

The Strategy to form of Customer Opinion for the Eternal Stuff through Social Media

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Abstract--- *Eternal stuff is a new company engaged in stationery. As a new company engaged in business that already has many competitors external stuff needs to form a customer opinion on the new brand. Eternal stuff uses marketing public relations efforts that function to create markets, maintain product image and establish relationships with customers. Based on this, the purpose of this study is: to find out the planning and implementation of the marketing strategy of the Public Relations Eternal Stuff in using social media as an effort to form a Customer opinion on the Eternal Stuff brand. The results show that the first step taken by Eternal Stuff is to create an Instagram account and actively follow those who are considered to be the target market for the Eternal Stuff. The conclusion obtained is that efforts to form customer opinions through social media can be done by choosing social media tailored to the target product targets. Because stationery products have targeted Instagram and LINE students and students as the main media to be important, because opinions will be formed if the exposure of the product can reach its target, while social media is a tool that can easily measure the extent to which the customer believes in the product, and if the opinion has been formed, the image of the brand will be easily formed so that the market will be formed.*

Keywords--- *Customer Opinion, Eternal Stuff, Social Media, Marketing, Public Relations.*

I. INTRODUCTION

Eternal stuff is a new company engaged in stationery. As a new company engaged in business that already has many competitors external stuff needs to form a customer opinion on the new brand. Eternal stuff uses marketing public relations efforts that function to create markets, maintain product image and establish relationships with customers. Thomas L. Harris which prioritizes marketing public relations as the use of strategies and techniques of Public Relations to achieve marketing goals. The aim of the MPR is to get awareness, communication and communication between consumers, companies and their product brands. The main function of the MPR is to communicate credible information, the event sponsors appropriate gifts and supports social activities that benefit the community. [1].

Thomas L. Harris mentions the expansion of the function of public relations to support the marketing objectives of an organization forming the term marketing public relations (MPR). Harris further explained that; "In its market-support function, public relations is used to achieve a number of objectives. The most important of those are to raise awareness, to inform and educate, to gain understanding, to build trust, to make friends, to give people reasons to buy and finally to create a climate of consumer acceptance".[2].

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From the explanation above, it can be explained that in its role as a supporter of the marketing function, public relations serves to raise awareness of the public about the existence of company products, provide information and education about products, provide understanding, help provide reasons for the audience to buy products, create a harmonious atmosphere between consumers and products and companies and build trust between consumers and products.

Marketing public relations functions to create markets, maintain product images and establish relationships with customers. In relation to products, the role of public relations is needed including in managing after-market product sales. "Failure to nourish the after market can lead to bad dealer-customer relations, loss of reputation and refusal by customer to buy the product or service again." [3].

Therefore marketing public relations is not limited to introducing products to the public. Relationships with the public are not only limited to the sale of products but continue to post-sales services to create satisfaction of consumers who will form customers who are loyal to the product. Therefore managing customer relations is very important for marketing public relations practitioners.

Based on the explanation above, researchers are interested in conducting research and presenting it in the form of scientific articles with the title "The Strategy to Form of Customer Opinion For The Eternal Stuff Through Social Media".

Based on this, the purpose of this study is: to find out the planning and implementation of the marketing strategy of the Public Relations Eternal Stuff in using social media as an effort to form a Customer opinion on the Eternal Stuff brand. The researcher intends to find out more about how to create markets, how to maintain product images, and how to establish relationships with customers from the Harris concept. The method used in this research is descriptive study. The data collection technique of this research was carried out through interviews, documentation and literature.

II. LITERATURE REVIEW

Marketing Public Relations

According to Thomas L. Harris, the first originator of the concept of Marketing Public Relations in his book entitled *The Marketer's Guide to Public Relations* with the conception as follows: "Marketing Public Relations is the process of planning and evaluating program, that encourage purchase and customer through credible communication of information and impression that identify companies and their products with the needs, concern of customer"[4].

Marketing public relations is a strategy process, there is a planning process up to the evaluation process which is planned are public relations programs that are intended to encourage sales by providing information and building a brand image of the product.

