THE USE OF TWITTER IN MULTIPLYING ON-LINE TV VIEWER 
(STUDY CASE: TELKOM USEE TV)

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Abstract—The tight of competition in telecommunication industry encourages PT. Telkom to develop their core business into information, media, and edutainment area. Therefore, PT. Telkom launched UseeTV service. UseeTV is an over-the-top service based on website where customers can watch TV and video, as well as listen to radio anytime and every time. UseeTV stray to young man and netizen as their target market. In another case, the increasing life style of young man and netizen in accessing social media, especially Twitter can be an opportunity for UseeTV to build brand awareness in society. There are many ways to do campaign in Twitter. In this research, it discusses how Twitter campaign can increase the number of UseeTV’s website visitor. The Twitter campaign was executing by creating buzz message and Re-Tweeting other Tweet. Twitter campaign was executed using 19 Twitter account with total 8.331 Followers. The observation time was started since August, 1st 2012 until September, 1st 2012. In the planning stage, this research using social media strategy model from Kloos as guidance to make planning strategy of UseeTV’s social media marketing. The result of this stage is a scenario of Twitter campaign. Then, the Twitter campaign program executed. After that, the campaign program is measured to see its influence to increase the number of UseeTV’s website visitor. The measurement using several social media tools, namely Tweet Level, Kred, Klout, and Google Analytic. From the research, it found a formulation in executing Twitter campaign. The finding is 24 buzzers can generate 882 website visitors. Moreover, it also found that collaboration between Twitter campaign and offline marketing can increase the result of Twitter campaign. Furthermore, in the end of the research, there are suggestions how to implement Twitter campaign effectively.

Keywords: Twitter campaign, buzzer, Kloos social media strategy model, UseeTV, website visitor

1. Introduction

The development of technology and the change of customer life style nowadays, has given challenge and opportunity for the company to grow. Therefore, PT. Telkom was doing a business transformation into TIME (Telecommunication, Information, Multimedia, and Edutainment). In telecommunication industry, there is a service development that called Over-the-Top (OTT) services. Over-the-top services is services carried over the networks, delivering value to customer, but without any carrier service provider being involved in planning, selling, provisioning, or servicing them. OTT in particular refers to content that arrives from third party, such as Netflix or Hulu, then arrives to the end user device. OTT content can be accessed by customers through internet-connected devices, such as Laptops, Tablets, PCs, Smart phones, Set top Boxes, Smart TV, and gaming consoles.

The development of Over-The-Top (OTT) services make an increasing of internet penetration in Indonesia. PT. Telekomunikasi Indonesia (PT. Telkom) as the biggest telecommunication company in Indonesia want to catch this opportunity by launched an OTT services that provide a television service based on website, with brand-named UseeTV. UseeTV is an entertainment, information, and lifestyle portal that can be enjoyed from PC, smart phone, laptop, and tablet. Currently, the services in UseeTV are TV on Demand, Video on Demand (VOD), TV streaming, and radio streaming. However, due to the concept of UseeTV in Indonesia is still new. Therefore PT. Telkom needs to plan appropriate marketing
strategy to increase brand awareness and arising desire from public to seek information, accessing the site, and sharing about UseeTV to others.

Meanwhile, social media user in Indonesia is increasing. Mostly the social media users are young man and netizen. Thus, due to the target market of UseeTV are young man and netizen, PT. Telkom can use social media to campaign UseeTV. One of a popular social media in Indonesia is Twitter. Thus, as one of the social media, Twitter can be used by PT. Telkom as one of the facility to campaign UseeTV. Objectives of Twitter campaign in this research are measuring the impact of Twitter campaign and measuring the influence of interaction between Twitter campaign and offline marketing. This Twitter campaign provides information through Tweet from 19 Twitter accounts with total 8,331 Followers. The period of observation is 1 month since August, 1st, 2012 until September, 1st, 2012. The campaign conduct by deliver buzzing message and Re-Tweeting other Tweet to create awareness and develop interest of the community.

2. Business Issue Exploration

This chapter explored the business-related framework starts from conceptual framework, internal and external analysis, social media marketing strategy model, and closed by social media strategy plan of UseeTV.

A. Conceptual Framework

This final project is an experiment to measure the impact of a Twitter campaign. As shown in framework, there will be internal analysis and external analysis of UseeTV. Later, the result of analysis would be a material in making Twitter campaign plan based on social media strategy model. Then, from the result of social media strategy, Twitter campaign experiment was conducted. In the end, the experiment will be measured to find out the impact of a Twitter campaign.

