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APIK-PTMA 2020

Communication 4.0: Challenging Technology, Theory and Multiculturalism

Yogyakarta-Indonesia, 18-19 March 2020

USE OF ANDALAS TELEVISION (ANTV) SPORT SOCIAL MEDIA INSTAGRAM AS ONLINE COMMUNICATION MARKETING STRATEGY OF SPORTS PROGRAMS IN TELEVISION (Case Study of Marketing Strategy through Instagram @antvsports Social Media)

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Introduction/Background

The development of information technology has changed people's behavior and interests towards social media, especially Instagram, which has become a popular trend and is important to be owned by the general public as a medium to get information, disseminate information, develop hobbies, develop creativity in the form of spectacle. entertaining or business activities.

Business activities that were previously done manually, can now be done automatically. Business activities on social media can be a means of promotion and marketing strategies that are good for small-scale businesses to large-scale business processes in a company or organization, especially in Indonesia. But the most important changes occur in several aspects and the usual activities can be done offline and limited, now it can be done using

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an online system on Instagram social media.

Instagram entered Indonesia in 2010. This is certainly very influential in the business world. Business people, especially in Indonesia, see this opportunity. Taking advantage of the benefits that businesses get from promotions through Instagram social media such as promotional costs are much cheaper, easier to use, and without restrictions obtained from Instagram, business people start using Instagram as a promotional tool from their products.

According to the survey results of WeAreSocial.net and Hootsuite, Instagram is a social media platform with the 7th largest number of users in the world. Aside from being a social network to share photos, Instagram is used to market business products. Total Instagram users in the world

reached 800 million in January 2018. (Source: databoks.katadata.co.id)

ANTV Sport is one of the programs owned by ANTV specifically presenting information about the world of sports both at home and abroad. The ANTV Sports program has been well known by sports lovers in Indonesia because of its long standing since ANTV was founded in 1993, ANTV has since tried to broadcast some of its first sports programs, the sports lens, the news program is a program that provides information on all news sports both in the world of football and even chess. Sports lenses are broadcast every day in the morning and evening, until finally there are two names of the morning sports lens program and the night sports lens. The success of the lens of sports in the hearts of the viewers, made ANTV try its luck again by creating a magazine

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format sports program, including the Total Football and Kampiun programs.

As the times progressed, the ANTV sports program experienced a decline in ratings and shares, which has become a dilemma since the presence of the Indian drama which made the programs that were present were cut off by the time. The needs and segmentation of the show turned into a female segmentation, until finally the ANTV sports program was now advancing its impressions at 12:30 a.m. to 4:00 a.m. Not only that, the original duration of 30 minutes is now reduced to 15 minutes (news 12 minutes), with the termination of the duration of course has a bad effect on the program where the Rating and Share obtained dropped dramatically and the decline in existence.

To overcome these problems, ANTV uses Instagram

social media as a marketing and promotional tool. The form of promotion carried out by ANTV Sport is by posting eflayer programs and photos of celebrities or sports players in every activity and events that are the main attraction for the viewers, with the aim of regaining confidence that ANTV Sport is still there, and its presence remains the best.

In conducting promotions via Instagram, the sports program holders are always updated every day and post on their Instagram @antvsports social media by posting hastag and marking various accounts involved in e-flayer or those involved in reporting the program with the aim to be seen by millions of people who use social media. Hastag itself is a term for words in social media that begins with a fence and usually makes it popular on social media.

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With the *@antvsports* account aimed at the wider community, especially loyal viewers, this aims to make it easier to find out the latest information about sports both from outside and abroad. The news content that is expected to affect the loyalty of the audience or viewer to remain faithful in every program that aired and of course can increase Rating and Share.

Through the *@antvsports* account, ANTV invites viewers to interact, and promotes programs that present information about the world of sports, with the aim that viewers continue to watch sports programs broadcast by ANTV television stations and not to TV competitors. Since 2015 the *@antvsports* account was first created and introduced to the public, until August 2017, Instagram *@antvsports* has approximately 12.9 million

followers. This is also due to people's knowledge of the sports program that is always presented by ANTV.

