

THE ANALYSIS OF SOCIAL MEDIA (TWITTER) FOR MARKETING BASED ON MARKET SEGMENTATION AT ABVANREL RUMAH MUSIK, JAKARTA.

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ABSTRACT

Companies will improve the promotion for their customers in order to supporting marketing part, and introduce what will be required to serve them extremely well in future. Promotion use Twitter to accomplish them. The objectives of this research are to partially and simultaneously. This research is a causal type of research where it investigate the influence of social media on promotion. Using multiple regression model to answer the research problem. The population observed is Followers of Music House Twitter Account with sample as many as 100 respondents. The hypothesis testing, this research conduct a conclusion of there is a significant influence of number of followers and length of membership and partially on music house promotion. This study reveals that twitter is a new media that made the consumer has a strong influence factor in order to buy a product, when consumer go for purchasing, they prefer to purchase a product with a well know about the information of product its self, good posting and detail information of music house account.

Keywords: *social media marketing, market segmentation.*

INTRODUCTION

Research Background

Music house is a facility for sound recording and mixing. Ideally both the recording and monitoring spaces are specially designed by an acoustician to achieve optimum acoustic properties (acoustic isolation or diffusion or absorption of reflected sound that could otherwise interfere with the sound heard by the listener). Music House may be used to record musicians, voice-over artists for advertisements or dialogue replacement in film, television or animation, foley, or to record their accompanying musical soundtracks. The typical recording studio consists of a room called the "studio" or "live room", where instrumentalists and vocalists perform; and the "control room", where sound engineers sometimes with producers as well operate either professional audio mixing consoles or computers with specialized software suites to manipulate and route the sound for analogue or digital recording. Often, there will be smaller rooms called "isolation booths" present to accommodate loud instruments such as drums or electric guitar, to keep these sounds from being audible to the microphones that are capturing the sounds from other instruments, or to provide "drier" rooms for recording vocals or quieter acoustic instruments. is a facility for sound recording and mixing. Ideally both the recording and monitoring spaces are specially designed by an acoustician to achieve optimum acoustic properties (acoustic isolation or diffusion or absorption of reflected sound that could otherwise interfere with the sound heard by the listener).

Marketing is the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services. The goal of the marketing is to increasing the number of sales that can generate income by offering needs satisfactory to the consumer; therefore it is necessary for marketing strategy as possible in order to achieve the highest profit.

Social media marketing is smarter marketing strategy is to use social media as a marketing tool. Just as friends gather in public pubs, coffee shops, or barber shops, groups of people are gathered and connected through various online tools and websites. These people rely on their online network of friends for advice, sharing, and socializing. Sales promotion as: "Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit.

Twitter is a free online tool that allows to deploy content to the Internet and to interact with other users in accordance with the choice. For social media, it is a platform that conveys the message that the user intends to communicate with the audience. It fulfills three main goals: Creating awareness for users who do not know about other users, maintaining the attention of users who follow other users improves the user's presence and influence in the Internet. Each piece of information - or Tweet - share a user is added to the mainstream Tweets will appear on the screen and the user followers. Like, tweet is limited to 140 characters, the information should be concise and to the point.

The development was increased significantly, along with the many social media continues to publish. This competition makes innovation in marketing strategy. One of the new marketing strategy is to market the product through social media accounts, the so-called social media marketing. This strategy is used by companies in different industries and in different types of markets: in the industrial and consumer markets, by manufacturers, wholesalers, and retailers, and sellers of both goods and services. As society develops, we met with social media every day, when we do activities. So the company does not only sell their products by advertising on TV, radio, banners, and other formal media, but also their market through social media posts.

Research Objectives

The objectives of this research are to analyze the influence of:

1. Number of followers and length of membership on music house promotion on twitter followers
2. Number of followers on music house promotion on twitter followers
3. Length of membership on music house promotion on twitter followers.

