

Analysis of Marketing Communication Strategies Batamnews.Co.Id in Increasing the Number of Advertisers

Eka Sri Agustina, and Aditya Wirangga Pratama

Department of Business Management, Politeknik Negeri Batam, Jl. Ahmad Yani, Batam, Indonesia

Keywords: SWOT analysis, IFAS matrix, EFAS matrix, Marketing Communication.

Abstract: This research is done to find out how the strengths and weaknesses that become internal factors Batamnews in increasing the number of advertisers, how the opportunities and threats that are becoming an external factor Batamnews in increasing the number of advertisers, how marketing communication strategy Batamnews in increasing the number of advertisers and how to position Batamnews compared to other online media. This study uses a qualitative method with a SWOT analysis seen from internal factors, external factors and the profile of competition. The results obtained from IFAS and EFAS are the highest strength namely the many variations of advertisements offered with a score of 0.504. The highest weakness is the number of human resources (HR) with a score of 0.193. The highest chance is that the news displayed has been verified by the Press Council with a score of 0, 580. The highest threat is similar businesses which continue to increase with a score of 0.191. Based on the SWOT analysis diagram the right strategy carried out by Batamnews is an aggressive strategy. In addition, Batamnews can also use strategies contained in the SWOT matrix such as improving news quality, improving the quality of existing advertisements, providing appropriate discounts or prices, and increasing relationships. For the results of the competitive profile matrix in Batamnews is in the first place when compared to two similar companies.

1 INTRODUCTION

1.1 Background

In modern marketing strategies advertising is now important for some people. Advertising is a medium that is widely used by someone or company in introducing their products or services to the public. A product needs promotion to be known, especially on products that have just been made. Basically, the purpose of advertising is aimed at a communication mission so that what is informed can be well received. Advertising can also influence the attitudes, perceptions and behavior of consumers to buy and use the products offered.

The message in the ad must be in accordance with the facts so as not to harm consumers. Advertising is a source of income for a media business. The development of media such as now makes it easy for anyone to place advertisements apart from mass media such as newspapers, radio and television we can access them through online media. The rapid development of the internet in recent years has had an impact on online media and

affected the old mass media, especially print, because the public is now more interested in reading news through online media because it's easier if you want to see it. Online media advertising is also interesting to look at in terms of graphics or animative aspects.

Batamnews is a fairly good online media in the Riau Islands and has become a reference for the community in reading news. Products from Batamnews are news and advertisements. In news and advertisements Batamnews always gives a new look about information on sports, property, economy, technology, culinary, lifestyle, automotive and so on. To maintain the media industry in the midst of competition between the media, Batamnews has a good marketing communication strategy for the marketing success it carries out.

Strategy is a tool that is usually used by a company to see both internal and external conditions so that the company's goals can be achieved, so that a company is able to anticipate changes in internal and external environmental conditions. So, this company will be able to distinguish clearly from all management functions, consumer distributors and

competitors (Rangkuti, 2001). According to Malau (2017), marketing communication is the process of informing an offer of a product or service to the intended consumer.

Batamnews is a new company compared to other similar online media companies, especially in Batam City and certainly has many competitors. Therefore, if Batamnews wants to stay in the marketing environment, the company must be able to analyze all opportunities and threats in its work environment. Therefore, pelieli conduct research with the title "Batamnews.co.id Marketing Communication Strategy Analysis in Increasing the Number of Advertisers".

1.2 Formulation Problem

Based on the background above, the researchers formulated the problem as follows:

1. How are the strengths and weaknesses that are the internal factors of Batamnews in increasing the number of advertisers?
2. What are the opportunities and threats that are external to Batamnews in increasing the number of advertisers?
3. How is the marketing communication strategy implemented by Batamnews in increasing the number of advertisers?
4. How does Batamnews compare to other online media?

1.3 Reseach Purpose

The purpose of this study is as follows:

1. To find out the strengths and weaknesses that are internal factors Batamnews in increasing the number of advertisers.
2. To find out how the opportunities and threats that become external factors Batamnews in increasing the number of advertisers
3. To find out how the marketing communication strategy applied Batamnews in increasing the number of advertisers.
4. To find out how Batamnews is compared to other online media.

1.4 Benefit of Research

1.4.1 Practical Benefits

For Companies: expected to provide information, evaluations and contributions in strengthening marketing communication strategies on the news itself, in order to increase the number of advertisers

and their existence among other online media entrepreneurs.

1.4.2 Theorecal Benefits

For readers: expected to provide information related to marketing communication strategies in increasing the number of advertisers, especially on online media. And can be a reference material for other research in conducting the same research related to similar objects.

For authors: this research is expected to be able to add knowledge, insight, and gain new experiences related to what has been studied.

