

SOCIAL MEDIA STRATEGY DEVELOPMENT: A CASE STUDY IN SERIAL PETUALANGAN SI UNYIL 3D ANIMATION

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Abstract. The purpose of this study is to develop Social media strategy as a part part of promotion initiatives for Serial Petualangan Si Unyil. A market research was conducted to explore women's social media preference and usage pattern in Bandung and Jakarta. A survey was distributed to 400 respondents targeted by PFN: women who has kids aged 3 to 12 years old. Findings show that Facebook, Path, and Instagram as the most used social networking media (43.7 %, 42% and 38.5 % respectively). The most popular social media messaging is Whatsapp which is chosen by 74% respondents. A social media strategy was developed using Gilfoil, Aukers & Jobs' (2015) framework comprising defining social media goals, developing social media strategy and designing a tactical plan.

Keywords: Social Media, Promotion Strategy, Television Program, Animation

Introduction

In the era of 1980s, Si Unyil became a close friend to Indonesian children, appearing regularly on Sunday mornings to entertain millions of viewers on TVRI (Televisi Republik Indonesia). When the artistic director of Si Unyil died in 1991, Si Unyil start to lose direction and in 1993 Si Unyil and his friends rested on dusty shelves in the workroom at PFN (Produksi Film Negara) for along time. PFN recently started a new project to revive Si Unyil to air on television by developing it into the form of more modern media: 3d animation. Currently, the Serial Petualangan Si Unyil in 3D animation is on pre-production stage and at the same time, PFN is planning its marketing strategy to reach a new generation of Si Unyil audience.

In this context, the present study intends to developing the social media strategy to promoting Si Unyil. To achieve that purpose, the researcher focus to analyze from literature review and direct information from target market. PFN itself stated that their main target market for Si Unyil TV series was a woman above 30 years old. Because they are the decision maker in terms of choosing quality TV program for her family. Data from PFN that show survey from Markplus in 2010 said that in Indonesia itself, 84,2% of woman managing financial for her family which mean they have power to make a determining of purchase. Gerald and lindsay Zatman (2008) also added that in purchasing some products it is included 95% of feeling and just 5% of thought. Also Bridget Brennan (2008) in his literature said that this is an

era of female economy, they became an indicator of purchasing. Beside that, PFN also have a support target market which is children with 3 to 12 years old.

Literature Review

The consumer decision-making process consists of five steps, which are need recognition, information search, evaluations of alternatives, purchase and post-purchase behavior. These steps can be a guide for marketers to understand consumers communicate effectively to them. One note is that consumers do not always move in the exact order through the process; it can depend on the type of product, the buying stage of the consumer and even financial status (Philip Kotler & Gary Armstrong, 2012) in this buyer decision process PFN could manage in the first three step which is need recognition, information search and evaluation of alternatives. Both are the step that including in overall marketing strategy specifically promotion strategy.

Jerome McCarthy (1960) said that there are four fundamental elements in marketing mix, there are product, price, place and promotion that each elements contains a several activities. Beside that, Horovitz (2003) said marketing mix can be called a set of tools intervention in the market. One of the key point in marketix mix is promotion. "Promotion" means activities that communicate the merits of the product and persuade target customers to buy it. Promotion includes advertising, public rela-tions, direct mail, telemarketing, and personal selling. It has been proven that potential customers must be contacted multiple times before they make a purchase. It is all the communication tools that can deliver the message to the intended audience. Basically promotion is set of activities to inform, persuade and influence that completely linked (Roosta & et al, 2007). Promotion can be divided into four groups that each group has different dimensions. In Case of Si Unyil, the goal of PFN is to make Si Unyil become a new idol of Indonesian children. Through four points: campaign planning, integrated communication, collaboration with government, and merchandising.

According to Kotler (1997) Promotion mix is the combination of promotional methods used for one product or a family of products in promotion mix may include print or broadcast advertising, direct marketing, personal selling, point of sale displays, and /or merchandising that the company uses to persuasively communicate customer value and build customer relationships. In serial petualangan Si Unyil project PFN also will implement promotion mix to activate the brand value.

The term Web 2.0 was coined in 1999 by Darcy DiNucci and used in the first Web 2.0 conference held in 2004 by Dale Dougherty of O'Reilly Media, who defined it as a second generation of technology development and web design. Mata & Quesada (2014) conclude based on their research that, from a technological point of view, Web 2.0 is simply an evolutionary process. Yet from a social standpoint, it can be considered a true revolution. Faithful to its roots, Web 2.0 favors more the creation of social networks aimed at establishing and maintaining social relationships than to promoting business sales, as e-commerce does. However, this situation is likely to change.

