Social Media Content Marketing Strategy of Infobdg in Online Media Business Competition in Bandung City

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Abstract. In the era of marketing 4.0, which combines online and offline interactions between companies and customers, social media content marketing (SMCM) is considered to be a powerful marketing strategy. SMCM is a communication strategy that develop the trustworthiness through sharing knowledge and opinions to gain loyal followers. This paper aimed at understanding the segmentation strategy, the message strategy and the SMCM strategy used by Infobdg in facing the online media business competition in Bandung. This research employed qualitative method and the technique of data collection included observation, interview, and research documentation. This research found that the segmentation strategy of Infobdg was determined by geography, demographic and psychology. Furthermore, there were three types of message strategy used by Infobdg including rational appeals, emotional appeals, and moral appeals. Furthermore, the SMCM strategy of Infobdg included content, customers engagement, and goals.

1. Introduction

Indonesia is a developing country that is moving towards a digital economy. According to the Organization for Economic Cooperation and Development, digital innovation is claimed to be able to bring the world closer to sustainable prosperity. This is in accordance with the Marketing 4.0, which is a marketing approach that combines online and offline interactions between companies and customers. It integrates between style and substance that not only focuses in good branding, but also promotes relevant and up-to-date content (marketeers.com).

Based on a survey conducted by Nielsen Consumer Media View in 11 Indonesian cities, television penetration rate was 96%, followed by outdoor media (53%), internet (44%), radio (37%), newspapers (7%), and tabloids and magazines (3%). The fact that the internet was a medium with a high penetration rate indicated that Indonesians were increasingly fond of accessing various content through digital media. According to APJII data in 2012, the number of internet users in Bandung reached 579.000 people, and this number was still growing every year. This was one of the motives for the growth of various digital mass media in Bandung based on social media, such as @Infobdg, @Infobandung, @Infobandungraya, @Explorebandung, @bdgsociety, etc.

Infobdg is an online-based mass media, which was established on January 3, 2010. The media facilitated people from the difficulty of finding information about the events, traffic, weather, discounts, tourism, culinary and other information about Bandung. It was born from twitter. Good responses from Bandung citizen kept Infobdg growing, as indicated by the growing number of followers. On the Twitter

@infobdg account, the average followers growth rate was 1.042 per day and 21.260 per month. Recently, Infobdg has 2.49 M followers on twitter, 580 K followers on Instagram, and 22 K followers on Facebook. The growing number of followers provided Infobdg higher accountability to be the media partner and the main promotional media for businesses in Bandung through social media and website.

The light and easy-to-understand content in Infobdg was packaged attractively with photos, videos, and sentences. This made it as one of the favorite digital social media in Bandung's as indicated by the amount of its followers on Twitter, Instagram, and Facebook, which exceeded their competitors. However the competition in the online media business in Bandung was increasingly fierce, this encouraged the Infobdg team to develop a social media content marketing strategy.

2. Research Method

This research entitled "Social Media Content Marketing Strategy of Infobdg in Online Media Business Competition in Bandung" employed qualitative methods - case studies with constructivism paradigm. The methods was employed because this research focused on the SMCM strategy used by Infobdg in its marketing communication. This research required observation and objectivity in collecting the data in the field and stating that reality exists in various forms of mental construction based on social experience, local and specific to individuals, groups, and the Infobdg company itself.

The informants in this research were determined using purposive sampling. According to Sugiyono, purposive sampling is a technique for determining samples with certain considerations [1]. The steps of data collection included limiting the scope of the research, collecting information through observation, structural and non-structural interviews, documentation, visual materials, and designing protocols for recording information [2].

The data analysis method in this research referred to [3], which was known as interactive analysis that consisted of several steps: data reduction, data presentation, drawing conclusions and verification.

