

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

INTRODUCTION

Book industry in Indonesia continues to grow every year. Data from IKAPI indicate that as many as 33.199.557 copies of book were sold in Indonesia during 2013. Novel or fictional books was one of the most widely sold books, along with religion book and textbooks. As the results, a good number Indonesian publisher choose to publish novels compare to other types of books.

Table 1. Book sales in Indonesia 2013

children book	23%
fictional Books	13%
religion	13%
textbooks	13%
reference and Dictionary	9%
others	31%

Source: Ikatan Penerbit Indonesia (IKAPI)

Based on Table 1 it safe to assume that the book industry in Indonesia is growing quite rapidly, especially novels intended for teen to young adult female reader. This phenomenon has caused a fierce competition between publishers; in the face of competition publishers must carry out various promotional efforts to build consumer awareness.

Awareness is the first stage from a series of decision making steps that consumer undergo before they decide to purchase a product. (Kotler and Armstrong, 2012: 156) Awareness happens when the consumer is aware of the existence of a product. The success of a published book are highly depends with whether or not the consumer aware about the books existence. Schiffman and Kanuk in Consumer Behavior (2009: 10) stated that in order for goods or services to be accepted by consumer, the company must able to convince the consumer that the goods or service they are offering could meet the consumer’s need and desire.

In this digital age, publisher’s promotions effort continues to evolve as technology advances. Now it’s not enough only to promote through conventional media such as radio, newspaper, and magazines. Publishers have begun to utilize social media for promotional purposes. Through social media, not only that the publishers can promote their products, but they can also communicate and interact with their consumers, this is referred as social media promotion. In this digital era, it is very important for companies to have representations in multiple social media in order to have better understanding of their consumer perceptions toward the company. (Stokes, 2011: 166) Currently there are numerous social media are available in the World Wide Web, which can be seen in Table 2.

Table 2. Varioussocial media

Social Media Site	Category	Monthly Visitors (millions)*	Google Page Rank**	Alexa Global Traffic Rank***
Facebook	Social Network	700	9	2
YouTube	Video Sharing Site	450	9	3
Wikipedia	Wiki-based Encyclopedia	350	8	6
Twitter	Microblogging Site	200	9	9
WordPress	Blog Hosting Site	150	9	93
LinkedIn	Social Network	100	9	13
Flickr	Photo Sharing Site	90	9	36
MySpace	Social Network	80.5	8	124
Photobucket	Photo Sharing Site	75.5	7	143
Blogger	Blog Hosting Site	75	9	7
eHow	Article Directory	55	7	149
Digg	Social News Site	25.1	8	190

Source: Barker, Barker, Bohman, and Neher 2013

Out of all the social media, Facebook and Twitter deserve special attention because these two are the most widely used social media in Indonesia. There are more than 38 million Facebook user in Indonesia (second compared to USA as the country with the most Facebook user worldwide) and 6.2 million Twitter user in Indonesia, third compared to Japan and India as the country with the most Twitter user in Asia. (Wulandari, 2013) Given that simultaneous promotion through social media has become a part of Indonesian publisher's promotion strategy to build their consumer awareness, this subject deserves closer attention for further research and development. However in this study, the scope will be limited only to two most popular social media in Indonesia (Facebook and Twitter) by doing case studies on the Fantasy novel "Ther Melian" which was published by Elex Media Komputindo.

Ther Melian is a fantasy novel published by Elex Media Komputindo. Novel or fictional books are divided into several genres for distribution and sales purposes. Some fictional categories that are common in the bookstores include: detective, horror, fantasy, and romance. (Gill, 2013) The fantasy genre can be defined as fictional works that contains magic or things that cannot be explained using real world laws and logics. (Burcher et al., 2009)

THEORETICAL DEVELOPMENT

Publisher

Book publishers are companies that have resources and funds to develop, produce, promote, and sell books to consumers. (Germano, 2008: 7) Book publisher are not printing company, printing company gains their revenue by producing books based on orders, while book publishers are capital owner who invested on a writer's creative work, they finance the cost of printing, distribution, promotion, and author's royalty. (Sutanto, 2010: 142) Therefore each manuscript submitted to a book publisher will undergo rigorous selection process before it can be published. Book publishers have editors, marketing, and management team to decide whether or not a manuscript is appropriate for publication. Editor assesses the contents of the manuscript, while marketing assess its marketability, and based on their consideration the management team will give the final decision. (Sutanto, 2010: 149). So it can be concluded that publishers have begin the process of marketing, even before a book is published.

