on their interest. After that, we can use the power of community in social media to promote our brand.

Table 1.2 The user of celular (in million)

	2008	2009	2010	2011	2012	2013
The user of Smartphone	1,50	2,50	4,60	7,59	-	-
The User of Blackberry	-	-	-	5,10	7,25	8,20
Total Shipment HP	-	28,90	35,60	47,80	41,60**	-
The user of Internet	25,00	28,00	49,00	55,00	61,00	70,00

Source Forst & Sullivan (SWA Magazine 10-22 January 2013

*projection

**until september

As we can see on the table 1.2, the user of internet in Indonesia is growing with significant. The number of people who have smartphone, blackberry and gadget also move up. Media social takes the most important part of a brand. The speed of spreading information can be the reason why it is important.

“Indonesia has 19,5 million twitter account in February 2012” said Dony Budhi Utoyo as Executive Director ICT Watch. Based on the sumary of tweeting each day, Indonesia is the third counrty in the world. Contributing 12% of total tweet in the world Indonesia is the next place after America and Brazil. The story will be different when discuss about ASIA. Indonesia contribute 54,6% from total of tweeting in ASIA, followed by Japan in 14,6%, Malaysia 8,67%, South Korea 4,43% and Thailand 4,01%.

Source

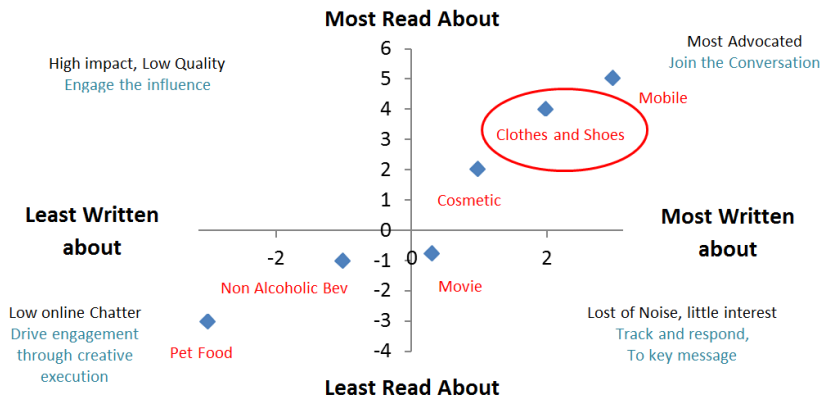
from

<http://tekno.kompas.com/read/2012/02/06/17441029/Cerewetnya.Indonesia.di.Twitter.Jadi.Sorotan?1327984643>

Based on TNS-Yahoo! Net Index, Indonesia is one of country that has significant growth in internet accessing. One of the reason why this condition happen is people can easily access internet from their device.They can access internet cheaper than before because tariff competition between one provider to another provider. The research says 66% of Indonesian people who access internet in the last 4 weeks, they access it from their device. It means the variousity contents of accessing internet is lower compare with when they use PC.

TNS-Yahoo! Net Index also indicate some favorite topic discussed in the Social Media. Figure 2.1 explains the top favorite topic is talking about mobile, followed by Fashion and Cosmetic. People also interested to join the conversation when they discuss about the favorite topic.

Figure 1.5 Consumer involvement in reading and writing in Social Media



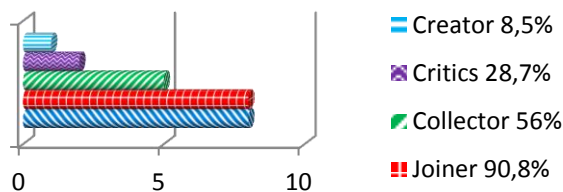
Source : TNS-Yahoo Net Index
(Marketing Magazine Mei 2012)

There is a tool to devide the activity of online consumen. It is **Social Technographic Profile**. Li and Bernoff, the writer's Groundswell explain there are 7 categories. They are Creator, Conversionalist, Critics, Collector, Joiner, Spectator and Inactive. Each categories have their own characteristic. First, it was only 6 categories but in 2010 Li and Bernoff added one more.

Creator are people who create something in the social media. Conversionalist are people who have high interest to join the conversation in the social media. Critics are people who love to critize something in the social media. Collector are people who feel happy when they are become the first person whi know about update information. Joiners are people who would like to create account in social media only to be keeping touch to their friend. Spectators are people who access the social media only to get new information or news. Inactive are people who do not participate at all groundswell.

Frontier Consulting Group Marketing Magazine does a research about Indonesian Social Technographic Profile, they did it before new profile created, conversionalist and minus by inactive profile. Figure 2.2 will explain about the result of the research.