Marketing has been defined as the management function responsible for identifying, anticipating and satisfying customer requirements profitably.[5] The difference between MPR and the other type of marketing is the connection that spread the message. MPR is all creating a buzz about a product by encouraging intermediaries (connectors) such

as traditional mass media, the electronic media, or individuals to voluntarily pass a message about a product to their audience. MPR's unique characteristic in engaging another party in the communication process other than the marketer and receiver creates another dimension in the communication process, which can be a challenge or an opportunity [6]

Public Opinion

Two researchers who tried to explain the theory of public opinion were Walter Lippman and John Dewey in the early 1900s. Lippmann painted a pejorative portrait of the public that was unable to process information deeply or to behave rationally. In *Public Opinion*, Lippmann relied on the allegory of the cave, from Book VII of Plato's *The Republic*. Lippmann believes public are forced to rely on what they can see to create themselves trustworthy pictures of the world beyond their reach. Naturally, the media play a critical role in the construction of these pictures. Instead of Lippmann, Dewey actually argues that the public is not just formed in receiving information, Dewey's thinking reflected a profound concern with improving how citizens learned and how they could reach their fullest potential.[7]

Theories that mention how public opinion is formed which is influenced by the media can be seen in the two-step flow theory, agenda setting, priming, and framing, wherein each theory emphasizes how the media influence public opinion and opinion of information.

As our media landscape becomes more balkanized and fragmented, society has witnessed an increase in selective exposure and a shift toward what Benet and Iyengar (2008) term "a new era of minimal effect" or "the new media theories" framework. But what are new media? Today's latest technology will likely lose novelty with the appearance of the next one.

Information will continue to be sent for the sake of information; messages will continue to be sent to mobilize others to take action; and non-elites will continue using these technologies to join the swelling ranks of citizen-journalists (Cooper, 2010). Social media have flattened hierarchies, and media consumers have become producers. With this increased engagement signal in the media, public can find virtually unlimited information on an issue [7].

III. RESEARCH METHOD

The method of writing approach from the results of this observation uses descriptive methods. This type of descriptive study is a method that examines the status of a group of people, an object, a set of conditions, a system of thought or a class of events in the present. Descriptive research only describes a situation or event. This study does not look for a relationship, does not test hypotheses or make predictions [8].

The descriptive research was carried out with the following objectives [9]: 1) Gathering actual information in detail that depicts existing symptoms, 2) Identifying problems or checking conditions and applicable practices, 3) Making comparisons or evaluations a particular program or phenomenon, 4) Determine what other people do in dealing with the same problem and learn from their experience to determine plans and decisions in the future.

One technique used by the author to obtain the data and information needed by interview. Data collection is done by asking questions directly to Eternal Stuff Owner, Melati Permai Lestari on Monday – Tuesday, 11- 12 December

2017, to obtain verbal statements that can support the data and information collected by the author. The object of research is Eternal Stuff. Eternal Stuff is a company engaged in stationery, various types of stationery needs are provided by Eternal Stuff. Moreover, a design that attracts attention and good photo visualization can captivate customers from various types of people in Indonesia.

IV. RESULT AND DISCUSSION

To find out marketing planning Public Relations Eternal Stuff in using social media as an effort to shape the customer's opinion on the brand of Eternal Stuff.

Eternal Stuff marketing public relations planning on the Line platform: In the planning process, marketing public relations, Eternal Stuff uses various types of social media such as Line, Instagram and Facebook. The use of social media aims to expand the customer reach of Eternal Stuff. However, before making prospective customers interested in buying products in the Eternal Stuff, Melati as the owner has designed a plan that will be implemented in each of these platforms. This departs from the typical differences between Line users, Instagram and Facebook, so the content on each platform needs to be adjusted, even though the content does not differ much.

Official Account Line Eternal Stuff can be added as a friend with the ID code @eternal.stuff. Currently Line Account Eternal Stuff already has 83,731 adders. That's a lot for an account that sells stationary products.

To fill in the content shared in Line Account is no different than what is shared on Instagram and Facebook. However, Line admin often sends messages such as for the latest products, empty products and promos free shipping.

Examples of the contents of new product content are as follows:

"Yay! The latest items have been uploaded at Shopee and Tokopedia! Please check it! Get 10% discount with a minimum purchase of Rp. 25,000 via Shope. Enter the voucher code: ETERAG10! "

This aims to grow the customer's good opinion towards the Eternal Stuff. By providing information updates on Line, customers who have added Line Eternal Stuff will feel like they are being kept informed of the development of existing products in the Eternal Stuff, especially with the provision of discounts at low purchase prices, which is Rp. 25,000, and also stated the discount code and the link to buy the product. All of that aims to make it easier for customers to shop on the Eternal Stuff via the Line.