Promotion by Publisher

The intense competition amongst publishers has caused shorter product life span at the bookstore. (Squires, 2009: 26) The book industry is driven by market behavior, as a result publicity and promotion efforts are absolutely necessary if a published book wants to reach a wider market. By performing publicity and promotion, publisher has actually carried out the marketing mix. The variables of the marketing mix consists of 4P or Product, Price, Promotion, Place (Distribution). (Kotler and Armstrong, 2012: 48-53)

In order for goods or services to be received by consumers, a company should be able to form a perception that the goods or service they offer would meet the consumers desire and needs. (Schiffman and Kanuk, 2009: 10) One-Way to shape consumer's perception is marketing activity. Marketing is social processes in which an institution create, communicate, and offers a product or service that has value for their consumers, client,partner, or society at large. (Kotler and Keller, 2012: 14)

Consumer Awareness

Before consumer decided to purchase a product they involve in a decision making process, especially before they decide to buy a book. Book is a high-risk purchase product, so consumer would hesitate to purchase before they acquire comprehensive information about the book's content. (Lis and Berz, 2011). Usually, consumers tend to choose a product that they considered to meet their needs or desires. (Peter and Olson, 2008)

There are five stages of adoption (also known as traditional sales funnel) that every consumer goes through before they decided to purchase a product. (Kotler and Armstrong, 2012: 156) That is:

1. **Awareness:**consumer knows about a product but didn't have enough information about the product.
2. **Interest:**consumer are searching for more information about the product and considering purchasing a product.
3. **Evaluation:**consumers are considering whether to try the product or not.
4. **Trial:** consumer decided to try to product before making their decisions.
5. **Adoption:**consumer decided to purchase the product.

*Awareness*is consumer first step before deciding whether to purchase a product or not. (Kotler, 2012: 182) External influence in the form of information about products has major influence towards consumer's awareness, and the most important external influence is promotion or direct attempt to persuade consumer to purchase. (Schiffman and Kanuk, 2009: 449)

To know which media are appropriate to build consumer awareness, there are few indicators that book publishers could use to measure their consumer awareness. (Kotler, 2012: 420) That is to ask consumer whether they understand the product being promoted, if they know where to get that product, whether they are interested to purchase the product after receiving the information, whether they are looking for more information about the product, and if they talk about the product with others.

Promotion through social media

Digital marketing is a promotion attempt, done in an environment interconnected by Internet. (Stokes, 2011: 21)Many Indonesian publishers realized the power of Internet and begin utilizing it for promotion purposes.Publishers'decision to promote their product through Internet islargely based on their market segment. Elex Media,the publishers of Ther Melian, whom mostly publish fiction book

chooses internet as their promotion media based on a consideration that the vast majority of their consumer are adolescents and young adults, i.e.: those born between the mid-1990-s to 2000 or known as the Z-generation or digital natives who spends much time on the internet. (Grail Research Analysis, 2011).

Unfortunately more and more publishers are promoting on the Internet, that led to the overcrowding of digital promotion. This has caused digital promotion becoming less effective. (Kerpen, 2011: 39-40)The success of digital marketing lies in the marketer's ability to design a consumer based approach. (Stokes, 2011: 468). Along with the consumer weariness with digital marketing, many publishers began to switch to marketing 2.0 strategies. Marketing 2.0 is a consumer based promotion, where the focus is not to convince consumers to buy a certain products or to sell as much products as possible, but to satisfy and treat consumers as individuals who have unique thoughts and feelings. (Kotler et al., 2010)