Figure 1.6 Indonesian Social Technographic



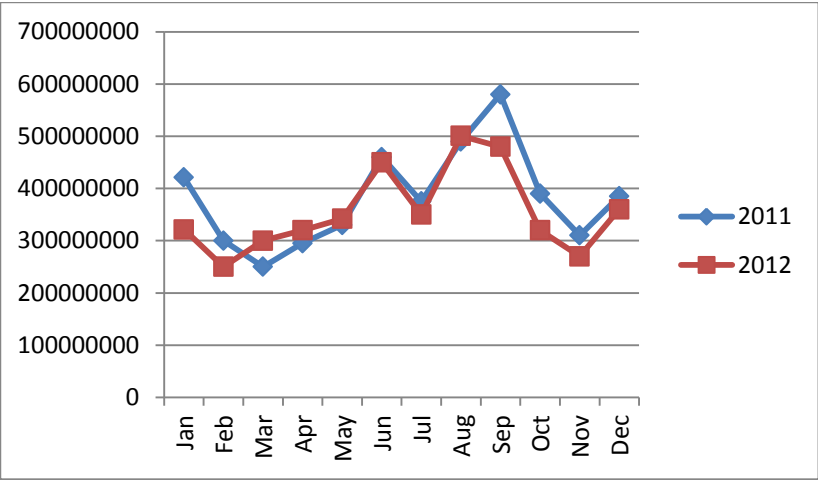
Source Frontier Consulting Group
Marketing Magazine Febuary 2012

1.2.2 Current condition of Wadezig

1.2.2.1 Wadezig’s monthly sales

Another data to support this research is wadezig’s sales in 2012. Figure 2.3 shows us wadezig’s total sales per month . The average of sales in 2012 is 334.000.000. The highest sales happend in August, it is 500.830.000, as we knew there is Idul Fitri day at that month. And the lowerst sales happend in November, it is 270.000.000.

Figure 1.7 Sales Wadezig 2011 - 2012



Source Monthly report Wadezig

Table 1.3 Sales Report in million

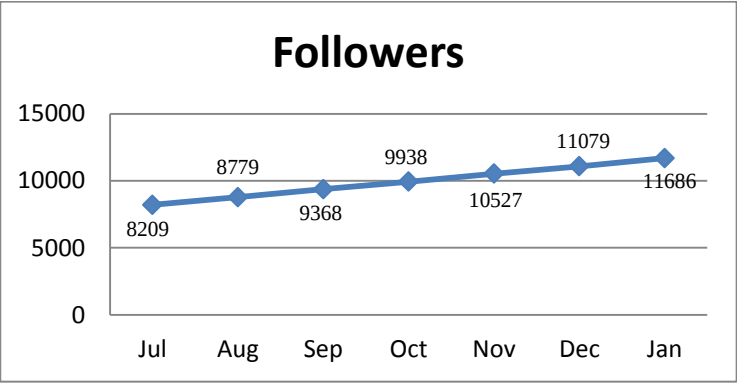
Beside significant numbers of sales in August and September, December also become one of important month because some of companies give bonus for their employee in the last month of the year.

1.2.2.2 The Growth of WADEZIG’s Follower

Wadezig uses account @WDZG to support it’s activity in twitter. The account was created since 28 october 2009. Figure 2.4 explains about the growth of wadezig’s followers number. The information starts from 1st

August 2012 to 1st January 2013. The figure shows us a stable improvement from month to another month. This could be seen from the growth number for each month is around 575 and never less than 550.