![Conceptual Framework Diagram]

Figure 1. Conceptual Frameworks

B. Method of Data Collection and Analysis

This section describes the steps to be taken in the implementation of the study, data collection, and analysis. Measures taken in implementation of the study: (1) Identification digital influence of this campaign using framework from Brian Solis.
Digital influence is the ability to cause effect, change behavior, and drive measurable outcomes online. This framework of influence is built upon three pillars, which are reach, relevance, and resonance. Reach is a measure of popularity, affinity, and potential impact. Relevance is defined as the relevant topic that related. Resonance is the culmination of reach and relevance serve as the foundation of the “score”. These three pillars called pillars of influence that contribute to a path where social capital can be spent to trigger actions and outcomes. In this research the outcomes is the number of visitor of UseeTV website (www.useetv.com). (2) Each pillar of influence is measured by social media measurement tools. Tweet Level is used to measure reach, while Kred is used to measure relevance, and Klout is used to measure resonance. Furthermore, Google analytic is used as tools to measure the outcome, which is the visitor traffic of UseeTV. (3) The data of this study is quantitative data of UseeTV’s digital influence on Twitter. Then, the data is analyzed and compared with the Twitter campaign that has been executed.

C. Analysis of Business Situation
To analyze the business situation, it was used internal analysis and external analysis. PEST analysis is used to analyze the external analysis of UseeTV. From PEST analysis, the resume is from political factor, regulation regarding to OTT service still being discussed in DPR. In economic factor, there is increasing of purchasing power of buyer in Indonesia. While from social factor, Indonesian people that desire to form community in internet. Finally, from technology factor, it resumes that there is increasing technology in telecommunication industry. From PEST analysis, it concludes that OTT services and social media networking have a good prospect in Indonesia.

In internal analysis, there is Segmentation, Targeting and, Positioning (STP) of UseeTV. From this STP, it concludes that the targeting of UseeTV is netizen, TV viewer, people with mobile lifestyle and early adopter which lives in urban, 18-40 years old with SES A, B, and C. The positioning of UseeTV is ubiquitous online TV. It means that UseeTV has a unique service that different from other similar service. The differentiation of UseeTV are it can be accessed from TV, PC, and Smart phone, it has Video On Demand feature, it has unique channel, and the picture quality can follow the quality of our internet connectivity. The tagline of UseeTV is “Mobile PrimeTime”. While the core brand message that the brand wants to communicate to the customer is Exciting Primetime at your Real time. The message means that UseeTV can be access from mobile phone, anywhere, and anytime.

2. Experiment

This Chapter consists of Twitter campaign experiment that had been developed and executed, the tools to monitor and measure social media marketing, result and analysis of the campaign activity.

D. Social Media Strategy Plan
Social media strategy model that was developed by Kloos (2009) was used to make a good social media marketing plan. This method starts from objective & goals, audience insight, implementation plan, execute, manage and grow. The objective of the This social media marketing is creating curiosity and create buzz to customer and measure market’s response and give further research and findings to corporate management. The goals are increasing number of UseeTV’s website (www.useetv.com)
visitor more than 2,000 visitors, increasing number of UseTV’s Twitter account (@UseeTVcom) Followers by 200 Followers, and increasing of UseTV’s Klout score by 10.

The next step is determining the audience insight. Generally, target market of UseTV is netizen and young man. Netizen is internet user who actively participate (communicate, issuing opinions, collaborate) in internet. They discuss and connecting then sharing each other. From the characteristic of netizen and young man in Indonesia, it concludes that for them, social media is a positive thing because they have a high sense of community. In implementation stage, there are several things that need to be determined, which are the social media roadmap, social media being used, establish brand in social media, develop the scenario, the make the report and give recommendations.

Execution that was performed is determining the Twitter accounts that being used, determining the content, determining time for Tweeting, and developing the Twitter campaign scenario. The last steps are managing and growing. The activities that executed are monitoring and measuring social media activity, and analyzing to make the next social media strategy plan.

