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THE USE OF FACEBOOK FANPAGE AS
PROMOTIONAL MEDIA FOR THE NOVEL
BOOK FANS BY USING THE MODEL
OF SMCR BERLO

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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.

The development of technology in social media has been able to attract businessmen including the beginner businessmen. The use of Facebook can ease a person in promoting their products or deliver an information as well as interacting with the community. The formation of this virtual world community, apparently is also capable to affect the interests of its members in the purchase of goods or services. The selection of goods, products, shop, restaurant and recreation area many are referenced from information between this informal group.

The online media is used to communicate in order to express themselves, searching information, including promotion. There are various types of sites such as Facebook, Twitter, Path, Instagram, and some other social media types with their segmentation respectively. Some of them rise, popular, and used as a mass reference.

The behavior in using Facebook such as comment, like, share, or a combination of all three, are often used by Facebook users to promote their goods or services. Besides Facebook also have a fanpage features for promotion. It is also used by the books publishing industry, publishers and authors to communicate with the book's or novel's lovers.

The uniqueness of the Facebook fanpage is, if a consumers follow publisher's fanpage, write comment on fanpage page, or re-posting the status or picture from publisher's fanpage, therefore all social networking on consumer's Facebook account will know it. Indirectly, this is a promotion form of word of mouth from consumers to their social networking. (Kerpen, 2015).

Since the past, word of mouth is the most effective form of promotion. (Kerpen, 2015). According to Kotler and Armstrong (2012) recommendation from consumer which satisfied with the products that have been purchased and tried themselves is far more credible than advertising. Accordingly the existence of social media, particularly Facebook fanpage can expand the impact and scope of word of mouth promotion among consumers. (Mangold, 2009)

If the promotion process is done correctly and appropriately, then authors and publishers can invest the time and effort to produce a new work rather than doing a continuous promotion for the same book (Williams, 1995)

Based on the description above, researcher is interested in conducting research about the Facebook fanpage as promotional media. 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.

PROBLEM STATEMENT

Based on the background of the problem above, the formulation of the problem in this research is "How to utilize facebook fanpage as promotional media for the novels fans by using the model of SMCR Berlo".

RESEARCH METHOD

This research uses descriptive study design. In descriptive study is not particularly emphasis on meaning, on the contrary, the emphasis on descriptive is more tend to analyze data surface, only pay attention to the processes of occurrence of a phenomenon, not the depth of the data or the meaning of the data. Descriptive qualitative research by Mayer and Greenwood (Dr.Uber Silalahi, MA; Social Research Methods 2009; page 27) merely refers to the identification of properties or characteristics that distinguish one group of people, objects, or events.

Descriptive qualitative involves the process of conceptualization and generates the formation of classification schemes. The study of this descriptive qualitative describes the phenomenon of social media as promotional media. Researcher doing the research in natural settings and let events that examined flow without any control of the objects examined only through interpretive approach (subjective).

The type of data in this research are the interviews (depth interview) in the form of qualitative data, namely data in the form of words or verbal statements, in the form of opinions, attitudes, motives; Trust perception, behavior, facts, attributes and knowledge about the use of social media as a means to promote novels on Facebook.

The source of the data obtained from the primary data: which were obtained from the results of the answers given by interviewees from the interview results. Primary data were in the form of statements, interpretations, activities, and observations made by the interviewees in promoting a novel. While secondary data: data were obtained from experts, literatures, library, newsletters, internet that are directly related to the information about the use of social media as a means of promotion that used as research object and drafting this research report.

FINDINGS

This research uses the Source-Message-Channel-Receiver (SMCR) Berlo model for directing the discussion. This theory was developed by David K Berlo in 1960 which is an extension of Laswell's theory. The discussion is mainly focused on elements of the message and the message recipient (receiver) since the focus of the research is a Publisher's Facebook fanpage. When considering message, Berlo states that message such as content, structures, codes, treatment and elements will affect the understanding of the message recipient. While the channels to convey the message from the source to the receiver includes the human five senses, namely sighting, hearing, touching, smelling, and tasting.

The formula of the S-M-C-R is the abbreviation of terms:

- a. S from Source means the source or Communicator.
Communicators in conveying the message is affected by several factors including:
 - Communicate Skills: The ability of an individual to communicate (such as reading skills, writing skills, speaking skills, listening skills, etc.),
 - Attitude: An attitude towards the audience, or those who to communicate with.