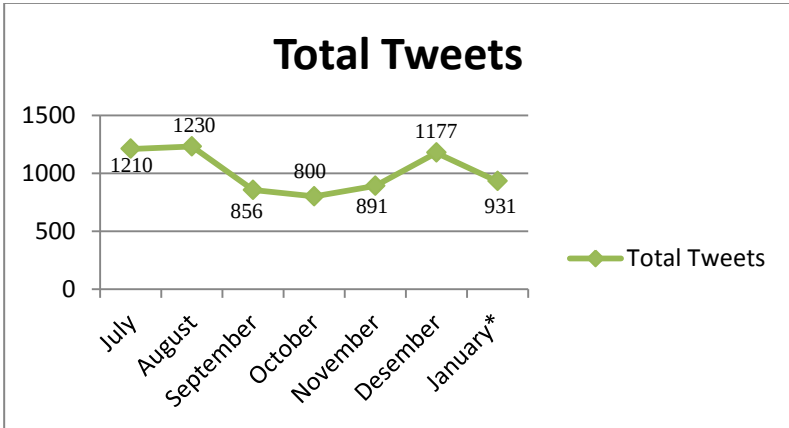
Figure 1.8 Growth of Follower



Source <http://twittercounter.com/compare/WDZG/week/followers>

Figure 2.5 will explain us about Wadezig’s total tweets in the last 3 month. As we see, the total tweets per month increase 286 tweets from November to December. In July 2012, Wadezig tweets 1210 times. It growth 20 tweets become 1230 tweets in August 2012. Significant decline happen at September 2012, Wadezig only tweets 856 tweets in a month. It still decline become 800 tweets in October 2012. Wadezig tried to face the declining of the tweets and it was success to increase the total tweets in November, it was 891 tweets. The total tweets per month back to stable in December 2012, it was 1177. And the last information that I got wadezig already tweets around 931 times in 26 January 2013

Figure 1.3 Total tweets @WDZG per month



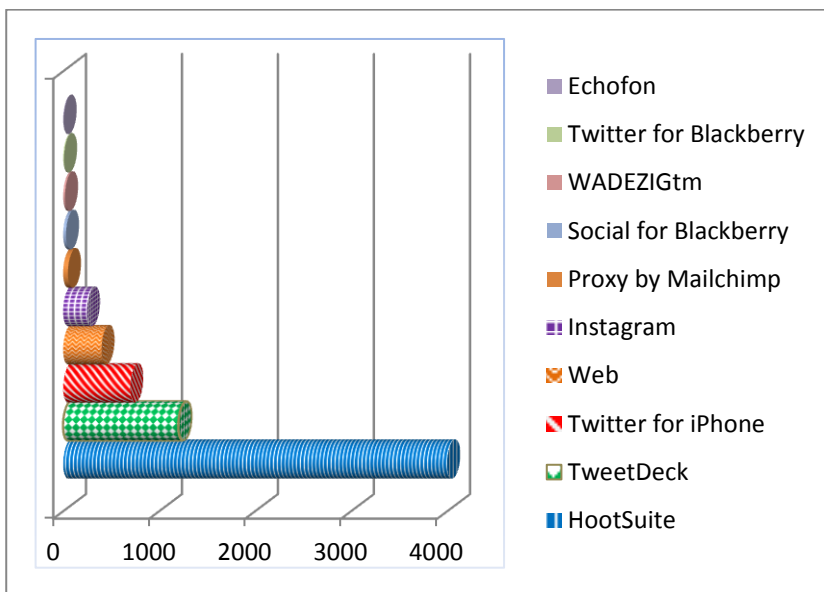
*until 26 Jan 2013

Source <http://www.tweetstats.com/graphs/wdzg>

HootSuite become the most often application which is used by Wadezig. Wadezig use it for more than 4000 tweets. The second application is TweetDeck followed by Twitter for Iphone and Twitter for Web. Actually instagram is not application for tweeting content in twitter, but the tweet came from another application when the user wanted to posting something in instagram than it was linked to twitter. Application can help Wadezig for scheduling the tweet. It also can help for monitoring the reply from customer.

Actually Wadezig has their own interface used for twitter, it was Wadezig-tm, but the operator almost never to use it.

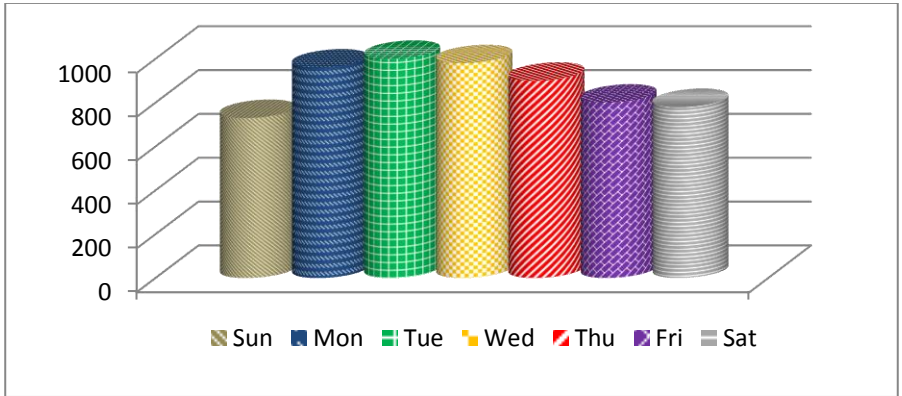
Figure 1.10 Interface Used



Source <http://www.tweetstats.com/graphs/wdzig>

Figure 2.7 explains about Aggregate Daily Tweets from account @WDZG. The total tweets everyday is around 700-1000 tweets. The highest number happens in Tuesday and the lowest one in Sunday. The figure shows us wadezig is stable for maintaining total tweet everyday.