The conclusion of social media strategy is shown in the figure below

![Figure 3. UseTV’s Social Media Strategy Plan](image)

**E. Twitter Campaign Experiment**

Twitter campaign was executed based on the social media strategy plan. The first action was determined objectives, goals and audience insight of the Twitter campaign. The objectives, goals and audience insight have been discussed above. Next step is implementation. In this stage there are steps which have been discussed above. Social media roadmap that has been developed divided into 3 steps, which are pre launc, launch, and maintaining. Pre launch is moment before UseTV launch their services officially, the objective at pre launch moment is creating curiosity and creating buzz. While launch is moment after UseTV launching their services officially services. This step aims to create awareness and increase the number of UseTV’s downloaded application from Apple store and Android market. Then, in the next step, maintaining, the purpose of social media marketing is increasing the awareness of UseTV, increasing the number of UseTV’s downloaded application, and increasing the number of UseTV’s subscribers. The conclusion of social media marketing roadmap of UseTV is described in the figure below

![Figure 4. Social Media Roadmap of UseTV](image)
The next is determining social media being used. Twitter is appropriate for UseeTV as media marketing because Twitter user sharing content more often than other social media, Twitter is the largest social media that driving the online conversation (source: www.bothsidesofthetable.com), Twitter is the most popular social media used among global company, Indonesia is the 3rd country that produced Tweets in the world, 67% Twitter user that follow a brand will purchase the product from the brand, and Jakarta is the largest city producing tweets in the world. Then, UseeTV established their brand on Twitter. Their account name is @UseeTVcom.

Next step is developing Twitter campaign scenario. To develop Twitter campaign scenario, there are several things that should be determined firstly, which are message that want to be delivered, which Twitter account that conveys the message, when the message will be delivered, and how it will be delivered. The core message that delivered by UseeTV is “Exciting Prime Time at your Real Time”. During the research, there were various messages delivered to attract people, but it still aims to convey the core message of UseeTV. The twitter message that communicated in this research are about features in UseeTV, ease of accessing UseeTV, and about favorite TV program that can be seen in UseeTV. There were 19 Twitter account chosen to convey the execute Twitter campaign. In this study, the Twitter account chosen not only from their number of Follower or Klout score, but also from their background and their influence in social media. The time to post during this Twitter campaign research was at 12 pm, and between 4 pm – 5 pm. It was chosen because mostly Twitter user access Twitter on those times during observation time. During observation time there were Ramadhan and led Mubarak event in Indonesia. The ways to deliver the message are creating a buzz message and Re-Tweeting other Tweet. And lastly, the content that posted refers to core message that was defined above. However, due to in this study the Twitter account that chosen consists of personal Twitter account, so the statement of Tweet that will be posted by them should relevant with the personality of each person. After determine all of several things above, it concluded into Twitter campaign scenario that can be seen in appendix.

F. Measure Digital Influence

Digital influence was measured using framework from Brian Solis that have been discussed above. The measuring activity was used Tweet Level, Kred, Klout, and Google Analytic. Tweet Level is used to measure reach of UseeTV. It was developed by Edelman for communications professionals. It measures 40 different elements to quantify the varying importance of individuals using Twitter based on the context of their online activity. The services offer brand and agencies the ability to create lists of which people are the most important on a specific topic by share of voice and also create a top 100 sorted by influence. Tweet Level measured only from the Twitter based the context of the online activity. Tweet Level provides a lens on specific individuals to help them understand what they most frequently talk about, who influences them, and who they influence. Tweet Level will analyze 4 elements, which are popularity score, engagement score, influence score, and trust score. Then Tweet Level categorizes the user into 5 styles which based on their influence and popularity score. Those 5 styles are viewer, commentator, curator, idea starter, and amplifier. Moreover, Tweet Level will give their analysis about the score and give suggestion how to increase the score. Furthermore, Tweet Level will give information that give insights into our social identity, which are level of buzz, top users by share of voice, top share web links, top Twitter user that influence, and number of reach.

Kred is used to measure the relevant of UseeTV. Kred is a social media analytic tool to measure level of how influential of a person in internet-based communities. Kred scores are generated by observing a social network user’s content in, who acts upon it, who it reaches, and whether the user relays the content of others. Kred has dual metrics, which are Kred Influence, and Kred Outreach. Kred influence is the ability to persuade others to take action. The scores range from 1 to 1000, with 1000 is the most influential. Influence will increase when someone Re-Tweets, @Replies, or follows us on Twitter, Likes, shares or comments on our Facebook post or mentions us in a Facebook post. While Kred outreach is generosity in interacting with people and their content. The level run from 0 to 12, with 12 is the most generous. Outreach will increase when we Re-Tweet, @Reply, or follow other Twitter, like or comment on a Facebook post or mention someone in a Facebook post. Kred also
launched Kred Story, which is a visual history drawn from a person’s social media activity. Kred Story is same as dashboard that describes the conclusion or overview of our activity on Twitter. Furthermore with Kred, there will be graphs and charts that give insights into our social identity, which are Kred over time, Follower growth, word cloud, and mentions.