Shandeep Bhanot (2012) said that social media are media for social interaction, using highly accessible and scalable communication technique. The social media is the use of web-based and mobile technologies to turn communication into interactive dialogue. A social network is a social structure composed of individuals or organizations, called nodes, which are interrelated or connected. These connections can be represented by arcs that represent different types of relationships between the

nodes, such as friendship, functional or dependency, or relationships in terms of beliefs, knowledge or social status (Mata & Quesada, 2014). Mayfield (2008) identified five key elements of social media: participation, openness, conversation, community and connectedness.

Based on Mirna Bard (2010) literature, it can be seen that there are plenty of social media types that exist. But, the researcher focus just on two category Social networking and social messaging (conversation apps). It is because that's two types of social media are become a basic foundation of social media. The example of social network are Facebook, Path, Instagram, Twitter, Youtube, Google+, LinkedIn, Tumblr, and Vine. Some examples of popular social messaging include Whatsapp, BlackBerry Messenger, Facebook Messenger, Line, and Path messenger that having small differentiation.

The use of social media in a proper way can boost the image of a particular brand and also the corporate image. Social media can reach to more people who create greater awareness and enhancement of brand image (Shandeep Bhanot, 2012).

Gilfoil, Aukers & Jobs (2015) make a research with titled developing and implementing a social media program while optimizing return on investment - an MBA program case study. They said over the past decade, Web 2.0 has brought a wealth of opportunities for improving marketing effectiveness; social media platforms, in particular, have proven to be exceptional tools for realizing growth potential.

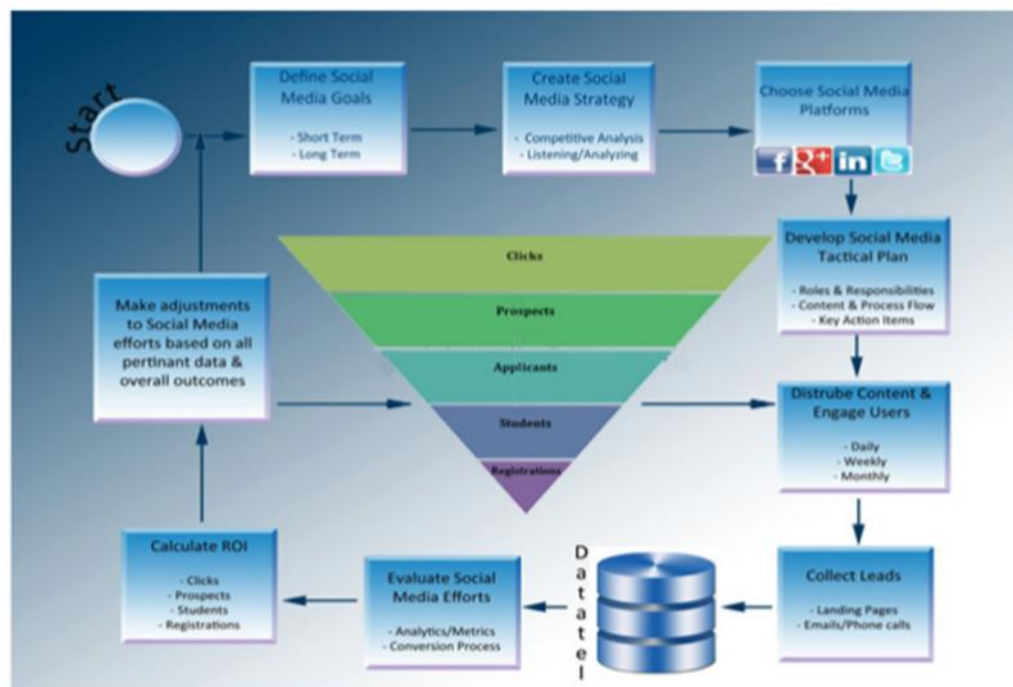


Figure 1. Research framework, Gilfoil, Aukers & Jobs (2015)

In their research of developing and implementing a social media program Gilfoil, Aukers and Jobs (2015) resulting this diagram. Overall this diagram shown us the suitable process of developing social media and also maintaining the system. From Define Social Media Goals, Create Social Media Strategy, Select Social Media Platforms, Develop Tactical Plan, Develop And Distribute Content And Engagement, Collect Leads, Evaluate social media effectiveness, Calculate Return of Investment, and lastly Adjustment.