The high number of *@antvsports* followers shows that ANTV is a television station that has entered the minds of its viewers and is always eagerly awaited in every show, especially people who are very fond and fond of information about the world of sports, both from the soccer player transfer market to the fashion style sportsmen make ANTV the first place for sports lovers to listen to all information related to sports, especially football. (Source: Instagram Antv Sport)

The use of Instagram social media is done by ANTV due to the sensitivity and interest of a person towards social media, and cannot be separated from an advancement of a smartphone device that can facilitate its

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In all aspects of life, it is inevitable that everything requires communication. In its context as a social being, communication is a tool used to convey messages to one another. As suggested by Shannon and Weaver in (Wiryanto, 2006: 5-7) that communication is a form of human interaction that affects each other, intentionally or unintentionally and is not limited to forms of verbal communication, but also in terms of facial expressions,

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paintings, art and technology. According to the author, communication science is a must-have for all humans, because by mastering the good knowledge of verbal and non-verbal communication, the message and purpose and message of a person can be conveyed well.

Based on traditional perspectives (functionalist and objective), organizational communication tends to emphasize message handling activities contained within an organizational boundary. The focus is to accept, interpret and act on information in a context. The pressure is on communication as a tool that allows people to adapt to their environment. Whereas if viewed from an interpretive perspective, organizational communication is the process of creating meaning for interaction that is an organization.

Communication is the process of creating meaning for

interactions that create, maintain and change organizations. (Little John, 2005: 134) Supported by other sources, according to Wiryanto in his book entitled *Introduction to Communication Science* (Wiryanto, 2004: 54) defines organizational communication as sending and receiving various organizational messages in formal and informal groups of an organization. If the organization gets bigger and more complex, it will also cause more complex communication. Small organizations with only 3 members, the communication process that takes place is relatively simple. But organizations with 1,000 members make communication very complex.

One part of the new media is "Network Society". "Network society" is a social formation that is structured from groups, organizations and mass communities that affirm the initial form of organizations in all aspects

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(individuals, groups, organizations and social groups). In other words, the fundamental aspects of the formation of this theory are all that have a broad relationship in collectivity (Van Dijk, 2006: 20). According to R Cahyo Prabowo regarding new media / new media / online media is a tool as a means of communication which interacts, argues, exchanges information, knows news through internet network channels and the information is always the latest in a flash and also more efficiently concisely provides information to readers / audiences.

The internet is a form of new media. The internet is considered as the most important information tool to be developed in the future. The internet has the ability to encode, store, manipulate and receive messages (Ruben, 1998: 110). The internet is a media with all its characteristics that have technology, how to use, the scope

of services, content and image itself. The internet is not owned, controlled or managed by a single entity but is a computer network that is connected intentionally and operates based on mutually agreed protocols.

New Media or online media is defined as the product of technology-mediated communication that exists together with digital computers (Creeber and Martin, 2009: 12). Meanwhile, according to Lievrouw, it is called "New", because it is a continuation of the wave of innovation activities, services, systems, and even mix or filter between telephones, calls, films, letters, newspapers, television, photography or music. Another definition of online media is media it consists of a combination of various elements. That means there is media convergence in it, where several media are put together (Lievrouw, 2006: 6).

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New Media is a media that uses the internet, technology-based online media, has a flexible character, has the potential to be interactive and can function privately or publicly (Mondry, 2008: 13).

Next is to use the marketing mix theory. To get an idea of the meaning and role of the marketing mix, we first look at the limits of the marketing mix or marketing mix. There are several opinions regarding marketing mix, among others, according to Basu Swastha (2000: 42) who stated that: "Marketing mix is a combination of 4 variables or activities that are the core of the company's system, namely: product, price structure, activities, promotion and distribution system " From the above definition, it is stated that the marketing mix is a term used to describe a combination of all four inputs which are the core of an organization's marketing system.

These four elements are product offerings, price structures, promotional activities, and distribution systems.