Klout is used to measure the resonance of UseeTV. Klout is a social media analytics tool to measure a user’s influence in social network. The Klout score measured from 7 social networks (Facebook, Twitter, Google+, LinkedIn, Klout, Foursquare, and Wikipedia) on a scale of 1 – 100, with 100 being the most influential. The Klout Score incorporates more than 400 signals from seven different networks. It processes this data on a daily basis to generate updates to your Klout Score. The majority of the signals used to calculate the Klout Score are derived from combinations of attributes, such as the ratio of reactions you generate compared to the amount of content you share. For example, generating 100 Re-Tweets from 10 Tweets will contribute more to your Score than generating 100 Re-Tweets from 1,000 Tweets. It also considers factors such as how selective the people who interact with your content are. The more a person likes and Re-Tweets in a given day, the less each of those individual interactions contributes to another person’s score. Additionally, Klout value the engagement you drive from unique individuals. One-hundred Re-Tweets from 100 different people contribute more to your Score than do 100 Re-Tweets from a single person. The Klout score uses data from social networks in order to measure true reach, amplification, and network impact. True reach is measuring how big the increasing of our audience. In this case, audience means the number of Follower or Friend that the user have. While amplification indicates how powerful our message will generate action (Likes, Comments, Re-Tweets, or @messages). And network impact measures how influential of your network. More Klout score means that your network can give high impact. Nowadays, Klout score is used by company as one of reference to choose buzzer. Moreover Klout also analyze what topic that you influence about.

Google Analytic is used to measure the visitor of UseeTV’s website. Google analytics is a service offered by Google that generates detailed statistics about the visit to a website. Google analytics makes anyone easier to manage, track, and analyze the data. To use Google Analytic, it has to create Google Analytic account, then, implement the source code into our website. With Google Analytic, it can track and analyze various data, which are visitors, traffic sources, content, goals, and ecommerce. Visitor show many things about people that coming to the website, such as where they are located, what language they speak, how often they visit our website, and what browser they used to access our website. While traffic sources show how are the people coming to our site. It will track keyword that people used to search or which sites link to our page. In content menu, it gives us insight about specific page in our website. It can show which one the favorite page in our website. Goals menu will be very helpful if we want to establish an objective. There will be a report about desired action from users, including registrations, purchases, and downloads. Lastly, ecommerce, we need this feature only if our website is selling items. It will show all transaction, merchandise, and revenue activity information. There will be dashboard to make us easier to monitor our website.

G. Result of Digital Influence
The result of Twitter campaign is discussed below
The result of UseeTV’s Tweet Level score are influence score is 63.3, popularity score is 48.1, engagement score is 42.1, and trust score is 42.1. Moreover Tweet Level categorizes UseeTV as Curator. This group although it has small audiences, but possible to be one of the influential group. Long after the idea starter and amplifier have left a conversation, it is the curator that maintains discussion. This niche expert collates information about a specific topic and is frequently sought after for advice about this specific area. They often take part in discussions with idea starters and are avid readers of topic-specific amplifiers. Then, Tweet Level also analyzes the score and gives suggestions to increase UseeTV’s score, which are: Influence score (63.3). UseeTV may not be CNN but UseeTV understand the importance of Twitter and use it well. To increase the influence score, UseeTV will need to get people to Re-tweet what they are saying more frequently, the posts UseeTV make and the number of people who follow what UseeTV say is critical. Popularity Score of UseeTV is 48.1. UseeTV popularity score is OK, but can easily get better. The chances are UseeTV have got a good
Following, but there are a few things you can do to make the seismic shift to become Mr. or Mrs. Popular. This number is solely based on how many Followers UseeTV have. Many Twitter measurement tools purely rank people according to this metric, however just because someone is popular doesn’t mean they are influential. However, to increase UseeTV popularity post regular and interesting content, time the posts to peak times and add hashtags to make it easier for people to find the Tweets. Then UseeTV will have more people following in no time. The engagement score is 42,1. UseeTV engagement score is OK but could be better. It understands that even though influence is important to many people how it engage is what counts. UseeTV doesn’t need to be movie star to score high in this critical category as it is the participation within niche communities that count. Take more time talking to individuals, make posts easier to find by including hashtags and enjoy the conversation. Lastly, the trust score is 42,1. UseeTV trust score is pretty good but could be better. The Edelman Trust Barometer states that 77% of people refused to buy products or services from a company they distrusted. It is trust that makes someone act. For this reason alone, having a high trust score is considered by many to be more important than any other category. Trust can be measured by the number of times someone is happy to associate what you have said through them, in other words, how often you are Re-tweeted. To increase the trust score UseeTV will need to create more interesting and informative posts that will give the Followers a reason to Re-tweet what UseeTV have said.