3. Result and Discussion

Based on the results of interviews, observations, and documentation on SMCM strategy, there were some findings analyzed in this research. First, market segmentation is a strategy designed to allocate the marketing resources to defined segments. According to Tjiptono and Chandra, the main purpose of segmentation, targeting, and positioning is to position a brand in the minds of consumers in such a way that the brand has a sustainable competitive advantage [4]. SMCM of Infobdg media was designed in detail by the Infobdg team, which consisted of editor, copy writer, admin and also marketing communication manager. The initial stage of designing strategy was to determine the followers of Infobdg. The first process of developing an effective SMCM was determining the target audience, because this step influenced the decision about what, how, when, where, and to whom the message should be delivered. Target audiences were determined based on Infobdg followers' segmentation, this could be seen from the analytical data on Twitter, Instagram, and Facebook accounts of Infobdg. The segmentation variables were determined as follows:

1. Geographic: this segmentation was used to classify the markets by location, such as country, province, city, or environment. According to the geographical segmentation data, Infobdg followers were from Bandung, Jakarta, Cimahi, and Tangerang and approximately 51% followers of Infobdg came from Bandung.
2. Demographic: this segmentation was used to categorize the followers based on such variables as: age, family size, life cycle, gender, income, occupation, religion, race, nationality, and social class. Based on the demographic data, most of Infobdg followers were 18-34 years old with 55% male and 45% female.
3. Psychological: in this segment, the followers were categorized based on their lifestyle and personality. Based on the interests analytic audiences, 87% preferred tourism and general info, 87% were into culinary news and general info, 75% enjoyed business and news, 73% preferred music, 69% choosed comedy, 68% liked politics and current event, 61 % enjoyed sporting events, and 58%

preferred tech news. Based on the analysis data for each content, the content that contained city information such as 'sim keliling' and 'samsat keliling' was most preferred by followers.

Based on the results of interview with Infobdg, it can be concluded that the selection of this segment was based on three aspects, namely geographical, demographical and psychological segmentations. Secondly, according to [5], psychologists put forward five main steps in composing messages, or also called motivated sequences that were first introduced by Alan H. Monroe at the end of 1930, namely attention, need, satisfaction, visualization, and action. If the message used aimed at influencing others, then the first step to be taken for actions to take place was taking attention followed by raising the need, giving instructions on how to satisfy it, and describing the advantages and disadvantages. The following is the motivated sequence used by Infobdg:

1. Getting attention by posting unusual content, such as new tourist attractions, and breaking news about Bandung
2. Providing needs: Based on the results of interview and data analysis from Infobdg, it was found that Infobdg followers prefered information about culinary, the latest tourism destinations, crime news, traffic information, and city information, such as 'sim keliling' and 'samsat keliling'.
3. Providing satisfication: The followers' satisfaction was gained when the admin of Infobdg could always provide fast response to the follower's request, give up to date information, post photos of instagramable tourism destinations, post the news twice a day, and provide traffic information update.
4. Visualization media chosen by Infobdg were photos, videos, posters or vectors for #plisatulah, anniversaries, and thematic days
5. Action: When followers were satisfied with the content presented by Infobdg, they took some actions such as retweeting, reposting, commenting, mentioning their friends, and liking the content.

The following is the design of messages closely related to the four main issues that are interrelated:

1. Message content: It is related with what messages to be conveyed that involves three unique selling propositions (USP) offered to audiences consisted of rational, emotional, and moral appeal. At this message strategy stage, the message conveyed by Infobdg was that this company, through SMCM, wanted to attract young people by informing the news objectively accompanied by photos or videos. According to Infobdg's editor, "no picture is hoax". Thus, every post on the Infobdg social media account always included photos or videos.

   The emotional attraction was developed by creating content for game, quiz and giveaway posted every important day, such as Infobdg's birthday, Independents Days, Ramadhan, and The New Year. This could strengthen the emotional bond between Infobdg and followers. The moral appeal was established by showing Infobdg's concern for the surrounding conditions, such as posting the missing people or, when there was flood in Baleendah, Infobdg invited their followers and all Bandung citizen through all social media accounts to collect used clothes.

2. Message structure: It is associated with how to convey the message logically related to the conclusion drawing, one-sided arguments vs. two-sided arguments, and the order of the message presentation. One-sided arguments is a form of message presentation that solely emphasizes the product excellence. Two-sided arguments mentions product excellence and weakness. Infobdg delivered its message using two-sided arguments, so that the content seemed objective and impartial. In the content posted, the copywriter and admin often gave questions, such as "Which one do you prefer?". It made the content seem objective and facilitate two-way communication.