THEORETICAL FRAMEWORK

Theories

Marketing

Kotler and Armstrong (2008:4) define marketing is managing profitable customer relationship. Furthermore, marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return. Kotler and Keller (2009:5). American Marketing Association marketing is an organizational function and set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. By looking at the definition above and the title of this research, researcher found correlation each other. Which is in the word "individuals and groups". Brand name is the output of individuals and groups considerations to make a decision. Marketing devices and techniques which are used to make goods and services more attractive by providing some additional benefit, whether in cash or in kind, or the expectation of such a benefit.

Marketing Communication

Marketing communication is an audience-centered activity. Everything that people and organizations do in the name of marketing communication should be, first and foremost, focused on the consumers. (Fill 2006) The role of marketing communications is to deliver against one or more of the following fourtasks: (Fill, 2006).

1. It can inform and make potential customers aware of an organization's offering.
2. It may attempt to persuade current and potential customers of the desirability of entering in to an exchange relationship.
3. Communications can also be used to reinforce experiences. This may take the form of reminding people of past transactions and as well provide reassurance or comfort.

4. Finally marketing communication can act as a differentiator, particularly in markets where there is little to separate competing products and brands.

Marketing communications plays a vital role in the development of brands and is the means by which products become brands, that is, how customers can see how a product is different and understand what the brand stands for and what its values are (Fill, 2006).

Social Media

Social media is best defined in context of the previous industrial media paradigm. Traditional media, such as television, newspapers, radio, and magazines, are one way, static broadcast technologies. If you disagree with something you read in the newspaper, you cannot send the editorial staff instant feedback. New web technologies have made it easy for anyone to create – and most importantly – distribute their own content. Social media allows customers to interact with companies instead of only being passive targets of corporations' marketing messages. With social media, businesses can focus on consumers, respond to their needs and create ongoing dialogue. Social media marketing allows companies to create new connections with customers and communicate with them, instead of sending one-way messages to people. Social media is based on a natural, authentic conversation between people about a subject of mutual interest (Zarella 2010).

Social Media Application

Social presence theory states that media differ in the degree of “social presence” - defined as the acoustic, visual, and physical contact that can be achieved - it allows emerging between two communication partners. Social presence is influenced by the intimacy interpersonal vs. mediated and immediacy asynchronous vs. synchronous of the medium. The communications can be expected to be lower for mediated than interpersonal and for asynchronous than synchronous. The higher the social presence, the larger the social influence that the communication partners have on each other's behavior. There is no systematic way in which different social media applications can be categorized. (Kaplan and Haenlein 2010: 59-68).

Previous Researchers

Brokwa (2011), Social Media Marketing: Measuring Its Effectiveness and Identifying the Target Market. Dedi Rianto Rhardi and Leon Andreti (2013), The utilization of social networking as promotion media. Festus M Epetimehin (2011), Market Segmentation: A Tool for Improving Customer Satisfaction and Retention in Insurance Service Delivery.

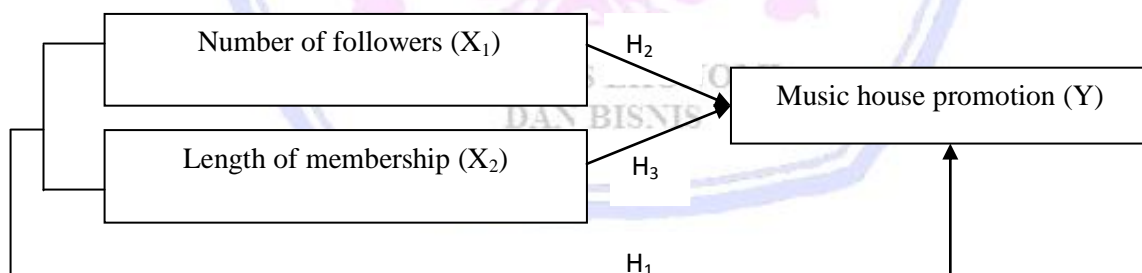


Figure 1. Conceptual Framework

Source: Processed data 2014

Hypothesis

The hypotheses of this research are:

H₁: Number of followers and length of membership have suspected significant influence on music house promotion.