The result of Kred score of UseeTV on September, 1st is 745 in influence and level 6 for their outreach. It is increasing from 740 in influence and level 6 in outreach in August, 1st. Moreover from Kred we can see that UseeTV is influential in communities, which are bloggers (24%), music (9%), social media (4%), and family (4%). UseeTV’s Klout score has been increasing from 52 in August 1st, 2012 to 62 in the end of this research (September 1st, 2012). This score was generated from number of Tweet, focusing level of topics, amount of Follower, amount of Following, Mentions and Re-Tweets. Furthermore, from Klout we can see what topics that UseeTV’s influential about, which are Movie, Social media, Television, music, and video. From the influence topic shows that UseeTV have appropriate association in the mind of the community.

During the period of this research, the number of Visitor in UseeTV has increased. It is shown in the figure below

![Image of Visit of UseeTV](http://example.com/visit.png)

**Figure 5. Number of UseeTV visitor**

From the figure, the traffic of UseeTV has jumped from 611 to 7099 between 7-9 September. Furthermore, total Visitor of UseeTV in the period of this research is 130,248 visitors with average Visitor 4070,25 each day.
II. Analysis of the Relationship between Number of Mention, UseeTV’s Traffic from Twitter and All Traffic of UseeTV

![Graph of Number of Mention, Visitor of UseeTV](image)

From Twitter, and All UseeTV’s Visitor
The figure above show UseeTV’s Traffic from Twitter and all Traffic of UseeTV. If we compare both of the traffic, there are relationship between them. When traffic from Twitter increased, all UseeTV’s traffic also increased. The changes of the traffic are influenced by marketing events conducted by UseeTV, which are

- 1-7 August, 2012 : 1 Creator, 58 Editors, 137 Visitors
  During these days, the traffic was not showing an increase. This was due to the awareness about UseeTV still a little.

- 8-9 August, 2012 : 1 Creators, 27 Editors, 2071 Visitors, Traffic increase
  The increasing of traffic happened due to Twitter campaign of UseeTV by buzzer on Twitter and offline marketing campaign of UseeTV as a preparation for official launching. The message of Twitter campaign on these days was the people can watch movie like in the cinema in UseeTV and it’s free. Both of these activities provided influence for customer to access UseeTV. It was indicated from the increase of the Reach number of UseeTV by 2.570 (from 202 to 2.772). It was followed by other parameters, such as the number of Mention that increasing by 22 (from 5 to 27) and number of Follower that increasing by 12 (from 1013 to 1025)

- August 12th, 2012 : 1 Creator, 3 Editors, 1.361 Visitors, Traffic decrease
  Since the launch until this day, UseeTV performed product development. It was certainly going to make a reduction in the number of Visitor tired of seeing existing services. The decline was indicated by the number of Reach of UseeTV decreased (only 120 Followers) and decreasing talks about UseeTV in social media, it was characterized by least amount of @UseeTVcom Mention in Twitter (only 3 Mentions and it was the lowest Mention that UseeTV ever got in a day.

  During these days, the number of Reach is stable with average 10.695 Followers each day, the number of the Mentions of @UseeTVcom also stable with average 55 Mentions each day. The decreasing of UseeTV’s traffic affected due to related with Idul Fitri holiday. During these days, Moslem people, as the majority religion in Indonesia, celebrated Idul Fitri by spent visit their family, neighbor, and friends. Then, they will spend holiday with family. This event caused the people too busy to access UseeTV.