Before marketing 2.0, internet like any other conventional media, are one directional publications media, where consumers are passive receivers of information's broadcasted by marketers without given any chance to respond or interact. With the advance of technology, many consumers based social media such as Facebook, Twitter, Blog, Forum, and You Tube emerges. Social media has become a new channel for marketers and companies to communicate and interact with their consumers. Social Media is an internet based social apps that was build based on the ideology and technology of web 2.0. (Kaplan & Andreas, 2010) Social media, has changed the way people uses the internet, infact since November 2011 its been recorded that 25% of the time people uses internet to visit Facebook. Nowadays it's very rare for people to use the Internetto look for information, they prefer to use Facebook or Twitter and other social media to look for information amongst their social networks. (Kerpen, 2011: 52).

Through social mediapublisherscouldcommunicate with their consumers, something that they cannot do with conventional media. (Thackeray, et al, 2008) Other than that, social media has enabled publisher to interact with their consumers personally. (Kotler and Armstrong, 2012: 18)Social media also becomes new opportunity for publishers to engage their consumers in discussion, whether with the publisher's representative (B to C and C to B), or with other consumers who share the same interest and passion (C to C). This has lead to the forming of a community. Community is a valuable asset for publisher, since it can be empowered to collaborate in many ways, ranging from product development to promotion. Mangold and Faulds (2009) found in their research that social media has three roles in promotions, which are:

Table 3. Social media roles in promotion

Social media as information source	Social media are influential toward consumers, from building awareness, information source, opinion forming, determining attitude toward a product, purchasing decision, and after sale evaluation. (Mangold and Faulds, 2009)
Social media as communication media.	Publishers, who communicate with their consumers in social media during a product development or promotion process, are more likely to build their consumers awareness compared with publishers who do not. (Lis and Berz, 2011)
Social media as word-of-mouth promotion media	Social media adds more strength to word-of-mouth promotions. Consumers who are satisfied with a product will share their positive experience with their social networks. (Kerpen, 2011: 8)

Source: Mangold and Faulds 2009

Promotion through social media: Facebook

Facebook promotions begin by establishing a community who understand and needs the product or service offered by marketers. As a social media intended for sharing thought and communicate, Facebook is the right place to start a community. Starting from content sharing communities eventually formed and then evolved into an organic social entity that kept growing. (Evans, 2010: 32)

As the largest social media in the world, Facebook offers unique way for company to interact with their community. By providing an option for company to create their own ‘business pages’ or commonly known as ‘fan-page’. Fan-page acts as a company’s representative in Facebook, through fan-page consumers could get the latest information about a product and interact directly with the company (B to C and C to B) consumers could also interact with other consumers (C to C). Another advantage of a fan-page that when a consumer decide to ‘Like’ a company’s fan-page almost everyone in the consumer’s social network would know about it. Though it may look simple, but it is one form of word-of-mouth promotion. (Kerpen, 2011: 5).

Promotion through social media: Twitter

Functionally, Twitter is not much different from Facebook, where a company could create a Twitter profile that later will become the company’s representative in Twitter. But since Twitter has simpler system, public could easily access almost every conversation happening in Twitter. Every Information available in Twitter are easily shared, so it’s much more convenient for company to promote and collaborate with their consumers. (Kerpen, 2011: 235). Many companies have used Twitter to connect with their consumers. (Evans, 2010: 9) Twitter’s main content is ‘tweets’ or real conversations posted by the users. Information and news in Twitter circulate faster if compared to other social media. (Evan, 2010: 148)

METHODOLOGY

The framework of this research is to study the effects of social media promotion toward consumer awareness. The social media promotion variable is adopted from Mangold and Faulds (2009) research. While consumer awareness variable are using definition from Kotler and Armstrong (2012: 156).