H₂: Number of followers influence on music house promotion.

H₃: Length of membership on music house promotion.

RESEARCH METHOD

Type of Research

This research is a causal type of research where it will investigate the influence of social media on marketing promotion.

Place and Time of Research

This study will be conducted in Twitter. The questionnaire will be distribute directly for twitter followers where respondents from music house member. The research is conducted in June to July 2014.

Population and Sample

Population is the entire group or people, events, or things that the researcher desires to investigate (Sekaran and Bougie 2010:443). The population in this research is for all Music house folowers. The sample of this research is the twitter users as much as 100 respondents. The sampling design is sample random sampling that is considered as the best way of getting some basic information quickly and efficient. Sample random sampling is using every element in the population has a known and equal chance of being selected as a subject. This sampling design has the least bias and offers the most generalizability (Sekaran and Bougie 2010:270).

Data Collection Method

They are two types of data: (1) Primary Data use a Questionnaires were distributed to customers of iPhone and Telkomsel Bundling, respectively 100 sheets. While calculating weight rating customer questionnaires using Likert scale. Likert scale was associated with a statement about one's attitude towards something. And (2) secondary data is method of data collection by studying the relevant literature in order to obtain a theoretical overview from books, journals, and relevant literature from library and internet of the concept of Influence of social media on marketing.

Operational Definitions and Measurement of Research Variable.

Operational definitions of research variables are:

1. Number of followers (X_1) related with how the particular shape of the Twitter followers can influence the marketing about a particular product or service, which directly or indirectly can affect the company's sales. Followers are a consideration of the marketing.
2. Length of membership (X_2) certain forms of membership length of Twitter can affect the marketing of products or services, which directly or indirectly affect the company's sales. Followers are marketing considerations.
3. Music House Promotion (Y) This concept relates to how certain forms of membership and length of Twitter followers can affect the Promotion of products or services, which directly or indirectly affect the company's sales. Followers are Promotion considerations.

Data Analysis Method

Validity and Reliability Test

The reliability of a measure is established by testing for both consistency and stability. Consistency indicate how well the items measuring a concept hang together as a set, Gronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another (Sekaran and Bougie, 162:2010). Since reliable scale are not necessarily valid researchers also need to be concerned about validity. It assesses whether scale measure what is supposed to be measured. Thus validity is a measure of accuracy in measurement (Hair et al, 120:2010).

Multiple Regressions on Analysis Method

Multiple regressions use to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) in general as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Where:

Y = Music house promotion

X₁ = Number of followers

X₂ = Length of membership

α = Constant

b₁, b₂ = The regression coefficient of each variable

e = Standard error

RESULTS AND DISCUSSION

Result

Validity and Reliability

Validity test is used to know whether the instrument is valid or not. The instrument is valid if the score of indicator is positive and more than 0.3 ($r > 0.3$). The result show Number of followers (X₁) 0.407, Length of Membership (X₂) 0.448. This means that all the indicators are valid. The reliability test in this research using Alpha Cronbach, which will show the instrument, is reliable if the coefficient is more than 0.6. The value of Cronbach Alpha is 0.732 which are more than 0.6. Therefore, the measurement instruments used for this research are reliable and the instrument can get the consistent result if used in different times

Test of classical assumption

Multicollinearity

Table 1. Collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	X ₁	.765	1.307
	X ₂	.765	1.307

a Dependent Variable: Y

Source: Processed Data, 2014

The calculation multicollinearity through VIF and tolerance. VIF value of Number of Followers (X₁) is 1.307 and Length of Membership (X₂) is 1.307 are <10, this means that there is no connection between the independent variables.

