

MARKETING COMMUNICATION STRATEGY AS A STRENGTHENING RESISTANCE OF LOCAL MEDIA

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Abstract. The purpose of this descriptive study was to explore the marketing communication strategy of the Duta Masyarakat daily newspaper to identify perceptions, thoughts, and experiences in facing technological progress and competition with internet media. This research was motivated by the increasing number of newspaper media discontinued because it was unable to compete with internet-based news media. This research is a qualitative research with a case study approach where researchers try to explain or reveal the meaning of the concept of experience based on awareness that occurs in some individuals. In this research the researcher collects, summarizes and interprets the data obtained, which are then reprocessed so that a clear, directed and comprehensive picture of the problem under study is obtained. The qualitative approach with the case study method used to understand in depth the characteristics of the daily media of newspaper ambassadors and determinants of their success in maintaining their business ventures in the field of news media.

Keywords: *media resilience, qualitative, case studies.*

1 INTRODUCTION

The challenges of the newspaper industry in the era of information and communication technology are now very heavy, especially after the birth of new internet media. Ishwara (2011: 72), mentions that technological advancements increase the speed of news circulation. Print media such as newspapers and magazines are unable to compete with the speed of electronic media, television and the internet. Ishwara also mentioned, the clash between print media and internet-based media, or what is often referred to as new media, is getting more intense. Through *online journalism* internet-based, anyone can explore news or information without time and space constraints. Information becomes so very fast and easily accessible.

That is the phenomenon of the newspaper industry today. The newspaper industry is surrounded by the rapid growth of new internet-based media. However, in the midst of the

new media siege, the fact is that there are still many newspapers that live and develop. This fact is an interesting phenomenon regarding the survival of newspapers which according to researchers is quite good, developed into a study with the object of local newspaper research (print media).

The Duta Masyarakat daily newspaper is one example of local media (East Java region) because it has several advantages and disadvantages. Its advantages, as an economic institution, the Duta Masyarakat Public Daily can survive and even tends to develop despite being hit by various economic pressures and competing with new internet-based media, (Data from the Duta Masyarakat 2016 Daily Daily). Another advantage, as a general newspaper with the segmentation of the Nahdliyin community, Duta Masyarakat Public Daily has strong potential because of a group with other independent media such as TV9, Aula Magazine, Aullea, NU online. On the side of its disadvantages, the distribution of this newspaper is still not even though it has actually reached all city points in East Java. By referring to the strengths and weaknesses, the researcher chooses the Duta Masyarakat Public Daily as the object of research.

This study aims to answer the question How is the Local Newspaper Marketing Communication Strategy (Case Study in Surabaya Community Ambassador Day 2016)?

2 REVIEW OF THEORY

2.1 Prior

Research conducted by Randie William K, Postgraduate Program of Communication Studies UGM, in 2015, entitled "Local Radio Marketing Communication Strategy: Case Study of Radio Suara Surabaya Marketing Communication Strategy for the 2010-2014 Period". It was concluded that the Suara Surabaya radio communication strategy for 2010-2014 experienced many changes as a result of facing the development of information and communication technology and the presence of the *incoming generation*. Radio Suara Surabaya reorganized its marketing communication strategy from the product side to its marketing activities by aiming at young listeners to instill brand *awareness* early.

The study was titled "Strategic Newspaper Management: Case Study of Strategic Management of the 2011 Kridha Rakyat Madiun Weekly Newspaper". This research is the thesis of Nunik Hariani, Postgraduate Program of Communication Studies UGM in 2011. To answer how the strategic management of Kridha Rakyat Madiun Weekly newspaper, researchers used a case study research method with a descriptive qualitative research type. From the research, the researchers concluded that the strategic management of the weekly newspaper company "Kridha Rakyat" depended on advertising revenue and tended to favor the interests of advertisers and local governments.

2.2 Theory of Political-Economic Media

Quality of knowledge about society produced by the media for society, can largely be determined by the exchange rates of various contents in conditions that impose an expansion of messages and also determined by the economic interests of owners and policy makers (McQuail, 1991: 63).

Studying media economics is essentially learning the behavior of the media industry in carrying out its business or work which in turn affects the community of readers, listeners, or viewers (Noor, 2015: 17)

2.3 Theory of Ecological Media

Dimmick (1984: 105) recognizes ecologically space life and the level of media competition can be researched quantitatively by calculating the amount of the niche. This niche is defined as all components of the environment in which an organization or population interacts. However, in this study, this Niche theory was referenced to underlie that to maintain the life of a mass media must be carried out in intense competition, especially competition in its business strategy.

According to Kriyantono, (2014: 275), niche theory can be used to research the level of competition among mass media, be it newspapers, radio or television. This theory can also be used to measure competition between PR programs of several companies.

2.3 Theory of edia Conergence

This theory of media convergence opens the optimism of the media industry in facing the digital era that continues to grow very rapidly today. McQuail (2011: 311) considers that newspapers have passed the highest point in terms of circulation in the economically well-established world, as measured by circulation and the number of *readership* and perhaps in terms of sharing ad revenue.

