

Strategic Marketing of Video on Facebook Impacting Promotion of Malang Strudel

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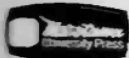
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PREFACE

This book reports the proceedings of the 1st ADRI-UNITOMO 2016 International Multidisciplinary Conference held at University Dr. Soetomo from November 9 to November 10, 2016. The purpose of this conference was to explore scientific knowledge development in the era of ASEAN Economic Community that integrates the immediate and long-term, local and global needs, and regards social, economic and environmental needs. The participants included lectures, researchers, economists, development planners, and national and international administrators.

Papers and discussion focused on the challenges of scientific knowledge development in business, management, education, engineering and the most feasible means of addresseing the challenges. The participants included from the United States, the United Kingdom, Australia, Thailand, Malaysia, and Indonesia. An attempt was made to represent as many as possible of the groups and institutions working in areas related to the conference theme. All papers will be published in online Conference Proceeding with ISBN. Selected manuscripts will be published in International Journal indexed by Scopus, by firstly contact the authors

The Editors also wish to thank all the organizing committee for their valuable assistance.

Surabaya, 8 November 2016

Chairman of THE 1st ADRI-UNITOMO 2016 INTERNATIONAL
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Strategic Marketing of Video on Facebook: Impacting Promotion of Malang Strudel

Research Brief

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Tourism industry represents the industry owning high complexity because representing some service products covering accessibilities and facilities of the tourism destination and tourist attraction which must be sold to the tourist. The effort to sell the product is so called with tourism marketing. Because the product yielded by the tourism industry in the form of service hence it owns different characteristics so that they have implication to marketing strategy. The fan page-facebook one of the social media tools to reach new customer and to make an engagement for a loyal customer. Many social media users in Indonesia using Facebook as media for sharing their activity during traveling and promotion. They posting their video to show off how they enjoy the tourism leisure. This research describes the marketing strategic of Malang tourism object video publication on Facebook of Malang Strudel in relations with the promotion of their local food product. The result of this research indicated Video on Facebook became the effective promotion of Malang Strudel products. Discourse Analysis became the method for this research. Comment of the video and decision to buy of Malang Strudel products will be analysis using Fairclough's idea. Some suggestions related to this researcher are: doing online marketing. It shall be started with the market segmentation. After the transaction finished, it must be required to maintain the relationship. The relationship represents the after sale service which aims to remain the tourist nostalgia in order to make them revisiting the tourist destination and buy the local product.

Keywords: strategic marketing, tourism product, promotion, tourism

Introduction

Tourism industries always involve an extremely complex phenomenon such as attractions, accommodations, souvenir shop, local food, tourism guides, tourism transportation, travel agencies, restaurants, and many related subjects. Tourist behavior is also a symptom that can not be separated from this discussion. The tourism industry is a collection of the kinds of companies that together produce goods and services that takes tourists during the tour. This industry does not stand alone, but it is an industry of a series of companies that produce products that differ from one another (Susanty 2009).

In relations to tourism industries, Salah Wahab, L.J. Crampons, and L.M. Rothfield (in Soekadijo, 1996) describes tourism marketing as management processes used by organizations, national tourism organizations or enterprises of tourism to identify the tourists they choose, whether actual or potential, and communicate with them to define and affect the wants, needs, motivation, pleasure and displeasure (likes and dislikes) them at the local, regional, national, and international, and to formulate and adjust the tourism product in

accordance with the situation with a view to achieving the satisfaction of tourists as much as possible, and with thus achieving their goals.

The increasing number of tourists needs to encourage those involved in the tourism industry to strive to provide products for tourists (Susanty 2009). In another way, S. Medlik & Middleton (1973) explains that the tourism industry consists of products from a variety of elements that constitute a single package that is not separate from each other. There are elements that make these products, which are: 1) Objects and attractions are all things that are unique to certain areas that attract tourists who visit the area; 2) The facilities are everything needed in tourist destinations include the principal means, complementary means, and means of supporting tourism.

In product development of tourism industry, Malang Region as one tourist destination in East Java has a variety of objects and tourist attraction that has the uniqueness of each, so that much emerging ranges of tourism products ranging from souvenirs to local food that can not be obtained in other areas. This is the main attraction for tourists on a sightseeing trip to Malang. Some local food that comes from the city of Malang is: Bakpao Telo, Assorted Fruit Chips to snacks that are present are Malang Strudel.

All marketing organization needs to achieve its objectives, so the companies need a different strategy for the long term that is used to guide individual company level. According to Kotler and Armstrong (2010), the marketing strategy is a marketing logic and based on that, the business unit is expected to achieve its marketing goals. Marketing Strategy based analysis of enterprise managers will be the corporate environment both internally and externally. Meanwhile, according to Assauri (2008), the marketing strategy is a set of goals and objectives, policies and rules that give direction to the marketing efforts of companies from time to time, at each level and references as well as allocation, especially as the company's response state of competition is always changed.

There are three main elements according to Fandy Tjiptono (2006) in marketing strategy: (a) Consumer; Marketing begins with customer needs and wants and ends with the satisfaction of customer loyalty. Marketers are required to understand who its customers, preferences, characteristics, needs, and desires, lifestyle, and the factors that influence their consumption patterns. (b) Competitor; Meet customer satisfaction is not enough. If there are competitors who could satisfy customers with better, then the customers will switch the competition. Therefore, every organization must take into account the competition anyway. These factors include anyone competitor companies, strategies, weaknesses, self-competence, as well as their relationships. (c) Company; The company's goal is achieved through efforts to satisfy customers. The trick is not solely with emphasis on aspects of the transaction, but instead focus on the aspects of the relationship. That requires a strategy, performance, self-competence, resources (talent, natural, financial, technology, intellectual, information, and time).

