

The Use of Facebook Fanpage as Promotional Media for the Novel Book fans by using the Model of SMCR Berlo

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ABSTRACT

The purpose of this research is to find out how Facebook fanpage can be used as media to promote novel for novel book fans by using SMCR Berlo models. This research use qualitative methods with interpretatif paradigm and fenomenologi approach. The focus of this research is how to use publisher's Facebook fanpage social network as a promotional media. The results from this research shows that promotion from the publisher through Facebook fanpage can be utilized to the maximum by interactive or two-way communication that occurs between a publisher with novel readers.

Keywords: Fanpage Facebook, Promotional Media, Publishers, Novel Readers.

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui bagaimana pemanfaatan fanpage Facebook sebagai media promosi bagi penggemar buku novel, dengan menggunakan model komunikasi SMCR Berlo dalam penelitian ini. Metode penelitian kualitatif dengan paradigma interpretatif dan pendekatan fenomenologi digunakan dalam riset ini. Fokus penelitian ini adalah bagaimana penggunaan jejaring sosial fanpage Facebook penerbit sebagai saluran media promosi. Hasil penelitian ini menunjukkan bahwa promosi dari penerbit melalui fanpage Facebook dimanfaatkan dengan maksimal dan interaktif karena adanya timbal balik informasi atau komunikasi dua arah yang terjadi antara penerbit dengan penggemar buku novel.

Kata kunci: Fanpage Facebook, Media Promosi, Penerbit, Penggemar Buku Novel.

INTRODUCTION

Changes in the way of obtaining information, the need for taking decisions with the right way without being bound to time and space, the need to actualize ourselves in virtual world impact the users indirectly or directly. The changes in this behavior certainly must be responded by marketer with the right strategy in providing products service to consumers by using the internet technology.