2 LITERATURE REVIEW

2.1 Marketing Mix

Service marketing mix is a tool used by marketers for an activity that needs to be considered so that a marketing strategy activity can run smoothly (Lupiyoadi, 2014). According to Zeithaml and Bitner (quoted in Wibowo and Priansa, 2017) The mix in marketing a product with a service product that we know so far is different, namely product, price, place, promotion, process, people, and physical evidence.

2.2 Marketing Communication Tools

According to Lupiyoadi (2014), a marketing communication tool is an activity that is not only a corporate tool to communicate to consumers but also a tool to persuade consumers in an activity of buying or using services according to the needs and desires of consumers. Meanwhile, according to Tjiptono and Chandra (2012) in general, promotions will differ between the end consumer market and the business market, therefore there is an allocation of promotional mix elements in marketing communications for the final market, namely: advertising, sales promotion, personal selling, public relations and direct marketing.

2.3 Advertising

According to Kotler and Keller (2009), advertising is a paid form of non-personal achievements and the promotion of ideas in the form of goods or services by sponsors must be clear. Advertising can also be one of the most cost effective ways to send a message to be delivered either with the aim of

building a brand preference or also to educate people who see or read it.

2.4 Internet Advertising Format

According to Morissan (2010), it states that print media or broadcast media, both in the form of the internet are also media that are usually used for advertising. A large company must now think of using the internet as a medium to promote a product or service. Internet advertising has several formats, namely to use the internet as a medium to promote a product or service. Internet advertising has several formats which include banners, sponsorship, pop-ups, in-stream advertisements, links and finally webcasts.

2.5 Internet and the Web

The internet or also called interconnection networking is all networks that are connected to one another by using the global standard Transmission Control Protocol (TCP) system as a protocol to serve billions of users throughout the world (Irwansyah and Moniaga, 2014). Meanwhile, according to Hidayat (2010), a website or also called a collection of pages is used to show the contents of information in the form of text, still images or animated motion, sound or a combination of all things that are static or dynamic that make a series of interconnected.

3 RESEARCH METHOD

3.1 Research Framework

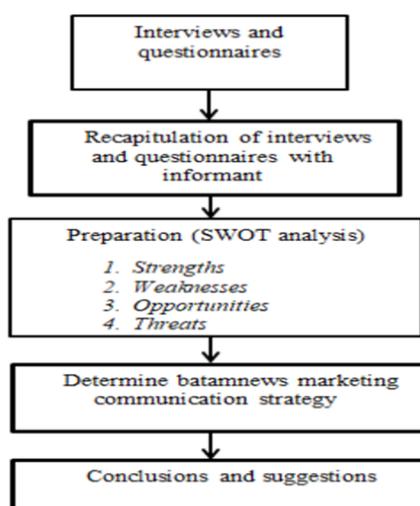


Figure 1: A Research Framework

3.2 Research Focus and Subjects

The focus of research in Batamnews marketing communication strategy is by using a marketing mix of analytical services services used including SWOT matrices, IFAS, EFAS, SWOT diagrams, and competitive profile matrices. And the subjects in this study are:

1. Chief Executive Officer (CEO) Batamnews
2. Marketing department
3. Editor Batamnews
4. Customers or readers of Batamnews

3.3 Data Collection Method

Data collection techniques in this study are:

1. Questionnaires
The technique of collecting data by giving written questions or statements to respondents to be filled in completely.
2. Interview
This interview technique used structured interview techniques.
3. Documentation
The document in this study can be in the form of a list of advertisers, the organizational structure of the company, and other documents.

4 RESULTS AND DISCUSSION

4.1 IFAS Matrix

Table 1: IFAS Matrix.

Internal Strategic Factors	Weight	Rating	Weight x Rating
Strength			
Many variations of advertisements offered	13%	3,875	0,504
Prices are according to the type of advertisement	9%	3,625	0,326
Easy payment for all customers	10%	3,375	0,338
Strategic location	8%	3,5	0,280
Promotions are done face to face and from other media	8%	3,125	0,250

The quality of human resources meets company standards	6%	3	0,180
Internal Strategic Factors	Weight	Rating	Weight x Rating
Be punctual in advertising and news work	9%	3,875	0,349
Has many readers in all social media accounts	11%	3,625	0,399
Weakness			
Desktop display ads cannot be seen on mobile	4%	2,625	0,105
Pricing	5%	2,875	0,144
Total human resources	7%	2,75	0,193
Completeness of facilities for work	5%	2,375	0,119
Computer and other work tools need rejuvenation	5%	2,125	0,106
Total	100%		3,293

Based on the results of the analysis of the IFAS (Internal Factors Analysis Summary) matrix in table 3.1 shows that the strategic factors that are the main strengths in news bars are many variations of advertisements offered with the highest score of 0.504 with a weight of 0.13 (13%) and a rating of 3.875. Strategic factors that become the main weakness are the number of human resources (HR) with the highest score of 0.193 with a weight of 0.07 (7%) and rating of 2.75.