3. Message source: It is related to the subject delivering the message, especially regarding the credibility of message delivery. Attractive or popular message sources tend to reach greater attention and memory than ordinary people. The credibility of the message source is influenced by three factors namely expertise, trustworthiness, and likability. Expertise refers to the special knowledge

that the communicator has to support and underlie the claims, trustworthiness is audience perceptions of message objectivity and honesty. Likability describes the attractiveness of the message source. At this stage, the copywriter of Infobdg delivered the message from the resource person, which was then repackaged in an interesting content using effective language and then posted by the admin. Admin had expertise credibility in the point of view of the followers, because Admin had special knowledge about Bandung. The followers also had the credibility of trustworthiness for their community because friends were considered to have an objective and honest nature in conveying the message. Finally, the content had the credibility of likability because the message conveyed was interesting.

Third, recently, social media people are used to connect and share information with their friends. According to [6], social media is associated with a self-generated and authentic conversation between people about a particular subject of mutual interest, built on thoughts and experiences of the participants involved in the conversation. Social media cannot function without having a good content. According to Content Marketing Institute, content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience to gain profit [7].

Content marketing, as stated by Joe Pulizzi, is creating content which has value to attract and bind consumers, which eventually encourage the consumers to trade. In addition, contents should be created consistently so that they can influence consumers as a whole [8].

According to Rancati Elisa and Niccolo Gordini [9], there are three characteristics of content marketing:

1. Content, created should possess some factors that make consumers like them. Interesting, educative, and consistent content and the company image are factors to be considered in making company's contents. Infobdg used photo, video and poster or image content to inform the news and advertisements. Their content contained information about traffic conditions, events, information on discounts and promos held by industries in Bandung, economic, social and educational news, weather, job vacancies in Bandung, tourism destinations, and culinary information in Bandung. They tried to be up-to-date with the latest information. The information was posted on www.infobdg.com and buzzered via the Infobdg's media social account, such as twitter @infobdg, Instagram @infobdgcom, and Facebook Infobdg. The information provided by Infobdg could attract the attention of followers and educated them, as evidenced by the number of engagement, likes, comments, and retweets made by the followers of Infobdg on each of its posts.

2. Consumers engagement is the process of creating values in the contents. The internet technology makes consumers easier to gain information and express their ideas, which make both consumers and companies easier to connect. Through content marketing, consumers are connected more to the company. Strauss and Frost (2012) stated that engagement means having connection with someone emotionally and cognitively. In accordance with Strauss and Frost, in this case, the netizen should be involved on Infobdg's content such as by reposting information that includes the the *netizen* account as the source. The admin should answer the question from the netizen and repost their questions if the admin couldnt answer it. In line with the marketing 4.0 concept, even though we live in the digital era, online and offline activities should be balanced. Infobdg invited the netizen to follow the events created by Infobdg, such as *Ngamplag, Gugah Enjing*, and BDG Beauty every month. This aimed at developing emotional and cognitive relationships that ultimately arised brand awareness.

3. Goals, the use of content marketing encourages companies to achieve goals such as brand-awareness, consumers' engagement, and customer relation maintenance. In accordance with Elisa and Gordini's opinion(), the purpose of the content created by the Infobdg team was to get brand awareness. When the *netizen* needed information about Bandung, the first thing crossed in their mind wass to open a website, twitter, Instagram and Facebook accounts of Infobdg. They hoped that their websites and social media accounts can fulfill all information needed around Bandung. "Remember Bandung, Remember Infobdg", said Infobdg's admin.

4. Conclusion

The social media content marketing strategy conducted by Infobdg was sufficient. First, Infobdg monitored the audience segmentation every month through social media analytics. The segmentation strategy used by Infobdg were geographical segmentation of Bandung, demographic segmentation resulted in information that the *netizen* were aged 18-34 years with 55% male and 45% female, and psychological segmentation , which revealed that 87% of *netizen* preferred tourism and general information content.

Second, the message strategy used by Infobdg were three unique selling propositions (USP) including rational appeals, emotional appeals, and moral appeals. Then, Infobdg used SMCM by providing information about traffic, events, discounts, economic news, social and education, weather, job vacancies, tourism destination, and culinary in Bandung. Their light content was decorated with photos, videos, and posters. Infobdg's developed the content engagement by involving the netizen on its content in order to get brand awareness. Thus, when the *netizen* needed information about Bandung, the first thing crossed in their mind was to open a website, Twitter, Instagram, and Facebook accounts of Infobdg.

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