To sum up, this chapter show that promoting Serial Petualangan Si Unyil in social media could be answer the needs of PFN to delivering and marketing to specific target market. For that reason, researcher will develop social media plan that fit for Si Unyil. In the next chapter researcher need to identify and mapping the target market which is mother (woman above 30 years old who have a children) as the target market of the plan.

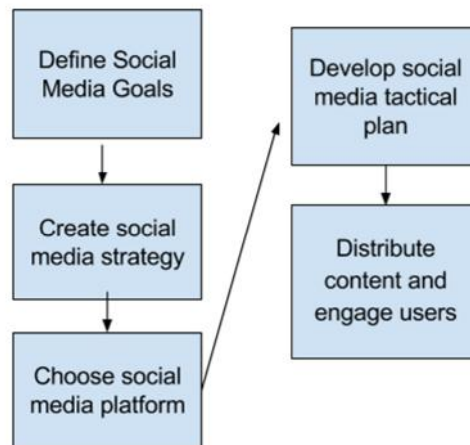


Figure 2. Research Framework (Gilfoil, Aukers & Jobs, 2015)

Methodology

The first step of this framework started with defining social media goals. But, the define of what are the social media goals already done by PFN itself. For that reason, researcher gets these data with doing interview. Interview for this research has been conducted in the period September until January 2016. The Social media goal itself is divided into two kinds, short term and long-term period.

The second stage is creating a social media strategy, to be able to pass this stage requires data: social media researcher preferences, usage patterns and behavior of the target market Si Unyil. To get this data researcher will perform data collection by distributing questionnaire.

After getting the results of the questionnaire, the research will process the data to be used as reference at the next stage that choose media platforms. In the selection of social media platforms researcher will be assisted by using the results of the social landscape by CMO Guide research about the characteristics of several social media platforms are widely used by the people. Thence researcher can recommend a suitable social media platforms that fit to the social media goal.

The fourth stage which is developing tactical plan begins by determining what tasks will be done. In creating content, distribute content, and also maintenance of social media accounts. after the process at this stage followed by developing the social media flow process. The last step in this research are developing and distribute content and engagement. Actually in this stage researcher will help to make scheduling recommendation for social media manager. It is because distribute content are task that do by PFN. To make schedule researcher helped by online reference.

The questionnaire was distributed to get the primary data that will be the basis of analysis. This questionnaire will be made in Bahasa Indonesia in order to prevent respondent's misunderstanding, since this research is conducted in Indonesia.

This questionnaire will be divided into some parts information, which are :

Part one - Demographic characteristic

Part two - Behavior and usage pattern

Part three - Social media preference

Data analysis

Samples are part of the population is taken through certain way that also have certain characteristics, clear, and complete that is considered to represent the entire population or part of an object or phenomenon to be observed. Meanwhile, according Sugiyono (2010: 118), the sample is part of the number and characteristics possessed by this population. What is learned from the sample the conclusion will be applied to the population. For that samples taken from a population should be truly representative (representative). The sampling technique used in this study is a non-probability sampling is a sampling technique that does not provide opportunities or equal opportunity for each element or member of the population to be selected into the sample (Sugiyono, 2011: 84).

The researcher deploy questionnaires via social media so that internet users can participate to fill out questionnaires, but the researcher establishes some criteria or considerations that must be met in order respondent data generated can be used and according to the needs of research. Therefore, the authors used purposive sampling technique. As for some considerations or criteria required, namely:

1. Respondent is an Internet user who lives in Bandung or Jakarta
2. Respondent is a woman with 30-49 years old
3. Respondent have children between 3-12 years old

The researcher using population of women in Jakarta and Bandung with range of age between 30 years old until 49 years old with total 1.845.822 people (<http://data.go.id/>). Researcher determines the confidence level for the survey is 95%, which makes the margin of error to be 5%. By using the formula, the sample needed for this research is 400 people.

Finding and Analysis

A total of 411 responses were collected during December 2015 until January 2016, but there are 5 respondents who have not a child and 4 respondents who are male. From 411 responses, 21 responses collected by offline distribution by distributed in Taman Lalu Lintas and distributed in office. 390 responses successfully distributed by online, by distributed it through Kaskus.com in sub forum Kids and Parenting and The lounge also distributed in Theurbanmama.com in sub forum Child and helped by Theurbanmama.com social media to spread the questionnaire. In conclusion nine responses are not enough qualification to be analyzed. Therefore, only 400 respondents that is able to used in the analysis.