4.2 EFAS Matrix

Table 2: EFAS Matrix.

External Strategic Factors	Weight	Rating	Weight x Rating
Opportunities			
The news displayed has been verified by the Press Council	16%	3,625	0,580
A good cooperative relationship with all customers	12%	3,625	0,435
An easy place for all consumers to reach	10%	3,5	0,350

Promotion through telephone and other media	11%	3,25	0,358
Display ads and news on the website and mobile are in accordance with consumer demand	9%	3,5	0,315
Threat			
Similar businesses continue to increase	17%	1,125	0,191
There are government regulations for the news displayed	6%	2,875	0,173
The price offered by competitors is cheaper	8%	1,875	0,150
An increasingly sophisticated system	5%	2,375	0,119
News productivity	6%	2,125	0,128
Total	100%		2,799

Based on the results of the analysis of the EFAS matrix (External Factors Analysis Summary) in table 3.2 shows that the strategic factors that become the main opportunity that is the news displayed has been verified by the Press Council with the highest score of 0.580 with a weight of 0.16 (16%) and a rating of 3.625. Strategic factors that become the main threat are similar businesses continue to increase with the highest score of 0.191 with a weight of 0.17 (17%) and a rating of 1.125.

4.3 SWOT Analysis Diagram

Judging from the results of the IFAS score shows the value on strengths getting 2,626 and weaknesses getting 0,667 and getting 1,959 results this shows that the strengths owned by Batamnews can overcome the existing weaknesses quite well. The results from EFAS show an opportunity value of 2.038 and a threat of 0.761 and a result of 1.277 indicates that the opportunities that exist can overcome various threats quite well. The difference between each difference factor is used to compare two small and big sides and it can be seen that the difference is from internal factors and external factors. In this case, it shows in the SWOT analysis diagram that the Batamnews company occupies quadrant 1, which supports an aggressive strategy. This quadrant shows that the Batamnews company is in a very favorable situation besides the business also has the strength and opportunity so that it can be utilized. Then it can be described as follows:

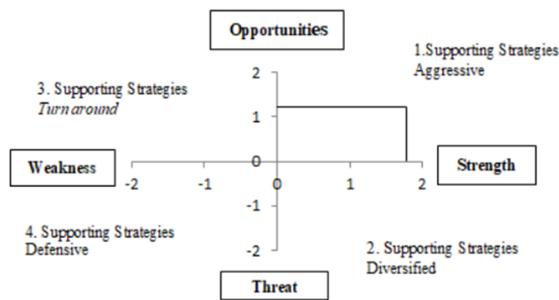


Figure 2: SWOT Analysis Diagram

4.4 SWOT Analysis Matrix

The results of the SWOT analysis matrix are used to compile the company's strategic factors and can identify opportunities and threats by adjusting their strengths and weaknesses. The following is the result of the SWOT analysis matrix:

1. SO strategy (strength - opportunities)

This SO strategy is a strategy that uses power to take advantage of existing company opportunities such as:

 - a) Improve the quality of news and add more varied ad variations.
 - b) Increase profitable relationships by giving discounts or offering other payment alternatives.
 - c) Increase comfort for customers who come.
 - d) Increase promotions with other media on a regular basis with an attractive company profile and quality products.
 - e) Improve and improve the quality of existing advertisements.
2. WO Strategy (weakness - opportunities)

WO strategy is a strategy that minimizes weaknesses to take advantage of company opportunities such as:

 - a) Showing ads for other social media.
 - b) Provide prices in accordance with consumer needs in advertising
3. ST Strategy (strength - threats)

ST Strategy is a strategy that uses power to overcome existing threats such as:

 - a) Increase relations both from Batam and outside Batam.
 - b) Providing attractive pricing or advertising packages.
 - c) Improving the quality of human resources and updating the existing system.
 - d) Increase the content and interesting news topics every day.
4. WT Strategy (weakness - threats)

WT Strategy is a strategy that minimizes weaknesses and avoids existing threats such as:

- a) Showing ads on desktop to be seen on mobile.
- b) Determine the exact price for each customer.
- c) Recruiting professionals, especially in the IT field.
- d) Improve and maintain working tools to improve the products produced.