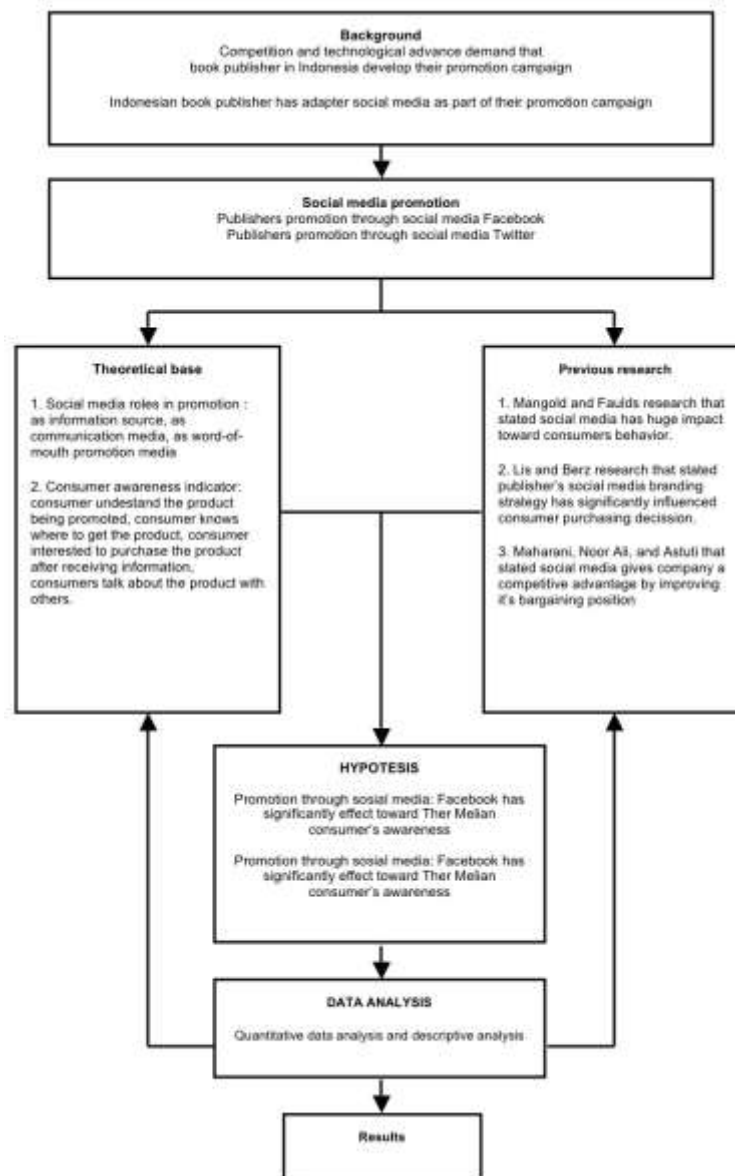


Figure 1. Research frameworks

The framework above can be explained into a hypothetical model as follows:

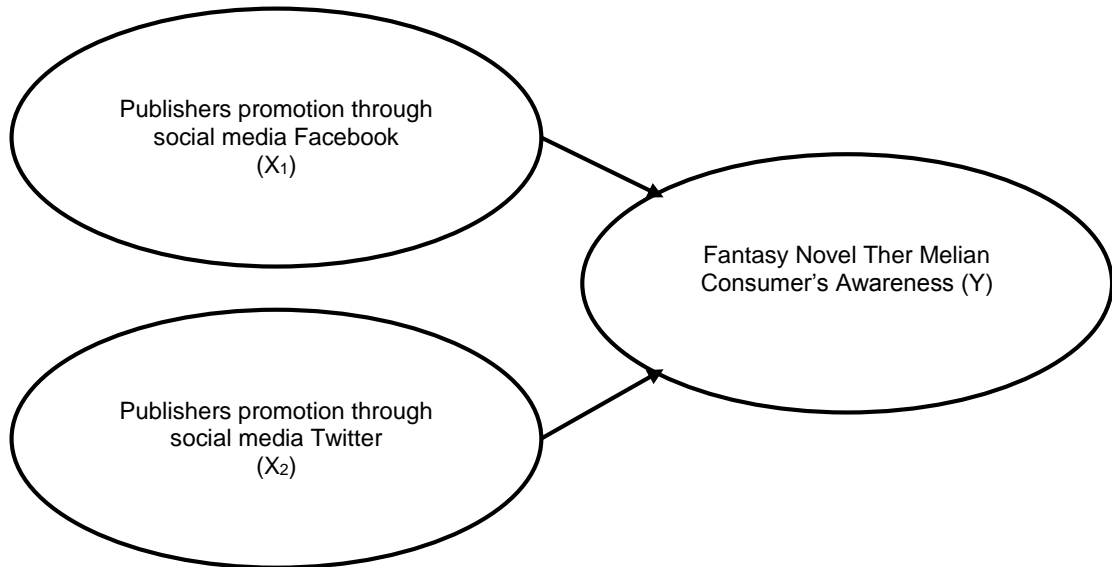


Figure 2. Research Hypothesis Model

Based on the hypothesis models, the proposed hypothesis is as follows:

- Publisher's promotion through social media: Facebook (X_1) has significant effect toward consumer's awareness of Ther Melianfantasy novel (Y).
- Publisher's promotion through social media: Twitter (X_2) has significant effect toward consumer's awareness Ther Melianfantasy novel (Y).

Sample Demographics

This research approach is quantitative research methods, by collecting numerical data that would later be processed and analyzed to obtain information.(Martono, 2011: 20) The research will be conducted in a limited population, this is because the researcher wants to select a sample based on some specific characterization, namely: Ther Melian's social media followers (both on Facebook and Twitter) who are still using both social media until May 2014. After initial selection 269 populations is selected. The amounts of sample used in this research were based on a calculations using Slovin's formula. (Sevilla et. al., 2007:182) Based on the calculation using the formula, the numbers of sample to be taken in this research is 73.

Questionnaire

In this research, researcher will send questionnaire to the research subject. Questionnaire is a data collection method that is done by providing a list of statements to the research subjects. How the research subject respond toward the statements are then used to measure research variables by using Likert scale, where research subject will expressed their level of agreement on statements about

their attitudes regarding the effect of social media promotion toward their awareness of Ther Melian fantasy novel. (Kuncoro, 2013: 185)

Results

F test are conducted to test whether the independent variables significantly influenced dependent variables simultaneously. Results of the test performed using SPSS software are as follows:

Table 4. F test results

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	5.108	2	2.554	56.952	.000 ^b
	Residual	3.139	70	.045		
	Total	8.247	72			

a. Dependent Variable: Awareness

b. Predictors: (Constant) Facebook as information source, Facebook as communication media Facebook as word-of-mouth promotion media, Twitter as information source, Twitter as communication media Twitter as word-of-mouth promotion media

Table 4 shows that the significance of the F value is 0.0 (smaller than $\alpha = 0.05$). Therefore it can be concluded that all the independent variables (promotion through social media *Facebook* and *Twitter*) have significant effect toward dependent variable (consumer awareness) simultaneously.

Table 5. t test result

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.068	.202		5.276	.000		
	Facebook	.262	.118	.335	2.230	.029	.240	4.161
	Twitter	.410	.129	.477	3.174	.002	.240	4.161

a. Dependent Variable: Awareness

Table 5 shows that the significance of the t value for both variables is smaller than ($\alpha = 0.05$). Therefore it can be concluded that all the independent variables (promotion through social media *Facebook* and *Twitter*) have significant effect toward dependent variable (consumer awareness) partially.

Table 6. Multiple Linier Regression Analysis

	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.787 ^a	.619	.608	.21176	1.886

a. Dependent Variable: Awareness

b. Predictors: (Constant) Facebook as information source, Facebook as communication media Facebook as word-of-mouth promotion media, Twitter as information source, Twitter as communication media Twitter as word-of-mouth promotion media

Table 6 shows that the Coefficient Determination or R^2 value is 0,619. This means that 61,9% of consumer's awareness is affected by independent variables. This finding is consistent with Mangold and Faulds (2009) research that stated social media is only one element of an integrated and coordinated promotional activities.