Heteroscedasticity

Heteroscedasticity occurs if there are dots which form a certain pattern regularly as waves. Homoscedasticity occurs if there are no certain patterns which are clear, and the dots spread above and below the 0 the Y-axis

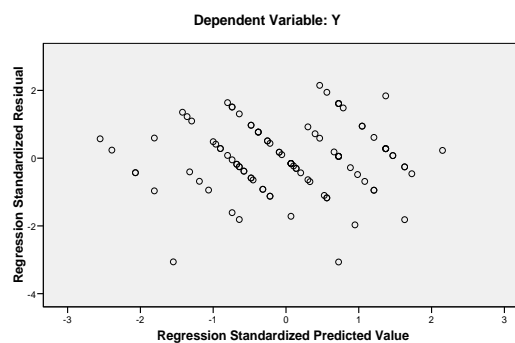


Figure 2. **Heteroscedasticity Results**

Source : Processed data 2014

Figure 2 shows that the patterns of the dots are spreading and the dots are spreading above and below the zero point of Y-axis. So, there is no heteroscedasticity in this regression.

Normality

Normality test can be identifying by using graph of P-P Plot. The data will distribute normally if the value of P-P Plot is near diagonal line of the graph.

Normal P-P Plot of Regression Standardized Residual

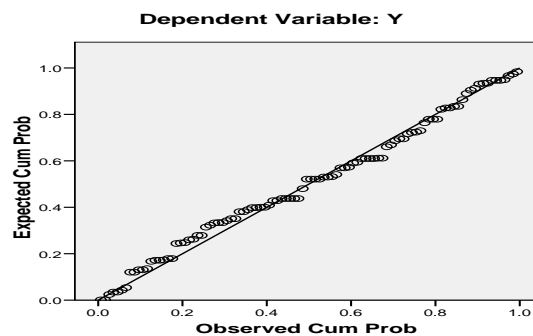


Figure 3. Normality Results

Source : Processed data 2014

Figure 3 shows the dots spread near the diagonal line and follow the direction of the diagonal line. Therefore, the data is distributed normally.

Multiple Regression Analysis

Table 2. Multiple Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.218	.094		2.315	.023
	X ₁	.511	.028	.612	18.559	.000
	X ₂	.427	.028	.499	15.141	.000

Source: Processed Data, 2014

From the analysis, obtained by linear regression equation as follows

$$Y = 0.135 + 0.428 X_1 + 0.688 X_2 + e$$

From the multiple linear regression equation above, it can inform the interpretation as follows:

1. Constant 0.218 shows the influence of Number of Followers (X₁), Length of Membership (X₂) and Music House Promotion (Y). It means that, in a condition where all independent variables are constant (zero), Music House Promotion (Y) as dependent variable is predicted to be 0.218.
2. X₁ (Number of Followers) has an effect to Y (Music House Marketing) as many as 0.511. In condition where other variables are constant, if there is one unit increasing in X₁ (Number of Followers), Y (Music House Promotion) is predicted to be increased by 0.511.
3. X₂ (Length of Membership) has an effect to Y (Music House Promotion) as many as 0.427. In condition where other variables are constant, if there is one unit increasing in X₂ (Length of Membership), Y (Music House Promotion) is predicted to be increased by 0.427.

Coefficient Determination (r^2)**Table 3. Table R and R²**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959(a)	.919	.918	.15967

a Predictors: (Constant), X₁, X₂

b Dependent Variable: Y

Source: Processed Data, 2014

To determine the contribution The Influence of Number of Followers (X₁) and Length of Membership (X₂) on Music House Promotion (Y) on Twitter can be seen that the determinant of the coefficient (r^2) in the table above. R² value of 0.959 in this study may imply that the contribution of The Influence of Number of Followers (X₁) and Length of Membership (X₂) on Music House Promotion (Y) on twitter users of 91.9% while the remaining 18.7% is affected by other variables not examined in this study.