Table 1. Validity and Reliability of Pre-test

Variable	No.	Validity Coefficient	Critical point	Notes
Behaviour and usage pattern	1	0,545	0,300	Valid
	2	0,662	0,300	Valid
	3	0,618	0,300	Valid
	4	0,565	0,300	Valid
	5	0,640	0,300	Valid
	6	0,755	0,300	Valid
	7	0,859	0,300	Valid
	8	0,576	0,300	Valid
	9	0,501	0,300	Valid
	10	0,324	0,300	Valid
	11	0,376	0,300	Valid
	12	0,566	0,300	Valid
	13	0,397	0,300	Valid
	14	0,643	0,300	Valid
Reliability			0,844	
Critical point			0,700	
Notes			Reliable	

From the table above, information was obtained that all the statements submitted to the variable social media has a validity coefficient values above the critical point (0.300), which showed that all these statements are valid. As for the reliability test results obtained reliability coefficient of $0.844 > 0.700$ so declared reliable.

From the results of a questionnaire distributed to 400 women respondents, the researcher obtained the characteristics of respondents consisting of age, education level, occupation, city of living and the number of children aged 3 to 12 years, with the following description:

Respondent characteristic are shown in Figure 4.1 until 4.5. It can be seen that most respondents ages 25-29 years old and 30-33 years old as 126 respondent (31.5%) each. The majority level of education of the respondents are S1 or diploma as many as 260 people (65%). The occupation of them are spread well, but the most occupation of respondent is private employees with 168 people (42%) then as many as 116 people (29%) work as a housewife.

Also, based on the charts above illustrated the distribution of respondents by the number of children. From the data presented in the figure 4.4 shows that most respondents had a one children with total of 295 people (73.75%), then as many as 75 people (18.75%) had two child. Meanwhile in figure 4.5 presented that domicile of respondent are almost identical with dominated from Jakarta with 209 people (52.25%), and the remaining 191 people (47.75%) domicile in Bandung.

Social Media Networking Behavior

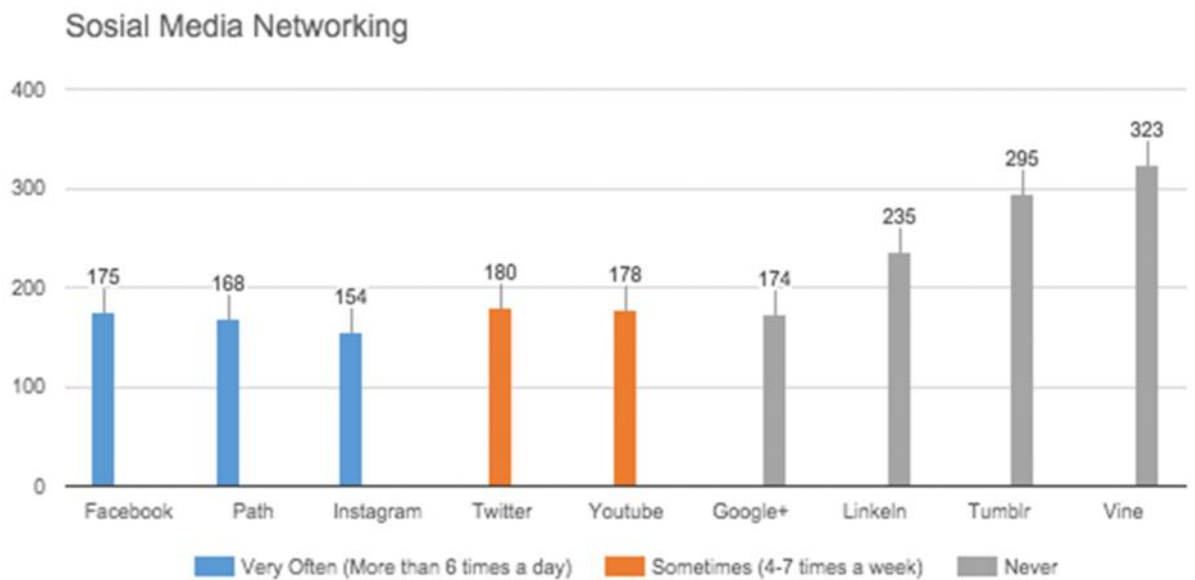


Figure 3. Chart "Social Networking Behaviour"