2.4 Marketing Communication

Communication is a combination of all the promotional elements of a marketing mix that involves communication between organizations and target audiences in all forms intended for marketing performance (Prisgunanto, 2006: 8). communication is a process of delivering information (messages, ideas, ideas) from one party to another so that there is an influence between the two. Communication is used to express the needs of the organization Hermawan (2012: 23).

2.5 Local Newspaper

Newspapers or often called newspapers, are one type of mass media from the scope of print journalism. As seen in its physical form, newspapers are printed sheets that contain reports that occur in the community with features: published periodically, are general in nature, contain actual information about anything and anywhere in the world for the reader to know. (Effendy, 2005: 241). Local newspapers are newspapers with the most extensive circulation area only limited to one province. For example, in East Java there are newspapers that only circulate in the province and are not circulating in other provinces, so this newspaper is called a local newspaper.

3 METHODS

To carry out this study, the authors used The Case Study Method. In general, case studies are a more suitable method if the research questions used in the formulation of the problem are how that requires clarification (Yin 2008: 1-10). So this case study research method was deliberately chosen because it was considered the most relevant or suitable to answer the question 'how' in a phenomenon.

The target of this study was a Surabaya local newspaper with East Java distribution area. Duta Masyarakat is a Public Daily with a research focus on communication strategies marketing the newspaper in maintaining its life so that it can become a newspaper industry that grows and develops business in the era of information and communication technology such as with the focus of marketing communication strategies in order to maintain life and develop media business in the digital era.

The unit of analysis that will be observed involves several informants, including: Mokhammad Kaiyis (President Director), Imam Ghozali, (Advertizing Manager), Mokhammad Khakim (Editor in Chief), Putut Kartika Candra (Financial Manager), Syamsul Huda (Marketing Manager)

The method of data collection in this study was carried out by in-depth interview and observation techniques. Data in this study is divided into two parts, namely primary data and secondary data. Primary data is obtained through in-depth interviews with informants and observations. Secondary data is all forms of written documentation or evidence that is relevant and can be used to support research.

The analysis techniques use the *constant comparative method*, as stated by Glaser & Strauss in the book they are the *Discovery of Grounded Research*) with the aim of obtaining the right results after comparing one data with other data both from informants and from data in the form of documents and archives.

Triangulation is used as a combination or combination of various methods used to examine phenomena that are interrelated from different perspectives and perspectives. Denzin (1978) in Moleong (2016: 330) mentions triangulation techniques include four things, namely method triangulation, inter-researcher triangulation (if research is conducted with groups), data source triangulation, and theory triangulation.

4 RESULTS AND DISCUSSION

The results of the sale Duta Masyarakat Daily newspaper in Jakarta which are so low can also be seen from the financial statements that are included in the financial section. Informant Putut Kartika Candra Wasana, Finance Manager of the Duta Masyarakat Daily, explained:

"From the data in the financial section, from the print of a thousand copies in Jakarta, it sold around 10 percent. While around 90 percent is definitely a return. That is, of the thousand newspapers that make money only 10 percent, while those 90 percent are forfeited. Surely, this condition weighed heavily on the financial performance Daily Duta Masyarakat so management decided to discontinue remote printing in Jakarta as a measure to avoid wastage and improve financial performance. "(Interview Thursday, 10 November 2016 at 10:00 to 11:00pm).

The sales strategy starts with determining the sales system that the company wants. The sales system has two streams, namely *direct selling* (direct sales) and *indirect selling* (indirect sales). *Direct selling* is a company that controls the sales process completely by forming a sales team member who works full time and works exclusively for the company. The sales team member can be a permanent employee of the company or a contract employee. The sales team members make a visit and receive an offense order directly, assisted by a customer service or helpdesk that receives subscription subscriptions by telephone and receives buyers visiting the company.

The Duta Masyarakat Daily newspaper also conducts marketing strategies with a sales model to control newspaper circulation. This circulation control is done by sending a newspaper marketing team to aim at events to buy newspapers with compensation for the

event written in the newspaper. This model is powerful enough to be able to control newspaper circulation. The target, in a day one newspaper marketing must be able to sell at least 100 copies. Another advantage besides controlling circulation, this marketing model can directly get cash from this program.

The exposure of the internet as a new mass media has led to a new trend for newspapers, namely participating in making online media. This model is a model of media convergence. The publication of the online version of the **Duta Masyarakat Public Daily** with the name **ambassador.co** is a necessity, not just following the trend. The informant also emphasized that the online version of the Duta Masyarakat Duta.co will be developed so that it can strengthen each other as media convergence.

The editorial policy line supports management by finding new breakthroughs to increase company earnings. The steps taken were very strict, which added to the task of journalists who usually looked for news with a new task of finding advertisements. Implementation of the concept for journalists is, in addition to looking for news in a professional manner, reporters have the task of opening the lobby door to get advertisements. If you get advertisements, reporters will receive rewards in the form of a fee (commission) of 10 percent. The informant explained, this kind of policy is believed to be able to produce results, considering that journalists are the spearheads of the editors who meet with many sources and relations that can be used as opportunities for advertising.