Another opinion regarding marketing mix according to Philip Kotler (2000: 18), is: "the marketing mix is a collection of marketing variables that can be controlled and used by a company to achieve the desired level of sales and maintain market share in the target market." elements in the marketing mix are interconnected with marketing managers should be able to apply the marketing mix as effectively as possible and adapt it to changing conditions and conditions, for example companies make product improvements, change prices, increase promotional activities, make changes to distribution and so on.

In the book "Strategic Marketing Communication", Soemanagara (2008: 3) states that the relationship between marketing

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and communication is a close relationship. Communication is the process of passing symbols that are interpreted equally between individuals to individuals, individuals to groups, groups to groups and groups to the masses.

The merger of two studies namely communication and marketing resulted in two new "studies" namely marketing communication. He also explained that marketing communications can also be expressed as communication activities aimed at conveying messages to consumers or customers by using a number of media and various channels that can be used in the hope of three stages of change, namely: changes in knowledge, changes in attitude, and changes in actions desired.

Methods

The paradigm that researchers use in this study is the constructivism paradigm. The constructivism paradigm is a

paradigm that is almost an antithesis of the notions that put observation and objectivity in finding a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the relevant social actors creating and maintaining or managing their social world (Hidayat, 2003: 3).

The research approach used by researchers is a qualitative approach. The qualitative approach views objects as dynamic, the results of the construction of thought and interpretation of observed, and intact phenomena because every aspect of the object has an inseparable unity.

The research method used to answer how the use of Andalas Television (ANTV) Sport Instagram as a marketing strategy for sports programs on television is the case study method. Case studies or case studies are part of a qualitative

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method that seeks to explore a particular case in more depth by involving the collection of various sources of information. The collection of information in the case studies in this study was carried out on Instagram @antvsports.

Results/preliminary result/critical review

In improving the existence of sports programs on television, ANTV uses marketing communication to increase the number of viewers in a sports program. Various marketing strategies tried by ANTV Sport one of them by using Instagram social media as a form of promotion. Digitalization that occurs due to technological developments makes marketing activities can be done easily by utilizing digital media through online media.

The development of new media (new media) cannot be separated from the development of technology marked by digitalization.

Digitalization is a form of change that occurs in human needs that demands efficiency, convenience and practicality. Digital media is now increasingly accessible to the public, so anyone can participate in information dissemination activities that ultimately can influence an sports program on ANTV.

According to Lievrouw, it is called "New", because it is a continuation of the wave of innovation activities, services, systems, and even mixtures or filters between telephone, calls, films, letters, newspapers, television, photography or music (Lievrouw, 2011: 5). When examined from this theory, ANTV Sport has carried out new media theory because the elements above have been applied, such as innovation activities of various kinds of content produced, internet services in the form of eflayer, pieces of video uploaded through Instagram social media.

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Online media and social media are now used as media used to get information by the people in Indonesia, both by individuals, organizations, companies and government agencies. According to the results of research on ANTV Sport, this reasoning is one of the factors in conducting marketing activities in this case program promotion.

The promotion conducted by ANTV Sport on @antvsport instagram aims to provide information on program events and attract the public to watch sports programs broadcast on TV broadcasts and YouTube channels.

Marketing activities carried out through digital platforms are commonly called digital marketing. Several companies in various industries use this platform to facilitate marketing activities.

Utilizing digital marketing by using media to carry out promotional activities through social

media. One of the social media used by ANTV Sports is Instagram.

Content contained in @antvsport instagram in the form of eplayer, snippets or snippets of material in the form of videos and photos on TV broadcasts and YouTube channels are used as messages or information addressed to the public using a digital platform that aims to get messages received quickly by the community, as well as the community can interact directly with ANTV Sport.

This is in accordance with the marketing communication theory according to Soemanagara (2008: 3) in the book "Strategic Marketing Communication", which states that the relationship between marketing and communication is a close relationship.

In addition, ANTV Sport tries to implement a marketing strategy using influencers as a form of promotion. This is according to Michael Ray, defining promotion as

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the coordination of all efforts that are started by the sales to build various channels of information and persuasion to sell goods and services or introduce an idea (Morissan, 2010: 16).