Examples of contents of empty product content are as follows:

"Update stock October 3, 2018, Blank: Scandinavia Handwriting Notebook B5 (D), Mini Size 2019 Desk calendar (A), Floras Garden Spiral Sketchbook A5 (A)"

This aims to grow the customer's good opinion towards the Eternal Stuff. By providing information updates on Line, customers who have added the Eternal Stuff Line will feel like they are being kept informed with products that have no stock. That will show that the product is selling well and is a customer favorite of Eternal Stuff. It also makes it easier for customers to see products that are empty, so customers do not need to ask about the availability of the desired product to the Eternal Stuff Line admin.

Examples of the contents of free shipping content are as follows

"Hi! Good news for all of us! FREE SHIPPING for the JABODETABEK area. Requirements: apply for JNE service delivery services (YES, REG and OKE), a maximum weight of 2kg ".

This aims to grow the customer's good opinion of Eternal Stuff because Eternal Stuff will bear the shipping costs, not the customers who bear them. This will prove commitment and will establish a good relationship between customers and the Eternal Stuff.

Planning for public relations marketing Eternal Stuff on the Instagram platform . The official Instagram account Eternal Stuff already has more than 164,000 followers, with 1,474 posts. In bio instagram, Eternal Stuff provides a description that the items uploaded are ready stock items, it will give an opinion that the goods are definitely not much and will not make many people have it. Banks that can be chosen to transfer money only to BCA and BNI banks, besides that payments will not be accepted. Shipping goods via JNE or GO-SEND. The most important thing from Instagram is that it does not accept direct messages. It aims to not ignore customers, because with as many as 164,000 followers, surely direct message will accumulate. The numbers of Whatsapp and ID Line are also listed on Instagram biodata, so that customers who are interested in Eternal Stuff products can contact Whatsapp or Line admin to buy products.

Most post Eternal Stuff posts are the same as those in the Line, both image selection and captions. All of them are typical content. The difference is in the appearance of the Eternal Stuff Instagram homepage itself. With a nice layout layout and color editing images that make the appearance of Eternal Stuff products better seen on Instagram. In addition, the number of product images that can be seen by instagram users as many as 9 images makes it easier to see the image of the product you want to buy.

The significant difference is planning the content of the instastory. There are several classifications of instastory:

A wallpaper containing interesting quotes. Testimonials that contain sentences from customers who have received products from the Eternal Stuff. Unboxing that contains the process of opening a new Eternal Stuff product received by the customer. Best Seller that contains product images of Eternal Stuff that are very popular with the people of Indonesia.

Giveaway that contains products that are distributed to customers free of charge. All management of this instastory content aims to foster positive customer opinions on external stuff with activities that enable the process of communication between customers and the Eternal Stuff. Planning for public relations marketing Eternal Stuff on the Instagram platform . Writing content and images are the same as line and instagram. The difference is that Eternal Stuff uses this platform effectively to expand its reach by using advertisements on Facebook. The diversity of users on Facebook makes the reach wider. These ads will foster positive customer opinions on Eternal Stuff products, and lead them indirectly to visit the Eternal Stuff Instagram.

Implementation of marketing strategies Public Relations Eternal Stuff in using social media as an effort to shape the customer's opinion on the brand of Eternal Stuff. Owner Eternal Stuff, Melati Permai Lestari or known as Melati, started its business from October 2015. Melati as the owner carried out research stages before starting this

business by searching for shops that sell goods to be supplied by suppliers, then lobbying and negotiating. After dealing with suppliers, Melati immediately prepares capital and is ready to start selling. The selection of target targets for Eternal Stuff is quite extensive, from junior high schools to office workers, but still fits the type of stationary products sold because Eternal Stuff sells stations for all ages and all walks of life.

The name selection for the brand from Eternal Stuf. Eternal, very suitable from the bottom of the mind of the owner who wants his brand to be eternal in market share with reality. Stuff, very suitable for describing the heterogeneity of items to be sold, is not focused on only one or two items because the words described are referenced. The tagline promoted by Eternal Stuff, "Coolest Stationary Shop", is very pronounced with stationary products being sold and from the visualization of images posted on Line, Instagram and Facebook social media lines that are very eye-catching.

The first step taken by Melati to introduce Eternal.Stuff and its products in the target audience is to create instagram and follow those who are targeted by the Eternal Stuff market. The next step is to like their photos, then they will check the Eternal Stuff profile. Besides being paid to promote on the official account of LINE or Instagram, many followers will add adders to OA Line and followers on Instagram Eternal Stuff. It was done from 2015 to 2016, if you can now take advantage of the Facebook advertising feature. Marketing products using OA Line, Instagram and Facebook can be considered effective. In using Line as a tool to market Melati products, the attention of the Line itself is not very effective or not. Because Line is used as a media chat with customers only. The choice of using Facebook advertising is very effective because Melati can determine the audience that matches the Eternal Stuff.

