MARKETING COMMUNICATION STRATEGY THROUGH SOCIAL MEDIA TO INCREASE CHILDREN BOOK SALES

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ABSTRACT

The purpose of this research was to determine the marketing communication strategy of children's books through social media in increasing sales. Qualitative research methods with the interpretive paradigm and the phenomenological approach were used in this research. The focus of this research was to observe the children's books marketing communication strategy using social media, for instance with Facebook and Twitter to attract consumer's interest in order to increase children's books sales. The results of this study show that the children's book marketing communication strategies in publisher's social media are fully and interactively utilized, as seen from the various activities posted on Facebook and Twitter. As well as the positive response from consumers who show their interest and desire to buy books offered or follow the event being held in order to increase sales.

Keywords: marketing communication strategy, social media, Facebook, Twitter, children's books, publishers

INTRODUCTION

The growing awareness of parent’s toward pre-school education encourages parents to pay more attention. One of the learning media is the book. Children's books with educational elements are developing since the book is seen as a medium of learning. Theoretically learning can indeed be started since preschool-aged children that are better known as PAUD (Early Childhood Education). The children at this age have the characteristics of development that enable them to take the lesson. Currently, the children's book publishing market with the elements of education is increasing. Many large and small publications are competing to publish various types of children's books with educational elements. It is from children's textbooks to the fairy tale-themed children's books.

By the end of 2010, it has been recorded that Gramedia has 100 Bookstore branches throughout Indonesia. The average of each store presents 30 thousand titles of books, both locally and translated. Several other major publishing that leads market genre for instance BIP and Elex Media, both are a subsidiary company of the Kompas Gramedia Group (KGG). In the books purchasing, parents as consumers have very important role in a matter of whether a children’s book with the elements of education or not, since the parent’s role as the final decision maker of the purchase.

Book publisher’s challenge today is quite substantial. Besides the public reading interest, it is also the digitalization era, which children are more interested in playing gadget than reading the book. Companies that specialized in book publishing, especially in children's books, they are required to think and to act effectively and efficiently in attracting consumers to buy children’s books and increase book sales in this digitalized era. The company's success in marketing the product mostly depends on company method in communicating with consumers. Communication is the process by which a person (communicator) conveys stimulant to change the behavior of others (Arifin, 2006).