4.5 Competitive Profile Matrix

This competitive profile matrix is used to identify a company's main competitors. The weight given to the competitive profile matrix is the same as the IFAS and EFAS matrix. From the results of the competitive profile matrix batamnews.com has two competitors, namely haluankepri.co.id and batamtoday.com which are competitors who are both engaged in online media especially those in the city of Batam. From the competitive profile matrix table, it can be concluded that batamnews.co.id is in the first position which has a score of 3.275 while for the second position there is haluankepri.com which is in the second position with a score of 3.057 and the third position is batamtoday.com which scores 3,009. The company batamnews.co.id company, haluankepri.com, and batamtoday.com are not much different both in terms of strategic factors such as the ability of employees or on time for news and advertising jobs. But there are three strategic factors that make batamnews.co.id superior, namely the ad variations offered for batamnews.co.id ad variations are superior because the latest ad package offers compared to its competitors, who still feel they offer banners, pop-ups, and advertisements other online. Furthermore, the location factor that is easily accessible to prospective batamnews.co.id consumers is superior because in terms of Engku Putri area. The last factor is the price given in accordance with the advertisements shown, this factor is also the last major factor because the price given batamnews.co.id is more affordable than its competitors, namely haluankepri.com and batamtoday.com. location batamnews.co.id has a location in the center of Batam, namely Batam Center, more precisely in the Engku Putri area. The last factor is the price given in accordance with the advertisements shown, this factor is also the last major factor because the price given batamnews.co.id is more affordable than its competitors, namely haluankepri.com and batamtoday.com.

Table 3: Competitive Profile Matrix

STRATEGIC FACTORS	Weight	Batamnews.co.id		Haluankepri.co		Batamtoday.com	
		Rating	Score	Rating	Score	Rating	Score
1. Product Variations of advertisements offered	20%	3,375	0,675	3,125	0,625	3,125	0,625
2. Price Prices are given according to the advertisements shown	15%	3,125	0,469	3	0,450	3	0,450
3. The place A location that is easily accessible to potential customers	13%	3,625	0,471	2,875	0,374	2,375	0,309
4. Promotion Segmentation and market share	14%	3,25	0,455	3,125	0,438	3,25	0,455
5. Person The ability of employees to process news and design	13%	3,125	0,406	3,125	0,406	3,125	0,406
6. Process Timely in progress and always updated	11%	3,125	0,344	3,125	0,344	3,125	0,344
7. Physical Proof Display advertisements displayed	14%	3,25	0,455	3	0,420	3	0,420
Total	100%		3,275		3,057		3,009

5 CONCLUSIONS

Based on the results of research and discussion in this study can be concluded:

1. The highest strength in the strength factor is the number of ad variations offered with a score of 0,504 and the highest weakness in the weakness factor is the amount of human resources (HR) with a score 0,193.
2. The highest opportunity on the opportunity factor is that the news presented has been verified by the Press Council with the highest score 0,580 and the highest threat to the threat factor is that similar businesses continue to increase with a score of 0,191.
3. The results of the IFAS and EFAS matrix calculations and in the SWOT analysis diagram the right strategy carried out by Batamnews is an aggressive strategy. In addition, Batamnews can also use strategies contained in the SWOT matrix such as improving news quality, improving the quality of existing advertisements, providing appropriate discounts or prices, and increasing relationships.
4. The results of the competitive profile matrix of Batamnews' position are in the first place of two similar companies by comparing the existing factors, namely the variety of advertisements offered, the prices given are in accordance with the advertisements displayed, locations that are easily accessible to potential customers, segmentation and market share, employee capabilities. processing news and designing, on

time in work and always updated and the last display of ads shown.

REFERENCES

- Hidayat, R. (2010). *Practical Ways to Build a Free Website*. Jakarta: PT.Gramedia.
- Irwansyah, E., & Moniaga, J. (2014). *Introduction to Yogyakarta Information Technology*: DEEPUBLISH.
- Kotler, P., & Keller, K. (2009). *Marketing Management* (13th ed.). Jakarta: Erlangga.
- Lupiyoadi, R. (2014). *Competency Based Service Marketing Management*. Jakarta: Salemba Empat.
- Malau, H. (2017). *Marketing Management (Theory and Application of Traditional Era Marketing to the Era of Global Modernization)*. Bandung: Alfabeta Publisher.
- Morissan. (2010). *Advertising: Integrated Marketing Communication*. Jakarta: PRENADAMEDIA GROUP.
- Rangkuti, F. (2001). *SWOT Analysis of the Technique for Dissecting Business Cases*. Jakarta: PT Gramedia Pustaka Utama.
- Tjiptono, F., & Chandra, G. (2012). *Strategic Marketing* (Edition 2 ed.). Yogyakarta: ANDI.
- Wibowo, LA, & Priansa, DJ (2017). *Communication and Marketing Management*. Bandung: ALFABETA.