- August, 24th, 2012 : 1 Creators, 77 Editors, 968 Visitors, Traffic increase
  The increasing of the traffic due to Twitter campaign that conducted. The message of the Tweet was O Channel can be accessed using Android or iOS smart phone. In the Tweet, the people attach a link that will direct to www.useetv.com. O channel is Indonesia TV station that focused in Jakarta area. Mostly the audience of O Channel is middle to upper income people. Thus, the advertising in this channel is for middle to high class too. The TV program in O Channel mostly is entertainment and life style, such as fashion, property, franchise, and home shopping This Twitter campaign was
expected to attract viewers of O Channel to access O Channel via UseTV because it will be easier to use and they can access it anytime and anywhere. Furthermore, this Twitter campaign lead the increasing of the Reach number, it increased by 35,503 Followers (from 6,261 to 41,764 Followers).

  It was the last Saturday before Indonesian people will go back to their hometown. Thus, usually Indonesian people will be busy preparing their stuff during this day. In the researcher’s analyze, it will affect their frequency in accessing internet for entertainment. Furthermore, in this day the conversation about UseTV in Twitter was decreased. It was characterized by the decreasing of the Reach by 18,028 Followers (from 41,764 to 23,736) and the decreasing of @UseTVcom Mention in Twitter drastically (from 71 Mentions to 31 Mentions).

- August 26th, 2012: 1 Creators, 53 Editors, 1003 Visitors, Traffic increase
  The increasing of traffic during these days happened caused of 2 things, which are it was peak time for people to go back to their city and Twitter campaign of UseTV by buzzing on Twitter. In Indonesia, especially in Java Island, this period always cause a traffic jam. So, it is not a weird thing to see many people spend much time on the road because of this traffic jam. In this case, the people using their smart phone as their entertainment during the traffic jam. Moreover, on this day UseTV made Twitter campaign with messages that UseTV can be a solution as entertainment during traffic jam. It was Tweet with an appropriate message with the situation. The effect of two things above drive many conversations related with UseTV. It was characterized by the increasing of @UseTVcom’s Mentions (from 31 to 53) and the increasing of UseTV Reach (from 23,736 Followers to 112,375 Followers).

- August 27th, 2012: 1 Creators, 67 Editors, 5,555 Visitors, Traffic increase
  The increasing of traffic during these days happened due to Re-Tweet from Indah Dewi Pertiwi (@IDP_keci). It made a big impact to generate traffic to UseTV because @IDP_keci has 286,274 Followers that become a potential customer will read the tweet from this account. Furthermore, the conversation about UseTV is also increasing, while the number of Mention increased by 14 Mentions (from 53 to 67) and the Reach increased by 200,988 Followers (from 112,375 to 313,363 Followers).

- September, 1st, 2012: 1 Creators, 512 Editors, 901 Visitors, Traffic increase
  The increasing of traffic during these days happened due to event held by Bloglicious and UseTV in Maros. In this event, UseTV hold a competition which the Blogger had to create a story in their Blog about experience using UseTV, then Tweet it and mention @UseTVcom. Thus, the talk about UseTV was increased. It can be seen from the growing number of @UseTVcom Mention, which is 512 Mentions. Moreover the Reach of UseTV also increased from 116,756 to 125,684 Followers.

Other relationships from the campaign are:

- During the observation the decrease period occurred. Decline is a common thing in a campaign. Moreover during the observation time, UseTV never performed any product development. It certainly made the customer bored to access UseTV.

- There is an influence of free time of the customer against number of UseTV’s Visitor. Generally, two steps of AIDAS model has been reached, which are building awareness and creating interest. However, this buying process will not progress to the search and action step if the customers don’t have free time.

- Delivery time of message that appropriate with current condition of customer can increase the number of Visitor significantly. For example, during the peak time of Ied Mubarak reversal flow, UseTV delivered message that UseTV can be a solution for entertainment during traffic jam.