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It aims to inform the ANTV Sport program to the community, persuade and remind the public about ANTV products and provide a distinctive feature in the eyes of the community to ANTV sport about the program they produce. This is because there are many similar programs produced by other private tvs

Instagram social media @antvsports aims to make people aware of the existence of ANTV Sport as part of ANTV's private television station which is devoted to providing information about the world of sports. This is said by Setiadi (2003: 250) that marketing communication plays an important role in the marketing process. Where, the communication aims to ensure the community knows the existence of the product.

Conclusions

The need for information that is updated by the community demands the fast presentation of different content and information and updates. But in this case @antvsports does not have experts to handle @antvsports instagram. This has the effect of delaying the presentation of content and information on Instagram.

Using the features found on Instagram such as instagram stories and live is very helpful for

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Instagram @antvsports in updating an inside information.

The number of sports activists in Indonesia can be an opportunity for ANTV Sport to present content and information. Besides that, there are various kinds of events in Indonesia, both multievent like Asian games, sea games, AFF trophies and also domestic events such as Kejurda, PON etc. This of course the community needs information about the event.

In implementing its marketing strategy, ANTV Sport tries to use all employees to share content to audiences through their personal accounts. In Instagram, repost.

The marketing communication conducted by ANTV Sport in this case uses an online platform in the form of social media. due to technological developments that must be followed by ANTV Sport. In addition, the use of online broadcast communication in the

world of television is one of the strategies that are considered new for a company. This is due to the rapid development of digital technology, coupled with the increasing need for information about sports.

The implementation of marketing strategies through Instagram social media is very effective for ANTV Sport itself, this can be seen from the Rating & Share obtained in the ANTV Sport program.

From the discussion that has been explained, the author analyzes the @antvsports instragram using SWOT analysis. This is used to see the position of ANTV Sport in the midst of society and in the face of competition from competitors. The author observes directly at the ANTV office and analyzes various related data on Instagram @antvsports.

1. Strength Instagram @antvsports

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The material produced by ANTV Sport is very varied so that the community is not saturated in seeing the appearance of the content presented by *@antvsports*. In addition the information provided to the public is always updated every day by following the development of information about the world of sports both from domestic and abroad. So that people get information that is updated every day.

2. Instagram weaknesses *@antvsports*

The need for information that is updated by the community demands the fast presentation of different content and information and updates. But in this case *@antvsports* does not have experts to handle *@antvsports* instagram. This has the effect of delaying the presentation of content and information on Instagram.

3. Opportunities

The number of sports activists in Indonesia can be an opportunity for ANTV Sport to present content and information. Besides that, Indonesia has various kinds of events, both multievent like Asian games, sea games, AFF trophies and also domestic events such as Kejurda, PON etc. This of course the community needs information about the event.

4. Threats

The threat to ANTV Sport comes from competitors who present similar content in the form of sports information. This can be seen from the many other private tvs that present special programs that present information from the world of sports.

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that present information from the world of sports.

Trying to provide training is always done by ANTV Sport to produce varied content so that it can attract all people. Post content regularly and update on information developments that occur in the world of sports.

Special staff is needed to manage Instagram @antvsports, so there are no double jobs for employees.

From some points that have been explained, the writer gives some suggestions that are needed for the use of Andalas Televisi (ANTV) Sport sosil Instagram media as an online marketing program for sports programs on television, which are:

1. Recruit millennial generation so that @antvsports instagram is more focused and so the number of followers can increase.
2. Hire experts who specifically handle @antvsports instagram, so there is no need to have double job desk for employees.

3. ANTV Sport must provide training to maximize the function of experts who specifically manage Instagram @antvsports.

4. Use artists or celebrities as lure followers to watch content on TV broadcasts and follow @antvsport Instagram accounts.

5. Take advantage of employees who have a lot of followers to be able to help in the dissemination of information and promotion

6. Production of content for Instagram is made more contemporary.

7. Upload content material regularly so followers always know the latest information.

8. Antv Sport is required to make all snippets of content displayed to Instagram before the program starts.

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