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Why Telco Companies in Indonesia using Social Media

Monitoring as a way to handle feedback ?

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ABSTRACT

Developments within industrial technology has currently become one of the phenomenon's in causing industries to use social media monitoring in handling feedback. People who work within an industry, have similar aims and purpose of the aforementioned industry, in which is usually related with the industry's vision and mission.

"Both practitioners and academics agree that the social revolution occurring through digital channels will have a profound impact on how people interact with each other and how companies manage their relationships in the changing communications landscape (Greenberg, 2010;Kletzmann et al.,2011;Dennis et al.,2009)" (Journal of Business & Industrial Marketing, Vol. 30).

Within this study, Telco Industries in Indonesia have been chosen to be the subject of research. The researcher chose several Telco industries that meets the criteria in accordance to the qualification standards and needs previously set by the researcher itself. Such a matter has become very interesting – especially in the digital era, as companies have transformed from using conventional methods in handling feedback to currently digital handling feedbacks by using social media monitoring.

The research method used, includes a literature study. The data used within the results of this study, comes in the form of data collection obtained from media releases, websites, and several literatures such as journals and books.

Results that are obtained from this research, includes an analysis regarding to why and how industries use as well as utilize social media monitoring to handle feedback.

Keywords: Social Media Monitoring, Public Opinion Research, Handling Feedback, Digital Transformation

INTRODUCTION

With the development of information and communication technology today, the community – both as an individual and society – within various industries are capable of carrying communication activities using media in which is often referred to as digital media. The type of digital media that is commonly used today is generally owned by the average Indonesian netizens, namely social media. Merely by having internet access, all netizens within the country can become a social media user.

"Based on the results of the 2016 APJII internet survey, Indonesia continues to experience tremendous growth in internet users so that the total number of Indonesian internet users currently reaches 132.7 million users. This figure rose quite high compared to the results of a survey in 2014 which showed the number of Indonesian internet users was 88 million users. The figure of 132.7 million users means that it exceeds 50% of the total population or population of Indonesia, precisely its penetration is 51.8%". (APJII Press Release, tekno.kompas.com., Accessed on 4 January 2016, 21.37 wib).

The number of internets users Indonesia, - also known as netizens – mostly use social media for entertainment purposes. Facebook has become the number one social media platform among users

in Indonesia, which is then followed by Instagram. A study conducted by the APJII 2016 survey, focusing on the internet penetration based on geography, age, and occupation. Geographically, the Island of Java dominates Indonesia's internet penetration which is then followed by Sumatra, and Eastern Indonesia coming in last. Based on age, the age range 10-14 years showed a 100% internet penetration rate, meanwhile being the lowest for those over the age of 50 years. According to occupation, private students/health workers recorded the highest usage, meanwhile housewives/shop-workers/SMEs had the lowest (Source: APJII Press Release, accessed on 4 January 2016, 21.37 wib).

Given the facts, based on several reliable sources, it can be seen that the revolution within media development in which previously focused on conventional media has switched to the convergence era. Whereas digital media is growing rapidly, as this can be seen based on the increasing number of Indonesians who use the internet increased by more than 50%. Access of internet is not only used by Indonesians for personal use, yet it is also used to interact within an industry or company. Especially considering the development of the Digital Industrial Revolution in which has occurred as claimed to be the Industrial Revolution 4.0.

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Weaknesses of common media such as limitations of place, time, or pages, can be covered by online media whereas it is accessible anytime and anywhere. Social media allow users to connect, communicate, and inter- act with each other, often by posting, sharing, or co-producing information (Correa, Hinsley, and Zúñiga 2010). These two functions—social interaction and information-sharing—are at the core of social media. Currently, conventional media has transformed into a 'new media' technology, also known as social media (Romli,;Syamsuk; 2012: 30). Social media is a tool that has been used by companies in the publication process of products they offer. Social media

platforms used include Facebook, twitter, Instagram, WhatsApp, Blackberry Messenger, Path, Myspace, and others. In other words, it is now easier for a company to conduct their publication activities only by having an internet connection, using websites, accounts, and fan pages on these social media platforms.

Social media is the media that is used by many to interact and socialize. The story lays behind the tactics of each of the hundred technologies, all of the tools in which are available for a person to connect with ones customers and prospects, whereas the strategies are necessary in order use these tactics and tools effectively. Social media itself is an online media, where users can easily use it by sharing and creating posts such as blogs, social networks, wiki-articles, forums, and virtual worlds. Blogs, social networks, and wiki are the most common forms of social media that is used by people all over the world. According to Andreas Kaplan and Michael Heinlein, (Kaplan; Heinlein; 2010) social media is defined as "an internet based application group which is built upon basic ideology and technology Web 2.0, and which makes it possible for creating and sharing "user-generated content"."

Communication itself is one thing that cannot be separated and or eliminated from a humans' everyday life. Living in a community, communication has a crucial role. Communication itself is defined by a renowned figure in the communications field; namely Prof. Wilbur Schramm, who stated that:

"Communication and society are two twin words that cannot be separated from each other. Because without communication, it is impossible for the community to be formed, on the contrary without society, humans cannot develop communication "(Cangara, 2004: 29).