3. Conclusion and Implementation Plan

In this chapter, it will be discussed comparison of target and result, conclusions, findings about Twitter campaign, and suggestions for further study. This campaign experiment was considered successful. It is shown in the comparison of the target and the result in the table below


Table I. Target-Result Comparison

<table>
<thead>
<tr>
<th>Targets</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website Visitor</td>
<td>Increasing number of UseeTV’s website (<a href="http://www.useetv.com">www.useetv.com</a>) Visitor more than 2.000 visitors Increased from 242 up to more than 4.000 after 1 month</td>
</tr>
<tr>
<td>Twitter Follower</td>
<td>Increasing number of UseeTV’s Twitter account (@UseetVcom) Followers by 200 Followers (equal to 20% of initial situation) Increased from 977 followers up to 1237 followers after 1 month</td>
</tr>
<tr>
<td>Klout Score</td>
<td>Increasing of Klout score by 10 (equal to 20% of initial situation) Increased from 51 up to 62 after 1 month</td>
</tr>
</tbody>
</table>

1. Conclusion

From the experiment, the conclusions are:
- Twitter campaign by delivering buzzing message is effective to create stimulus to the people.
- Twitter campaign can create engagement to the people to access UseeTV website. One Twitter account can reach its Follower by one Tweet. Thus, if there are many Twitter account, it will create a big conversation that even can be a trending topic in Twitter. From the research, it found that 24 Editors can create 882 Visitors (only Visitor that access the website from UseeTV’s link in Twitter) with notes that those 24 Twitter accounts can reach 18.977 Followers or average 1471 Followers each Twitter account.
- This result creates participation inequality. In this research, the participation inequality that found is shown in the figure 7.

Creators is the person or organization that planning the Twitter campaign. In this case, it was UseeTV. While editors is other Twitter account that spread conversation about UseeTV by mention @UseetVcom, Re-Tweet, Reply @UseetVcom or spreading UseeTV’s link. The Audience is the people that access UseeTV website from UseeTV’s link in Twitter, searching in search engine, or typing the URL.
- Offline marketing can give a boost support for Twitter campaign
- The integration marketing using offline and online marketing give more effect to attract the target market. During the research, with the addition of offline marketing, resulting in increased the number of UseeTV’s reach by 456 Mentions and 1.140.000 Follower.

2. Findings

From this study, the researcher found some information related with Twitter campaign.
- How to Increase Website Visitor using Buzzing Method in Twitter
  - Involving official Twitter account of the brand in this Twitter campaign.
  - The brand should do activity that can attract the attention of other Twitter accounts, especially their Followers. The brand should make a Tweet routine and continuously. In addition, the brand can Re-Tweet Twitter account that Mention or talking related with the brand. The brand also should make a quiz that proved can increase the conversation about the brand.
  - Make a Tweet that relevant with the situation
The brand should customize their message with the situation that happened in that moment. It will attract more attention from the people. In example, in the happy New Year, the brand can Tweet the history or memorable moment that was happen in New Year. It will be more interesting than they just say happy New Year.

- Developing the product
  Marketer need to cooperate with the product development team. If there are an innovation, it can be material that marketer can use to attract the customer.
- Collaborate Twitter campaign with offline marketing
  It will more effective if marketer mix the offline marketing with Twitter campaign. In example, the company can held a seminar, then make a competition to write about the seminar, then the participant need to Tweet the link of their article while Mention and use hash tag to make Tweeps easier to know about the seminar.
- Using participant equality rule
  There are many rules about participant equality. In this experiment, the researcher found 0.11-2.65-97.24. Moreover there also Pareto Principle (80/20 rule) or 90-9-1 rule that found by Jakob Nielsen.

Other findings from the experiment are:
- Decreasing of the visitor number is a certainty
  In the research, it found that there was a decreasing of Visitor number in a certain period. It is normal during a marketing campaign due to there was not “something new” in UseeTV service during the observation. In the beginning, the customer will interest to access UseeTV but, due to there was not any product development from UseeTV customers will be bored and reluctant to access Usee again.
- There was relation between customer’s free times against the number of visitor.
  In the research, it found that although awareness and interest has been created in the mind of customer, but they will not search or access UseeTV if they don’t have a time.

K. Further Research

Several weaknesses in this study are:
- There was not product development by UseeTV during the research. If there was development, it can be new material for marketer to attract the customer.
- There were special days when the research was done, which are Ramadhan and Ied-Fitri. Due to special day, the habit of the customer was changed, including their habit to access internet.
- The Twitter account that used in the research only has between 200 – 1290 followers. It will be more powerful if the research using personal account that has more followers.

Advises that can be used as a follow up study are:
- Research can be mixed with other method, such as special offers and Tweet-Lecture
- Research can be conducted in the month that has other special days, such as Christmas, and New Year. So, it can be seen the characteristics of customer at that time.
- Research can be mixed with other social media marketing

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