Table 7. Regression Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
Constant	1.068	.202	
Promotion through social media Facebook (X ₁)	.262	.118	.335
Promotion through social media Twitter (X ₂)	.410	.129	.477

a. Dependent Variable: Consumer Awareness

Table 7 indicates that the regression coefficient value for independent variable promotion through social media Facebook (X₁) is 0.262. The positive value on the regression coefficient represents a unidirectional relationship between promotions through social media Facebook with The Melian consumers' awareness. If social media promotion through Facebook increases one unit, then the consumer awareness will increase by 0.262. Meanwhile, the regression coefficient value for independent variable promotion through social media Twitter (X₂) is 0.410. The positive value on the regression coefficient represents the unidirectional relationship between promotions through social media Twitter with The Melian consumers' awareness. If social media promotion through Twitter increases one unit, then the consumer awareness will increase by 0.410. From the interpretation of the results it can be concluded that if the publisher's promotion through social media (Facebook and Twitter) are done with more intense then consumer awareness would increase as well.

Descriptive Analysis

Promotion through social media Facebook

The descriptive analysis results shows that the indicator with the highest mean value of 3.45 is X_{1,2}, which shows research subject tendency to use Facebook as communication media with book publishers and authors. This is consistent with Kerpen's finding that Facebook as social media that offers fan page facility is a suitable media for companies to interact and connect with their consumers. (Kerpen, 2011: 5).

Promotion through social media Twitter

The descriptive analysis results shows that the indicator with the highest mean value of 3.45 is X_{2,1}, which shows research subject tendency to purchase a novel after they receive information about the novel from Twitter. This finding is consistent with Kerpen who stated that Twitter has a simpler system; therefore

almost every information's available in Twitter are accessible by public. (Kerpen, 2011: 235).

The Melian Fantasy Novel Consumer Awareness

The descriptive analysis result shows that the indicator with the highest mean value of 3.30 is Y₁, which shows that the research subject understands about the product being promoted (The Melian fantasy novel). This is consistent with Schiffman and Kanuk (2009: 449) who stated that promotion is a company's effort to build consumer's awareness by providing as many information about their product/ service.

Conclusion

1. Both independent variable, promotion through social media Facebook (X₁) and promotion through social media Twitter (X₂) could explain consumer awareness in this research as much as 61.9% while the rest was influenced by other variables.
2. Both independent variables, significantly affect dependent variable (consumer awareness). However the independent variable promotion through social media Twitter (X₂) has more influence toward the dependent variable if compared to promotion through social media Facebook (X₁). This can be seen in Table 7 where the Standardized Coefficient value for X₂ promotion through social media Twitter is 0.477 bigger than X₁ promotion through social media Facebook (0.335).
3. Descriptive analysis results show that the research subjects tend to use Facebook as communication media than as information source. Descriptive analysis also shows that research subjects prefer to use Twitter as information source and tend not to use Twitter as communication media. This can be observed from the highest and lowest mean value of each variable indicator

Suggestion

1. In the creative industries, particularly in the book publishing sub-sector, social media promotion through Facebook and Twitter have significant effect toward consumer's awareness. Therefore writer and entrepreneurs who wish to enter the book publishing industry need to pay more attention and keep themselves updated with social media so they can utilize it as promotional media in addition to the other conventional media.
2. This research shows that social media promotion only explain 61.9% of consumer awareness. This is consistent with Mangold and Faulds (2009) research that stated social media is only an element of promotional activities. So aside from the social media, book publishers must carry out other promotional activities.
3. While promoting in social media, publishers need to know the advantages and limitation of every social media in order to maximize the social media

potential and reach their consumers. Publishers also need to master the ability to interact with consumers and creating interesting content in order to encourage their consumers to collaborate in a social media conversation. This topic is certainly interesting to be used as future research material, so publishers and writer are able to formulate better strategies for their social media promotion.

4. Through social media, consumers could connect directly and get to know book publishers and writers from the novels they read, this couldn't be achieved if publishers only use conventional mass media to promote. So publishers and writers should be able to recognize the potential of social media, not only as a media to build consumer's awareness, but also as means to build relationship and consumers loyalty. In the book industry that grows more and more competitive, social media is as an alternative to promote with relatively affordable cost.

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