

The Utilization of Twitter Social Media and Its Benefit toward the Development of Audience Community in Indonesia's TV Industry

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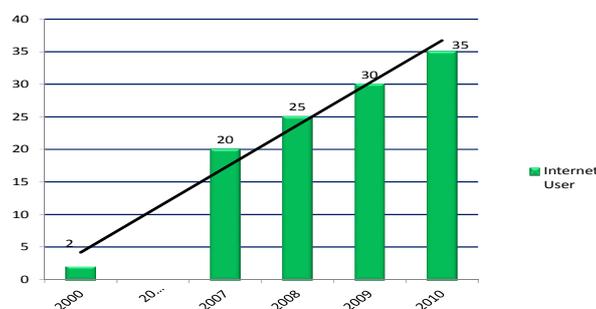
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Abstract. Tough competition among 10 television company (TV Station) in Indonesia, make each company mobilize strong effort to maintain their existence within their audience mind. Nowday it is easy for audience to switch from one TV station to another station according to their channel preferences. This circumstance create low loyalty level of TV audiences. Due to the development of loyalty level of their audiences, TV station use Twitter Social Media as medium to interact between TV station and its audience. They assume that the benefit offered by Twitter will maintain engagement among audience and its TV station. The objective of this research is to measure the influence of Twitter utilization toward the development of audience community in Indonesia's TV Industry. By using email survey the respondent fill up a questionnaires that measures by likert scale. Afterward simple statistic is applied in data calculation. The result of research indicate that Utilization of Twitter create weak influence the development of Audience Community by coefficient of correlation 0,547 and coefficient of determination 0.29.

Keywords: Social Media, Audience Community, Twitter, TV Industry

1. Introduction

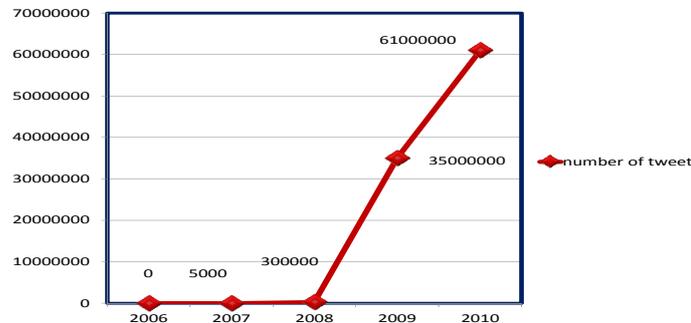
Competition in Indonesia's TV Industry is tough enough. There are 10 players in Free TV and 6 players in Pay TV produce many offering in term of channels and programs that can be selected by audience according to their preferences. To create the rating of program, TV station should accumulate their audience base. The wide geographical coverage is basic constraints to develop audience base in Indonesia. Therefore to increase the number of audience base, TV Station use Twitter Social Media to maintain communication and interaction among TV station and its audience. The existence of social media such as Twitter and Facebook in Indonesia is going up rapidly due to increasing in internet penetration. Internet user in Indonesia is growing as follows:



Source: www.internetworldstats.com & APJII

Fig.1. Statistic of Indonesia Internet Users

By having 35.000.000 internet user in 2010, bring Indonesia to 5th ranking Asia internet user. In Indonesia Twitter is very popular social media. In 2010, Indonesia with other 90 countries involve in celebrating social media year. The future of social media is prospective due to 120 million population of Indonesia is below 30 years old which is potential as online population. As a micro blog with 140 characters, Indonesia's online society prefer to use Twitter as tool to express their existence in online world. From year to year, number of daily *tweet* is increasing, as follow:



Source: Bloomberg Businessweek
Fig.2. Grow of number of daily tweet

Because of high utilization of Twitter in online society, TV industry use this media to support their business. At least, there are 10 official *Twitter Account* manage by Indonesia TV Station, such as:

Table3. Profile of official Twitter Account of 10 TV Station in di Indonesia

No	TV Station	Twitter User Name	Numbers of Following	Number of Follower
1	Rajawali Citra Televisi Indonesia (RCTI)	@rctiv	0	22,000
2	Media Nusantara Citra Televisi (MNCTV – formerly TPI TV)	@lintasMNCTV	1	2,519
3	Surya Citra Televisi (SCTV)	@SCTV_	73	6,663
4	Andalas Televisi (AnTV)	@whatsonANTV	31	5,827
5	Indosiar Visual Mandiri Televisi (Indosiar)	@indosiardotcom	943	3,106
6	Media Televisi Indonesia (Metro TV)	@metro_tv	5	227,056
7	Televisi Transformasi Indonesia (Trans TV)	@TRANSTV_CORP	192	30,412
8	Trans 7 Televisi (Trans 7)	@trans7indonesia	193	10,674
9	TV One Indonesia (TV One)	@TVOnenews	56	134,609
10	Global TV Indonesia (Global TV)	@Globaltvseru	830	5,011

Source: www.twitter.com

In fact, the intensity of each TV station toward utilization of each account is different. Some of them use it very intense and the other use quite low, as follows

Table4. Tweeting Activity of 10 Official Twitter Account in Indonesia's TV Industry.