- Knowledge: Understanding of messages or topics to be delivered.
 - Social Systems: are things that relate to elements in society such as beliefs, feelings, norms, roles and status. Culture: culture is part of the social system.
- b. M which means message.
The message delivered by the communicator has the elements below:
- Content: is the content of the message or the value of the message.
 - Element: a message may consist from verbal and non-verbal language.
 - Treatment: a communicator must package the message as good as possible so easily accepted by the communicant.
 - Structure: The composition of the message or the flow of messages from opening until closing.
 - Code: is the language used in the message delivery.
- c. C from Channel meaning channels or media.
A cominacant or message recipients obtained the messages through the five sensory senses, namely;
- Hearing: use the sense of hearing to receive messages
 - Vision: using the senses of sight to receive messages
 - Touches: using the sense of touch in receiving messages
 - Smell: Using the sense of smell to receive messages
 - Tasting: Using the senses of taste to receive messages
- d. R from receiver means the receiver or the communicant.

The explanation for the above theory formulas in this research are:

- a. S from Source which means the Communicator is the novel Publisher or author of the fanpage owner.
- b. M from the Message which means the message that is in the form of images or words posts about the product or service being promoted.
- c. C from Channel which means the channel or media that is facebook fanpage social networking.
- d. R from the receiver means the receiver or the communicant which are facebook social networking users or folowers from facebook fanpage.

According to Edwar Sappir especially concerning the term Channel or media, the component contains two meanings which are primary and secondary. On this research media as the primary channel is the symbol in the form of picture, writing, color, or language. While the secondary is media that is concrete, for example newspapers, television or the radio or non-mass for example the letter, telephone or posters.

Promotion

According to Mc Charey, promotion is an activity of communicating information from the seller to the buyer in a channel to affect the attitudes and behaviors. (Agus Dharma, 2003) Promotion is an information communication between sellers and buyers that aimed to change buyer's attitudes and behavior (Djaslim Saladin, 2003: 68)

Marketing communications

Communication is the process by which thinking and understanding conveyed between individuals, or between organizations and individuals. Marketing is a set of activities in which corporations and other organizations transferring values (exchange) between them and their customers. Certainly, the understanding of marketing is more common than marketing communications, but marketing activities involve a lot of communication activities. When combined, marketing communications are presenting all the elements in the brand marketing combination, which facilitates the exchange by creating a meaning that is distributed to the customer or client (Shimp, 2003: 4).

Kotler and Keller defines marketing communications as a means used by the company to inform, persuade and remind consumers - directly or indirectly - about the products and brands they sell. In a certain sense, marketing communications describes the "voice" brand and is a means that can be used to initiate dialogue and building relationships with consumers (Kotler and Keller, 2007: 204).

New Media

The new media recently, are making public developing their business, or information, through high-tech media. The new media is relatively cheaper in conveying the content of the communication message. The use of new media are also environmentally friendly, because it uses fewer resources to exploit natural resources.

Internet is a means that is widely used by the current society. Communication technology is widely used because it can be used anywhere, anytime, by anyone, and certainly easy to use. Internet media is very embedded in society, because it can communicate from domestic to overseas and knowing the information in the world, and building a cooperation to promote a product or service.

Internet is also referred as a virtual space or the super fast information and enables the transfer of information electronically. This means a global network of computers that interconnected mutually where one network that is connected to a thousands of other computers network and interconnected with various network. Social Media is an online media in which users can easily participate, share and create contents including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis might be the form of social media that is most commonly used by people around the world.

Social media can also be interpreted as online media that supports social interaction. Social media uses web-based technology that transforms communication into interactive dialogue. Andreas Kaplan and Michael Haenlein define social media as "a group of Internet-based applications that builds on the foundation of ideology and Web 2.0 technologies, that enable the creation and exchange of user-generated content".

Social media is the aspect of content created by common society (social) that is an integration of sociology with technological facilities. Changing the communication relationship one-to-many (from the media owned by the investors only) to many-to-many (from community to community). Social media is currently a new type of communication that is most widely used. As part of the level of mass communication, evidently this concept has been presented 45 years ago.

The existence of social media revolutionized communication and promotion system between producers and consumers. (Hutter & Hautz, et al: 2013) As the new communication media, social media has empowered consumers, that are no longer as a passive participant in marketing communications, but become content creators and influencers or factors that help influence the success of the promotion (Kozinets et al., 2008 , Merz et al., 2009)

Publishers as a source or communicator must understand to their consumer (receiver) that is the follower in fanpage in delivering the message (message) as the promotional efforts that they do, to have entertaining characteristic and attracting customer's attention by providing a message.

The contents of the message that is in the form of the content, the type of posting should also conform to the image of the publisher. Based on the interview with Mr Yodha Ounsted as an expert resource person, who also was Elex social media administrator. It is acknowledged that the most preferred posts by Elex Media follower or receiver are images or pictures and photos related to literacy / fiction, since visuals are more interesting and informative. While most undesirable posts are plain text updates.

Besides selecting the type of posts that desired by follower, it is also important to customize the content with the type of posts. Content that is entertaining for instance, would be more appropriate if delivered using visual media (images) while the contents that contain important information would be more appropriately delivered through links or hyperlinks, therefore the follower who wants to know further, can read the full article at the link provided. To acquire that, creativity in content packaging is needed to make attracting post both verbally and visually (Dunay, 2010).

