PROMOTING VALUES THROUGH PRODUCT DIVERSIFICATION TO BUILD POSITIVE PERCEPTION TOWARDS IMAGE OF INDONESIA
(CASE STUDY: GOOD NEWS FROM INDONESIA)

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ABSTRACT

The objective of the study is to identify the influence of products' diversification by Good News From Indonesia in enhancing competencies of such products towards reaching bigger and several of audiences. The study is made in three methods, which directs observation from the GNFI operational office, interviews of selected sources from different backgrounds related to media and information, as well as conducting online surveys among the GNFI audiences.

From the research, it is concluded that the diversification successfully achieves the objective point; which is the significant increase of audiences from various demographics. Besides, throughout the interviews and surveys, it is found that the diversification could increase the love and pride towards their homeland, Indonesia. The main reason that contributed to such achievement is the diversification result of GNFI products that is digital, visual-based information which is more practical, easily comprehended by the younger generation. The ubiquitous influence of social medias including instant messaging tools amongst the youngsters is also another factor why GNFI products could easily be disseminated among them, which indirectly becoming viral digital information.

Keywords: Good News From Indonesia, diversification, social media strategy, viral content, digital information, visual information

INTRODUCTION

According to the data from the Ministry of Communication and Information, at this moment, there is at least 11 TV national TV channels and over 300 local channels, 1465 radio channels, 415 daily newspapers, 495 weekly and monthly magazines, 257 tabloids, as well as countless digital media. In addition to this, the widespread use of social media users in Indonesia has reached over 72 million in 2014. (Tulun : 2015). Association of Internet Service Provider Indonesia (APJII) states that until the end of 2014, internet users in Indonesia has reached 88.1 million, an increase of 71.9 million compared to the previous year. What’s interesting is the