

USING SOCIAL MEDIA AS A MEANS TO PROMOTE NOVEL

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ABSTRACT

The era of globalization is characterized by the development of very fast internet, nowadays many things have turned into digital form, including businesses. Promotional activity has also been faced with many changes, now promotional activities are not just limited to advertisements in print, audio and television are an expensive proposition, marketing these days can be done in various media and ways with a relatively low cost, one of them by using social media. This study aimed to identify the use of social media as a means of promotion on Facebook. Any promotional content that could lead to novel consumer awareness. The theoretical basis of this research is to use the model AIDA, namely their attention (Attention) Ketertarikan (Interest) Desire (Desire) and Action (Action) by media consumers and social theory. The research method used is a qualitative description of the research that describes the phenomenon of social media as a media campaign. With the interview method on a resource of experienced experts in the promotion of social media. The results of this study would be useful to the creative industries, especially the publishing industry when formulating promotional content on social media Facebook.

Keyword : promotion, publisher, novel, consument, AIDA, social media, Facebook.

INTRODUCTION

The last few decades, technology and communication experienced a rapid development. The Internet has become a necessity for modern society in Indonesia. Of course we still remember that previously internet technology is only used for sending electronic messages through email and chatting, to search for information through browsing and googling. But nowadays, along with the development of technology, the internet is capable to create a new media network that is commonly known as social media.

As is well known, social media is one of the media, where users are able to participate in the search for information, communicate, and linking the friendship, even doing promotion. With all the facilities and its own applications such as blogs, Facebook, Twitter, You Tube, Plurk, Google+, LinkedIn, Instagram, and others. Social media presence has brought its own influence to activities done by man at present.

Since the introduction of smart phones and the affordability of Internet connectivity cost by the society, the variety and type of media campaign has also experienced significant changes.