In packaging a promotional content on social media that attractive and effective so that the messages from communicator can be carried to the receiver which is the consumer in this case the follower, the researchers adopted 10 principles of effective advertising proposed by O'Guinn in Hermawan (2012: 75). The ten principles are:

1. Able to attract consumer attention as soon as possible.

Facebook Timeline is the internet page that is most visited by consumers, as a result, a lot of messages spread around that page. Starting from posting from the consumer's social networking, fanpage posting followed by consumers, up to advertisement that are placed strategically on Facebook timeline. Thus, the content of Facebook posts should be designed to attract the potential customer's attention quickly.

2. Make intelligent and creative Appearance.

Promotional content that is displayed must be able to raise the image of the publisher to positively appear in the consumer's minds. Since the entire consumer interactions with publisher's fanpage can be observed directly by all their social networks, then generally, consumers will reluctant to comment or give their approval to the publisher's posting who did not give a positive image to their own consumer.

3. Appear Prominently.

According to the preceding discussion Facebook timeline is usually full of messages. Therefore, the promotional content has to be displayed in a unique, especially visually either with symbols, images, or pictures to attract the attention of consumers.

4. Focus in delivering message.
A posting should deliver only one or two main messages, when too many messages that you want to deliver thus will make consumers think too much and distracting the main goal of promotion.
5. Use colors that are attractive and appropriate.
The use of an appropriate color can attract the consumer's attention, and creates positive image and help to create consumer perceptions towards publisher / products. For example, the color used for promotional content of children's novel, are not the same as the color used for the promotion content of adult novel.
6. Informative.
Posts must be able to describe about the product / program being offered by the publisher, or at least can deliver the vision and publisher's image to consumers.
7. Easy to remember
The good Social media posts are not only stand out among other posts, but also easy to remember by consumers.
8. Memorable
When consumers understanding the products and producers through social media posts, then those posts leave a good impression to the consumer.
9. Show don't Tell
A good social media Posts can be understood through only the visual display eventhough without reading the verbal contents. The verbal content is only used to add information so that consumers who are interested to know more information can get clearer information.
10. Humor and metaphor.
Not all products can be advertised in this way, so the use of humor must be adjusted to the context. Humor and suppositions help social media postings to become more memorable and easy to remember by consumers.

Positive interaction between the communicator (Source) and receiver (receiver) in this case are the follower with publisher on Facebook fanpage gives some positive impact. (Hutter & Hautz, et al: 2013) Besides the consumer would be more aware of publisher's brand, consumers are also unconsciously doing word of mouth marketing on their social networks every time they respond or reshare publisher's posting. Interaction with publisher's fanpage, also raises the desire to buy.

Based on the interview results with the speakers, they are generally interested in buying the novel promoted on publisher's fanpage after seeing the cover or read the synopsis or read positive reviews from another reader posted on the fanpage. Moreover they are also interested in buying book if they feel they are involved in the process of publishing the book, for example through cover election votes on Facebook.

Publishers can use his follower's feedback and comments on his fanpage to identify the characteristics and needs of consumers. The better the understanding and recognition of the consumer's needs, the better of publisher's ability to prepare appropriate content to the consumer. In this regard fanpage serve as publisher's brand ambassador that could affect consumer attention and action. (Collier 2013)

CONCLUSION

As has been expressed previously, that the focus of this research is how is the use of facebook fanpage as promotional media for the novel's fans by using the model of SMCR Berlo, with several indicators from the research that stated by the researcher is the use of Facebook fanpage on social networking site as media channel promotion.

Then the following below can be seen about the presentation of data that has been obtained in the field from the results of the research that has been done by the researcher that covers:

Message that is delivered in the form of content posting received by novel consumers could be different for each Publisher. Moreover, every publisher is not necessarily publish the same type of novel, or perhaps published a novel for different ages. Therefore, it is important for publisher to constantly observe their follower's responses of each time posting a variety of different content. But in general, the posting contents preferred by consumers are:

1. Not purely promotional (not a hard sell).
2. Contain nformation content and entertainment that are relevant to the consumer's / follower's interests.
3. Provide solutions to the problems experienced by consumers / followers.
4. Provide an appreciation and appraisal for the loyal followers.

Apart from the content, the type of posts are also affect consumer awareness. Posting that are in the form of image or photograph is much more preferable than the plain text only posts. posting display both visually and verbally, and the posting time and frequency also affects the success of the promotion through social media. The thing to remember when designing promotional content in social media, is that promoting in social media is not the same as advertising in the mass media. Social media users want to interact and connected with their networks. Therefore, the publisher has to compose the message in the form of interactive contents, so that the recipient of the message (receiver) namely fanpage follower to become interested and continue to follow his fanpage.

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