

**THE INFLUENCE OF PUBLISHER'S PROMOTION
THROUGH SOCIAL MEDIA TOWARDS THE CONSUMER
AWARENESS OF FANTASY NOVELS: A CASE STUDY OF
THER MELIAN NOVELS**

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ABSTRACT

The continuous annual growth of the book industry has resulted in the increase of competition among publishers. Inevitably, publishers are required to execute a range of marketing efforts to increase consumer awareness. Over the last decade, media landscape has undergone significant changes. Various new media forms, especially social media such as Facebook or Twitter, emerge and are utilized as promotional tools.

The purpose of this study is to determine whether the publisher's effort to promote books through social media has influenced consumer awareness, or in this case, the consumers of Ther Melian's fantasy novels. The theoretical basis of this research is the promotion and consumer awareness theory. The results of the linear regression analysis indicate that social media promotion influences consumer awareness. Additionally, social media enables consumers to connect with publishers and authors.

Keywords: Promotion, Social Media, Book, Publishing, Consumer Awareness