Duta Masyarakat Public Daily is a local newspaper circulating in East Java and parts of Jakarta, which targets the segmentation of nahdliyin and the local bureaucracy. With segmentation like this, in the minds of customers or readers or anyone with an interest in the Duta Masyarakat Public Daily, the perception that this newspaper is a nahdliyin community newspaper, especially those in East Java, will be embedded. East Java's geography also strengthened that position because the East Java province was the basis of the nahdliyin people. This is in line with the view of Kertajaya (2005: 28), that a product must be clearly positioned in the customer's mind. The goal is none other than so that products, brands, and companies have a clear identity in the minds of customers.

Marketing communication strategy activities carried out by the Duta Masyarakat Public Daily in attracting readers and advertisers in an effort to increase company revenue. As explained above, readers and advertisers are the source of income of the Duta Masyarakat Public Daily so that both must be sought to make maximum contributions. Therefore, this analysis will be based on the model of marketing communications (*integrated marketing communication*) presented Herman (2012: 54) that covers advertising, sales promotion, public relations and publicity, personal selling, direct marketing, event and experience (*event*).

In terms of advertising, at the top right of the page there are posts Put Advertisements OK: Contact Ms. Hawin, Tel 081217711789. The article contains a message to the reader or prospective advertiser that for the purposes of advertising in the Duta Masyarakat Public Daily can be related to Hawin by calling a number that is. This is a form of marketing communication through advertising conducted by the Duta Masyarakat Public Daily, especially the advertising section as a strategy to get advertisements. Informant Imam Ghozali, Ad Manager, explained that:

"Actually we have a network of non-profit-based media circulating in the community. There is TV9, Hall magazine, NU online. However, the media have not established technical cooperation, including advertising issues. At best we collaborate with the network if there are activities. We do this too rarely. Duta Masyarakat Public Daily also has online media as a result of convergence namely duta.co. Well, here we usually advertise in addition to the Duta

newspaper. In fact, at duta.co we came up with the online version of the Ambassador's Public Daily content so that the contents of print media could be read by readers through online media ambassadors. "(Interview Monday, 5 December 2016, 13.00-14.00 WIB).

During 2016, the sponsorship *event* was held only a few times, for example the Mbah Bolong Thousand Tambourine recitation activities, and the Gus Ipul Makuya Bareng activities in the framework of the celebration ahead of Ramadan. The Mbah Bolong Thousand Tambourine recitation activity was able to attract the attention of residents, especially the Nahdliyin community. While Mlaku Bareng Gus Ipul was very lively because it was followed by exhibition activities and a happy stage with interesting prize stimuli. Although this is a routine activity, it is not yet businessable to be able to contribute income. The aim of bringing the Ambassador's Society closer to the public was achieved but it was expensive.

5 CONCLUSIONS

The Duta Masyarakat Public Daily have conducted an integrated marketing communication model covering *advertising, sales promotion, public relations, personal sales, direct marketing and events*. All integrated marketing communication models are interrelated so that they become a unified integrated marketing communication strategy. From the results of research and discussion, the marketing communication tool that is very dominant used by the Duta Masyarakat Public Daily is sales promotion. Almost all advertising service products are sold using marketing communication strategies with sales promotion patterns. In this case, the Duta Masyarakat Public Daily uses economic law, namely giving large discounts to achieve high sales volumes. This strategy was successful so that advertising revenue increased in 2016. However, the sale of newspapers is not subject to discounts but the purchase of products according to price in return for writing in the form of advertorial. While other marketing communication tools all work according to their respective roles.

For the marketing and sale of newspapers, the Duta Masyarakat Public Daily has made a special policy by not increasing the number of prints, namely maintaining a circulation of 5,000 copies to meet the needs of customers in East Java and a small part in Jakarta. In fact, the circulation is not necessarily sold out or there is still a newspaper (return). Therefore, in this integrated marketing communication, the Duta Masyarakat Public Daily made the newspaper back as a sales promotion tool in collaboration with the editorial staff, precisely the client program reported in the Duta Masyarakat Public Daily in exchange for the purchase of newspapers. This kind of marketing communication model aims to control the number of prints so as not to decline sharply due to the presence of new internet-based media which further reduces the number of newspaper readers.

Thus, based on the results of data analysis, researchers can conclude that the marketing communication strategy carried out by the Duta Masyarakat Public Daily has undergone a number of changes as a step to continue to grow and develop as a media industry and anticipate the rapid development of new internet-based media. The business section and the editorial department work together, work together, and collaborate as a form *team work* of strong to achieve organizational goals. In order to maintain the survival of the media, in its strategy the Duta Masyarakat Daily newspaper seeks to expand the target of the advertising sales market towards the business world by not leaving what has been there all this time.

This study also contributes specifically to the themes of turnover intention which have been previously examined by many scientists with variable factors or variables as a series of efforts to reduce turnover by increasing salary satisfaction, job satisfaction and

organizational commitment. Thus the formulation of the problem in this study has been answered.

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