Hypothesis Testing**Table 2 F-Test**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	28.184	2	14.092	552.766	.000(a)
	Residual	2.473	97	.025		
	Total	30.657	99			

- a Predictors: (Constant), X₂, X₁

- b Dependent Variable: Y

Source: Processed Data, 2014

Value of 210.306 of F_{Count} significant 0.000. Because the sig <0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H₀ is rejected and accepting H_a. Thus, the formulation of the hypothesis that Number of Followers (X₁) and Length of Membership (X₂) on Music House Promotion (Y) on twitter users Simultaneously, accepted.

Table 3. t-Test

Model	T	Sig.
Number of followers	18.559	.000
Length of Membership	15.141	.000

a Dependent Variable: Y

Source: Processed Data, 2014

Based on the calculations in the table above, the interpretation as follows:

1. t_{count} for Number of Followers (X₁) 18.559 greater than the value of 1.984 t_{table} means Numbr of Followers (X₁) in Music House Promotion (Y) on twitter. The sig. value at 0.000 means that prediction of Number of Followers (X₁) influence Music House Promotion (Y) on twitter users doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.
2. t_{count} for Length of Membership (X₂) 15.141 greater than the value of 1.984 t_{table} means Length of Membership variable (X₂) in Music House Promotion (Y) on twitter users. The sig. value at 0.000 means that prediction of Length of Membership influence on Music House Promotion (Y) twitter users doing errors is 0.0%, thus the confidence of this prediction is above 95%. Therefore, H_a received.

Discussion

Twitter is one social media in the Internet that is usually used by its users in every part of this world for sharing and commenting news and information. This overview has become the reason why Twitter is been used by many businessmen for spreading essential information about available goods or services in the market. One certain company base that rely its marketing aspect in the Twitter is the Music House Company. The ideal employment of marketing aspect from Music House Company is affected by Number of Followers and Length of Membership.

Number of Followers and Length of Membership have a significant influence on Music House Promotion. This is because of the results in this study has commonly and partly shown about the significant influence from Number of Followers and Length of Membership from the changing of the Music House Promotion in Twitter. This statement is based on the thought that both independent variables in this research become important factors to determine the whether Twitter is been frequently used by people in this city or not. Become of the common visiting from almost all people here in the online media forum, especially Twitter, it already clear that every status, news and information can be seen and can be accessed by every person that have access to the online media forum, not only a plain and personal info, but also the essential notification about issue in the environment. For management of every house music, the inspiration from people in this city can become greater when each one of them already familiar with the news and information about its products or service and there are many followers that can become a potential medium for sharing the essential information and news about its' goods or services to others people in online forum and the real environment here.

T-test shows that music house promotion influences number of followers partially, and significance by use multiple regression analysis. It means that music house promotion influences number of followers and length of membership partially and significantly. It is supported by Zarrella (2010) who explained With social media, businesses can focus on consumers, respond to their needs and create ongoing dialogue. Social media marketing allows companies to create new connections with customers and communicate with them, instead of sending one-way messages to people. Social media is based on a natural, authentic conversation between people about a subject of mutual interest.

Multiple regression analysis shows that in a condition where all independent variables are constant (zero). The value of R is indicating a substantial positive association between independent and dependent variable. The value of R^2 Means that Number of Followers, and Length of Membership as independent variables have moderate positive association and influence Music House Promotion.

CONCLUSIONS AND RECOMMENDATIONS

There are three constructive findings that can be concluded from the overall result in this research, which are listed as follow:

1. Number of followers and length of membership have significant influence on music house promotion.
2. Number of followers has significant influence on music house promotion.
3. Length of membership has significant influence music house promotion.

Recommendations

There are two practical recommendations that can be concluded from the overall result in this research, which are listed as follow:

1. The owner and management parties from music house must consider about the importance of Number of Followers and Length of Membership for the Music House Promotion, regarding with it in advanced.
2. The other hand, the owner and management parties from music must also evaluate other important factors that affect the the Music House Promotion, regarding with the continuity of music house company in the future.

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