The chart above illustrates behaviour how often people using the social media networking. From the data presented in the chart above shows that the majority of respondents using Facebook, Path and Instagram very often, which is more than 6 times a day. In this case, using social media means doing all the activity in the particular social media networking including post some content, share friends content such as photos and article or just open the apps or website to check timeline. Beside that, people tend to using Twitter and Youtube just 4-7 times a week. For Google+, Linkeln, Tumblr and Vine because people do not recognize it very well, almost all of respondent never use it.

Due to the results of the survey mentioned Facebook, Instagram and Path Social media is most often used, Researcher will focus on these three social media. For that reason in Time section researcher show the result from Facebook, Instagram and Path.

Social Media Messaging Behavior

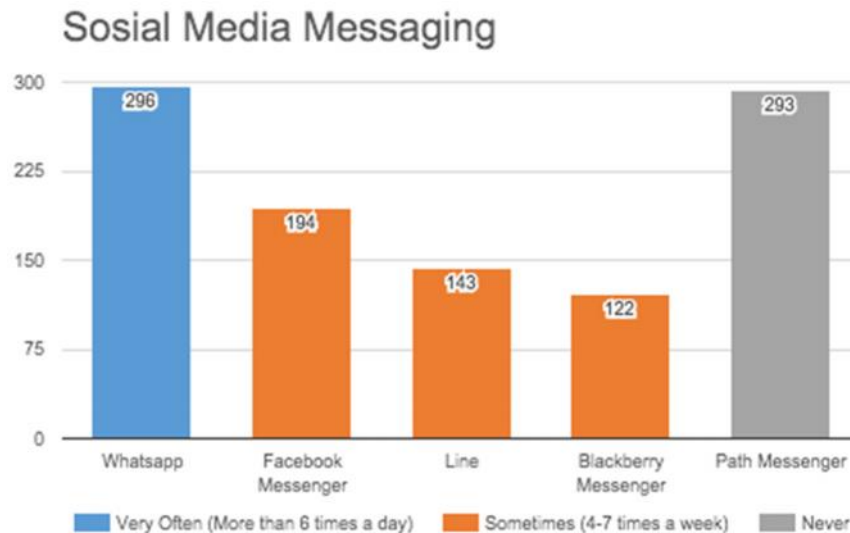


Figure 4. Chart "Social Media Messaging Behaviour"

The chart above illustrates behaviour how often people using the social media messaging. In this case, using social media means doing all the activity in the particular social media networking including post some content, share friends content such as photos and article or just open the apps or website to check timeline. From the data presented in the chart above shows that the majority of respondents using whatsapp very often, which is more than 6 times a day. Beside that, people tend to using Facebook messenger, Line, and Blackberry Messenger just 4-7 times a week. For Path messenger because it is new social media and people do not recognize it well almost majority of people never use it.

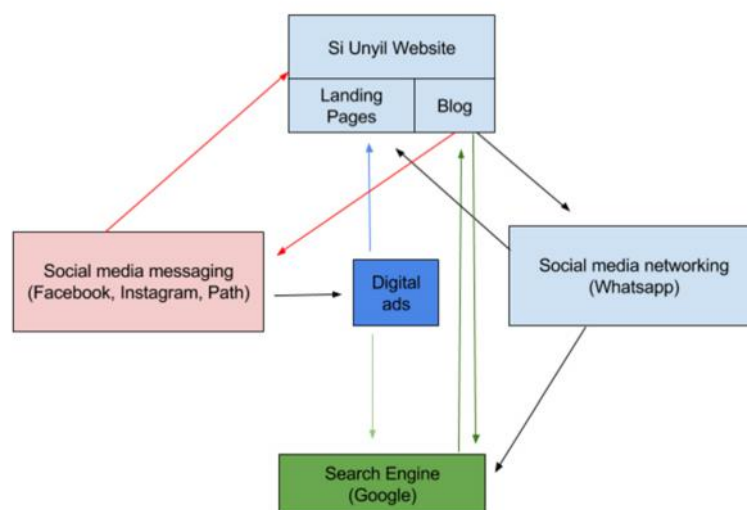


Figure 5. Si Unyil Social Media Process Flow

Figure above depicts the complexity of interactions between the Si Unyil website, social media websites used to share Si Unyil content, social media messaging, and major search engines that construct based on Gilfoil, Aukers & Jobs (2015) model. It also portrays the geometric "brand lift" that can occur when content gets shared within/among different social media platform.