Characteristics possessed by the implications on the tourism product marketing strategy. As is seen that the present marketing consumer-oriented with emphasis on product innovation on the one hand and consumer demand on the other. The success in marketing the product is highly dependent on the applied marketing strategies. That is why it is necessary to segment, targeting, positioning, and marketing mix (Susanty 2009).

Discourse Analysis is a widely used as a research technique. Rather than being a single method, current applications of the content analysis show three distinct approaches:

conventional, directed, or summative. All three approaches are used to interpret meaning from the content of text data and, hence, adhere to the naturalistic paradigm.

In relations with this research, the researcher used discourse analysis to analysis the Facebook comment from the promotion of Malang Strudel in facebook fan-page promotion. The unit analysis of this research is text from the comment.

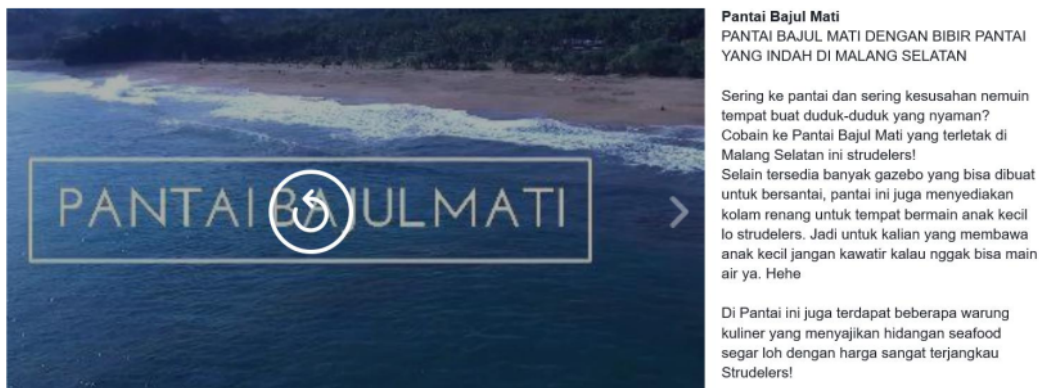
Malang Strudel: Tourist Comment on Facebook

The researcher used the video of Pantai Bajul Mati on Facebook Fan-page: “Pantai Bajul Mati”. Pantai Bajul Mati is tourism object in a Southern part of Malang. This beach not yet famous as Goa Cina, who already famous before.

In this Facebook fan page, streaming media is an exciting addition to the rich media producers’ toolbox. Just as the cinema and radio were ousted by television as the primary mass communication medium, streaming is set to transform the World Wide Web.

The development of streaming has benefited from a very wide range of disciplines. We can thank the neurophysiologists for the research in understanding the psychoacoustics of human hearing that has been so vital to the design of audio compression algorithms. Similar work has led to advances in video compression. The information technology engineers constantly are improving content delivery within the framework of the existing Web infrastructure. We must not forget the creativity of the multimedia developer in exploiting the technologies to produce visually stimulating content.

The uploader gave the caption about the beauty of the beach. They made the illustration and detail about how the culinary support the existing of this tourism object. In the relations of the reply of the comment, this video has two significant contexts.



The first comment showed the domestic tourist want and curious to come and explore the Pantai Bajul Mati. Her curious is related to the effective of video placing in the facebook to make an interest and curious of the viewer. The starting point for an interest in media talk lies in one very central fact: the activity of talking is key to each of the main genres of broadcast media output, whether news and current affairs, advertising, documentary, drama or entertainment. While the technological infrastructures of broadcasting may be evolving (in the cyber era), one thing remains constant – the audiences for media are bombarded with talk in a rich variety of forms.

In addressing that aim, two major questions are: (1) What are the ways in which mass communication is accomplished as a public form of discourse; and (2) How do broadcasters design their talk so as to relate to their audiences in specific, inclusive, and cooperative ways? These questions go to the core of what is distinctive about this form of talk. It is a form of talk that is hearably, designedly, public, a part of the so-called ‘mass communication circuit’; while at the same time it is talk that, to its audiences, comes across as somehow intimate, direct: addressed, if not specifically ‘to them’ then at least ‘for them’.

The first comment got reply from the other Facebook user to keep the clean of the beach as the ethic and respect of tourism. That indicated the first commenter get positive feedback about their plan to join Pantai Bajul Mati, and attract the other to visit the beach also.



The second comment showing the tourist experience to explore the beach. With the real testimonial also make strength position for a potential customer to get the real experience story from the previous tourist. In the context of promotional marketing, it will be increasing the number of visitation of the Tourism Object.

Next Step Forward

Focus strategy that is manifested in a market strategy and marketing mix very appropriate in order to improve competitiveness, needs to be in depth evaluated in the tourist segment primarily based on geographic tourism object and the types of tourism by utilizing the available Resources Base Value and (Riyadi, 2012).

Based on explanation, researcher want to develop the next forward to reach dan describing the correlation between video promotion and the increase of Malang strudel selling. With doing online marketing. It shall be started with the market segmentation. After the transaction finished, it must be required to maintain the relationship. The relationship represents the after sale service which aims to remain the tourist nostalgia in order to make them revisiting the tourist destination and buy the local product.

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PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10