With Instagram Eternal Stuff followers as many as 164,000 more followers the thing that is done by Melati is doing paidpromote, facebook advertising and also giving a routine. This aims to create a positive Eternal Stuff image in the eyes of the customer. Melati does not conduct a sales strategy using the Direct Selling method. It also aims to maintain a good image, because Eternal Stuff focuses only on the online shop, so customers don't need to search anywhere, just on social media, just Instagram, line or Facebook.

Unique photos will also make Eternal Stuff's image more positive. Because unique photos will attract the attention of prospective customers and become customers. For aesthetic settings for posting uploads on Melati, do not do a photoshoot, all from the supplier. He only adds and makes captions that are suitable for the target and value of the Eternal Stuff.

In addition to reaching a wider market, Melati also wants to pamper her customers to have a sense of satisfaction and become unsteady about the Eternal Stuff. Melati uses freight forwarding services such as JNE and GOJEK. Nowadays there are many online purchases such as Tokopedia, Shopee, Bukalapak and so on. This will indirectly shape the image of the Eternal Stuff that is positive in the eyes of the customer because it provides a lot of choices and makes the customer not difficult and tends to make it easier for the customer in the process of payment or delivery of goods.

Eternal Stuff uses the Tokopedia and Shopee platform because it has a significant effect on the level of processing because the marketplace of the platform offers many promos, one of which is free shipping. The thing

promised by Eternal Stuff to customers is to provide the best service possible, quality goods and we can be sure the seller is responsible. If there are items that are damaged or missing, they must be replaced.

Melati also conducts customer relations well, where as many as 164,000 followers are not passive followers, but tend to be interactive because they give a lot of input via DM Instagram if Melati uploads a photo or asks what products to launch on the Instastory feature. The thing promised by Eternal Stuff to customers is to provide the best service possible, quality goods and we can be sure the seller is responsible. If there are items that are damaged or missing, they will be replaced.

V. CONCLUSION

Melati Permai Lestari as the owner of Eternal Stuff chose to run a business in the field of stationery. The philosophy of choosing the name of the Eternal Stuff is based on the meaning of the word eternal which means eternal. According to Melati, because the name is a representative of prayer, it is the thing that underlies the selection of the name so that the business can be eternal. The meaning of the logo and / or Eternal Stuff icon actually does not have a background Philosophy, it's just a simple logo selection so that it is easier to remember. The selection of green and yellow is because Melati likes the color and does not think of other colors. The first time Melati started this business since around October 2015. It was the first thing to think about to start this business, which is to choose which stores to make as suppliers. After the deal, then prepare capital and continue selling.

The first step taken by Melati to introduce Eternal Stuff and its products among student targets is to create an Instagram account and follow people who will be targeted by the Eternal Stuff market. Then like their photos, then they will give feedback by checking the profile of Eternal Stuff. Besides being paid to promote on the official account of LINE or Instagram, having a lot of followers is a marketing tactic that is done early in running this business.

The next step to make adders from the official Eternal Stuff account to be a lot is to be paid to promote from other official accounts in the Line that have more adders than the Eternal Stuff and are close to the students. Marketing goods using OA Line can be said to be effective.

Besides Line, Melati also uses Instagram. What Melati has done in managing tactics so that marketing is more massive is by uploading many product photos with interesting captions. It proved to be very inviting customers to be more interested in seeing the Instagram page of the Eternal Stuff. To make interactions and relationships with customers good, Melati also gives giveaway tactics. This giveaway tactic is routinely done because it will make Eternal Stuff marketing more widespread because it is seen from each participant follower who follows giveaway.

Eternal Stuff uses social media very effectively. Eternal Stuff is progressing rapidly because it is keeping up with the times and using tools such as Line, Instagram and Facebook makes it easier for owners to market products to broader and more heterogeneous targets.

The conclusion obtained is that efforts to form customer opinions through social media can be done by choosing social media tailored to the target product targets. Because stationery products have targeted Instagram and LINE students and students as the main media to be important, because opinions will be formed if the exposure of the

product can reach its target, while social media is a tool that can easily measure the extent to which the customer believes in the product, and if the opinion has been formed, the image of the brand will be easily formed so that the market will be formed.

VI. LIMITATION

The limitation of this research is that the data collected is only from the official Eternal Stuff, and no survey research is conducted regarding the formation of consumer public opinion. It is better for further research to try to see the extent to which consumer opinion is formed in real terms. As expressed by Syarief that public opinion occurs because of the message from the communicator that will cause an attitude to the content of the message [10].

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