Conclusion and Recommendation

Social Media Platforms that Align with Si Unyil Target Market

Data from the survey show the selection of **Facebook (43,7%)**, **Path (42%)**, and **Instagram (38.5%)** platforms in social networking, and **Whatsapp (74%)** in social media messaging become social media that align with Si Unyil target market. It is because people tend to using those platform very often and in average more than 6 times a day. The researcher conclude that the more people are using specific social media, it will also the higher the person will be exposed to the direct information which disseminated through that platforms. It has implications for the platform which will become increasingly effective.

Social Media Platforms that Align with Si Unyil Target Market

To achieve the objective of this research, researcher will summarize the social media strategy that created based on Gilfoil, Aukers & Jobs (2015) model. The first step of this framework started with defining social media goals. This is important to create clear statement of what the social media goals. The following are what social media goals that stated by PFN:

1. Short period:
 - a. Increase brand awareness in key targeted and specific demographic markets.
 - b. Drive increased traffic to Si Unyil web page.
 - c. Communicate with target market.
2. Long period:

Establish and grow Si Unyil presence on at least three select social media platforms.

The second stage of the step are Finding Social media strategy with comparing social media platform that suitable with target market. After doing survey to 400 respondent, the data result show in chapter 4. The third stage is selecting social media platform. In selecting social media platform, the researcher used data from the survey to become the main guideline to choosing the right platform. Beside that, the researcher also using "40 Days in Europe" film to become social media platform reference. Data from the survey in part of usage pattern of Social media messaging and social media networking guide the selection of **Facebook**, **Path**, and **Instagram** platforms to start in social networking, and **Whatsapp** to start in social media messaging. Choices were further validated and additional platforms were added after reviewing the 2014 CMO Guide to the Social Landscape which assesses each platform in terms of its utility for Search Engine Optimization (SEO), building Serial Petualangan Si Unyil brand awareness, communicating with viewer, and generating traffic to the film website. These criteria were consistent with a subset of the Social Media program goals discussed above.

The next stage is developing tactical plan that focused on people, process and content. PFN Director have to developed and implemented processes that determined what social media tasks should be

grouped and assigned to which individuals, and how these processes and people would focus on the selection, creation and distribution of content relevant to the PFN stakeholders.

There are three important roles to create and maintaining social media platform sustain, there are Social media manager or marketing manager, Content gatherers or creators and Community manager. These roles have to maintain social media process flow works.

The fifth stage are distribute content and engagement, this stage probably one of the most important steps in the entire social media process. It is the step where a PFN demonstrates that can create information that meets the needs, wants, or desires of its target markets. Based on this research, the researcher recommend to doing:

1. Daily
 - Create new content
 - Collect content from stakeholders
 - Share exciting content
 - Respond to all comment from previous post
 - Delete spam and manage flow of conversation

For posting time based on questionnaire:

 - Facebook: 09.00-12.00, 18.00-21.00, 21.00-23.00
 - Instagram: 09.00-12.00, 18.00-21.00, 21.00-23.00
 - Path: 09.00-12.00, 18.00-21.00, 21.00-23.00
2. Weekly
 - Creating shorten URLs for content to enable effectiveness tracking
 - Schedule weekly post
 - Review weekly activities and generate summary report
3. Monthly
 - Schedule monthly posts based on events and timeline activities
 - Review past month's activities and performance
 - Make adjustments to social media strategy, platform usage, target market and content

Recommendation for PFN

Beside social media plan that researcher summarize in conclusion, there are some recommendation that can be consideration for PFN:

1. During completing the survey, the researcher found that the woman who have children between 3-12 years old are majority in 25-29 years old. Because PFN targeted women above 30 years old, so PFN should reconsider about their age target market.
2. After finished with this social media plan, the next thing is creating content. Gilfoil, Aukers & Jobs (2015) said that content is a king. Thinking about the right content is very important, specifically content to which the target market will respond. As a rule, there must be "value add" in the content such as a new way of thinking about why "our children" must to be watching Serial Petualangan Si Unyil, or another thing that attract target market to make them want sharing marketing content of Si Unyil to their friends.
3. To creating high impact promotion PFN must be combine online and offline promotion tools.

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