Due to this, human interactions within industries cannot be separated from the communication process. However, a different tool/media is used in carrying out the communication process. As conventional communication media in which was originally used, has shifted to the convergence (digital) communication media. At present, with the continued development of digital media, the communication process is more easily carried out by the community, both internally and externally.

Based on observations that have been made by the researcher, through interviewing informants, observations on literature studies, it is proven that external communications between industries (in this research being Telco industries), and digital communities called Netizen is easily done through social media.

According to Philip Kotler and Kevin Keller (2012; 258), social media is a mean for consumers to share text, image, audio and video information with each other along with other companies and vice versa. Based upon observations on the Instagram account owned by several Telco Industries in Indonesia, it was found that the communication pattern occurred based on feedback from Indonesians (Netizens), with a wide range of insights both being negative and positive. A majority of the feedback found, consisted of consumers' dissatisfaction with the product/service originating from the industry, comments on news newly released, questions and answers regarding products, promos, and other things that Netizens are free to write about on social media.

Grunig's situational theory of publics as explained in Grunig & Hunt (1984) provided the basis for differentiating types of publics. In situational theory, groups are distinguished in terms of how likely they are to attend, process, and respond to communication as a function of different combinations of three variables. His first variable, problem recognition, regards whether individuals stop to think about a situation. The second, constraint recognition, is conceptually similar to the notion of selfeefficacy (Bandura, 1986), or the extent to which people feel capable of performing behaviors in response to communication. The third, level of involve, ment, regards the issue's relevance to the individual and, therefore, whether communication behavior will be active in terms of information seeking and processing. Grunig maintains that the combinations of these variables distinguish publics and indicate appropriate communication strategy for reaching each.

In monitoring feedback produced by Netizens, Telco industries have monitoring system that includes: Monitoring media perceptions (Corporate Communication and staff) and Customer Service (Customer Care).

The responsible unit in which is related to the customer in general is the customer care unit, meanwhile those responsible in handling customers through media, is the Corporate Communication unit. In this study, the researcher, in which has only reached the observation stage by reviewing available literature – is interested to examine the netizens' feedback by monitoring social media.

Through utilization of social media, industries can capture and learn how the netizens reach to their products, services, brand and campaign, or the organization and industry in general – with a local sentiment analysis. Taking this further, one could also uncover the overall conversational moods and types along with the users behind the sentiment itself.

By conducting social media monitoring on a social media platform, an industry will be able to know the topic or issue in real time related to the aforementioned industries. Apart from this, one can also map the insight of competitors along with an insight towards the consumer behaviour in which leads to consumer perception. Through analysing conversations on social media platforms, there can then be a consideration in mapping, planning, or developing a marketing strategy based on the consumers' perception in regards to the industry.

LITERATURE REVIEW METHOD

Based on the book Research Methodology in Computer Science and Information Technology, there are 3 (three) types of literature study. In this research, the type of method used is qualitative literature review system [2]. There are 3 (three) main aspects in doing research by using the literature review, namely Conduct evaluation Compare similar research from previous studies Steps to review literature. There are several steps concerning the literature review steps commonly used by researchers, such as: Problem formulation, Search for literature , Evaluate the data, Analysis and Interpretation .

The most important matter in conducting research using literature review method is to build a theory and compare the theory with the concept, theory, along with hypothesis of the previous study.

CONCLUSION

Utilization of Social Media Monitoring in the mapping of netizen's feedback on social media – in this research, done through Instagram in real time, being relevant and accurate. It is used to understand the feedback in which can aid in building the perception from netizens towards the industries that are related with this research.

Handling feedback in real time, may also aid in building a good image for the industry itself.

Suggestions that can be offered for industries that use social media monitoring services are that routine measurements should be conducted at least once a month, or once every two weeks. Such a consideration is based upon the netizen feedback, and by doing this – industries can start to build and pertain a good image towards netizens.

FUNDING

In this section, the interim results are obtained from literature studies by researchers through the main data source originating from interviews with an informant from one of the Telco industries in Indonesia, along with a social media account (Instagram) handled by the company itself. Based on the results, it was found that a form of utilization in social media monitoring was to monitor all conversations on social media and present it in the form of visual graphs making it easier to understand. By using a dashboard that can be used to perform online media monitoring and analyze social media in real-time based on relevant keywords, the mapping of language used by netizen's in their feedback regarding a brand can then be categorized accordingly, and seen if leading to a positive or negative result.

Utilization of social media monitoring, allows Telco industries to gain more references in relation to building their Corporate Image, Product Image, and Product Marketing needs.

Social media monitoring can also record various conversations on social media in order to support the dynamics of business competence competition in which is related to consumer perception. Conversations in social media are absorbed based on the keywords that are relevant to the brand of each industry under the auspices of Telco industries. With the development of cutting-edge technology, social media monitoring activities and the data presented are quite integrated so as to allow a fairly high level of accuracy. Supported with accurate information, the results of these measurements from social media monitoring can sharpen the management of emerging feedbacks emerging from netizens. Especially when the resulting from netizens' feedback or perception is negative.

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