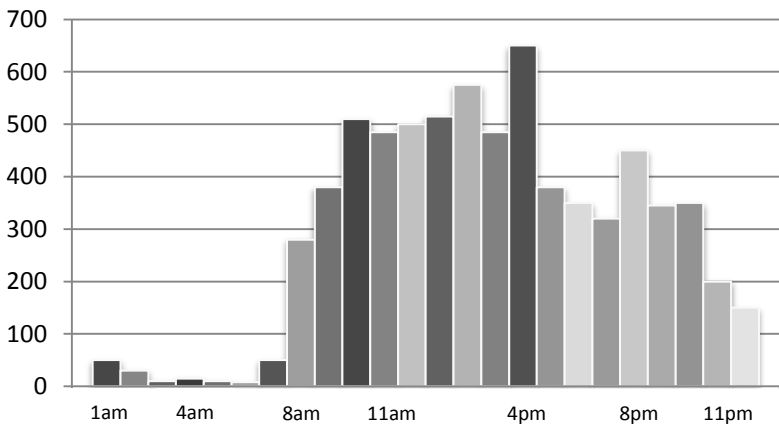
Figure 1.11 Aggregate Daily Tweets



Source <http://www.tweetstats.com/graphs/wdzg>

The next data is talking about the aggregate hourly tweets. Based on figure 2.8, usually @WDZG start the first tweet from 8am in the morning, and the last tweet in 10pm. The highest frequency of tweeting happen at around 4pm-5pm, it touches around 700 tweets.

Figure 1.12 Aggregate Hourly Tweets



Source <http://www.tweetstats.com/graphs/wdzg>

1.3 Problem Statement

Formulation of the problem in this research is the phenomena of twitter's growth in Indonesia makes the marketer of clothing company in Bandung should be more smart in using media social. The company should have new strategy in marketing by using twitter.

After formulation of the problem came up research question those are:

1. What are the form of marketing communication (through twitter) that have been done by Wadezig ? and how was the the communication program of wadezig on twitter in follower' perception?
2. How good is the current performance of communication response obtained by Wadezig ?
3. How is the influence of twitter towards communication response for Wadezig brand? and how much is the influence of twitter towards communication respond ?
4. What kind of improvement in twitter that should be done by wadezig in the future to increase communication response ?

1.4 Research Purpose

The purpose of the research are :

1. Determine the form of marketing communication (through twitter) that have been done by Wadezig , and how was the the communication response of wadezig on twitter in follower' perception?
2. Determine the current performance of communication response done by Wadezig

3. Determine the influence of twitter towards communication response for Wadezig brand? and how much is the influence of twitter towards communication respond ?
4. Determine kind of improvement in twitter that should be done by wadezig in the future to increase communication response ?

1.5 The use of the research

1.5.1 Theoretical Aspect

- a. Hopefully this research could be able to apply to the experience and knowledge based on theory
- b. The author would like share to information and idea iand hope this reaserch can be used for futher research in the same case or the same problem.

1.5.2 Practical Aspect

- a. For The Company

The author wish this reasearch is usefull for the company as an consideration to set marketing plan in via social media

- b. For The Author

The author wish this research can increase the knowledge of the author itself in Marketing via Social Media. Beside that the author also wish this research can give new positive experience in formal study.

- c. For Institute Management Telkom

The author wish this research can gives positive benefit for Institute Management telkom for reference material in the library.

1.6 Writing Structure

Those are the formulation of writing structure of this research. It will provide the general overview of this research.

CHAPTER I INTRODUCTION

This chapter contains a review of the object study, the background, formulation matter, purpose of study, benefit of research, and research outline.

CHAPTER II LITERATURE STUDY AND SCOPE OF RESEARCH

This chapter contains a general description of the theories related to research and problem solving support. The Theories used in this research are marketing communication, marketing mix and web 2.0 .

CHAPTER III RESEARCH METHODOLOGY

This chapter contains a type of research used, operational variable, and the scale of measurement, collection data methods, sampling techniques, and data analysis techniques.

CHAPTER IV RESEARCH RESULTS AND ANALYSIS OVERVIEW

This chapter will explain about how the collection of questionnaires that have been deployed, processing using predetermined method, and analysis of the data process that has been obtained.

CHAPTER V CONCLUSION AND SUGGESTION

The final chapter describes the conclusions derived of all the data processing and analysis that will be used as a guideline practical for the company and recommendation for further research in this field.