No	TV Station	Tweeting Frequency		Replies to (%)	Proportion Replies
		Daily Tweet	Monthly Tweet		
1	Rajawali Citra Televisi Indonesia (RCTI)	5.6	152	0	-
2	Media Nusantara Citra Televisi (MNCTV)	29.3	651	0	-
3	Surya Citra Televisi (SCTV)	25.0	646	2.2	Followers & program account
4	Andalas Televisi (AnTV)	34.9	813	14.7	Followers
5	Indosiar Visual Mandiri Televisi (Indosiar)	3.8	40	0.7	Followers
6	Media Televisi Indonesia (Metro TV)	116.6	2816	0.2	Program account
7	Televisi Transformasi Indonesia (Trans TV)	8.3	213	7.0	Followers & program account

8	Trans 7 Televisi (Trans 7)	5.0	97	3.4	Followers
9	TV One Indonesia (TV One)	31.6	814	0.1	Followers
10	Global TV Indonesia (Global TV)	5.2	72	4.3	Followers

Source: www.tweetstat.com

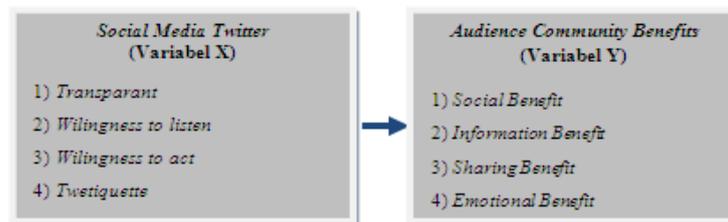
Table 4 shows that percentage of replies as an indicator of interaction among TV Station and its follower is very low. In fact, this interaction is very important because can be treated as a platform to manage audience community.

Based on the above phenomenon, the research will explore the perception of TV audience toward the uses of Twitter in order to build loyalty through its interaction medium. The research will identify whether the TV audience get some benefit by following the official Twitter Account. If those benefits accepted by TV audience then percentage of replies will going up and eventually loyalty will be formed.

2. Framework, Hypothesis, and Method

Social media is part of an ongoing revolution online (Hawkins,2010). Twitter as social media offer easiness to share information both personally and publicly (Thomases,2010). Then it can be utilized as a tool in integrated marketing communication strategy to support achievement of company business objectives. Refer to Evans (2008) there are 4 aspects should be considered in blogging strategy namely : (i)Transparency, (ii)Willingness to Listen, (iii)Operation and Marketing, and (iv)Willingness to Act. According to Thomases (2010) the important thing in blogging strategy through twitter is implementing twitter etiquette. Good management in corporate blogging strategy eventually will create sense of community from its followers (Claxton,2008). Kotler (2010) said some benefit will occurs from social media such as: (i)social benefit, (ii)information benefit, (iii)sharing benefit, (iv)emotional benefit. Therefore research variable in this paper is consist of X Variable (*Twitter Social Media*) and Y Variable (*Audience community benefits*). Utilization of social media as communication tools will generate an effect to audience community as follows:

Table5. Research Paradigm



Based on the above research paradigm therefore hypothesis of this paper: Twitter influence Audience Community.

This research is based on *correlation study*. Likert scale is used to all indicators that shown in questionnaire. Population of survey is *followers* of 10 officials TV Station twitter account. There are 447.877 *followers* in those account. Using slovin formula then 400 followers is picked up as a sample. Email survey is a medium to data gathering

3. Findings and Discussion

3.1. Respond toward Transparent, Willingness to Listen, Willingness to Act, and Twitter Etiquette

According to audience perception, the availability of username, logo and avatar that represent accurately its TV Station is very important. Appropriate username, logo and avatar will create trust and believe of followers. If username do not represent precisely its TV Station then the audience will doubt toward the account. Eventually this account will be left by follower. The consequences are negative impact to sense of community and bring loyalty to the TV station is going down. The other important thing is an accurate biography in account ownership. The trustable biography will make all followers more confident. In this case, the clarity of information and its easiness to understood by follower is the key attraction.

Followers perceive that respond of TV Station toward their replies is below their expectation. Followers get slow respond from TV Station concerning their inquiries, critics, and praises. This could be happened because TV Station do not treat the follower replies as an important matters. It can also an indicator that the TV Station do not seriously manage its twitter account as their strategic tool is marketing communication. In short term, the condition gives an impact to loose interaction between TV Station and its follower. TV station only gives a good and quick respond to follower suggestion.

On the other side, Mostly TV stations have already up date their tweet regularly to show their willingness to act to their followers. A set of new information deliver daily to the followers even though two way interaction still averagely low. As a result there is no dependency from follower toward their TV Station. It seems TV Station in fact only utilize twitter as a one way communication tool.

In terms of twitter etiquette, all TV station already executes it in a good way. Polite words and sentence always use in tweeting. Everybody really concern to develop respect from the other when they are tweeting. But followers perceive that appreciation form TV Station toward critics is not adequate. In more details, the follower respond is in following the table

Table6. Followers Perception toward Twitter Social Media in Indonesia’s TV Industry

Indicator	Dominant Respond
Appropriatability of username	Highly positive
Appropriatability of logo & avatar	Highly positive
Accuracy of Biography	Highly positive
Confidence level to follow	Highly positive
Respond to replies	Highly negative
Respond to critics	Negative
Respond to suggestions	Negative
Respond to praise	Positive
Requirement to give input	Positive
Tweet update	Highly positive
Manage interaction	Positive
Manage two way communication	Positive
Using polite words and sentences	Positive
Appreciation to critics	Positive
Appreciation to suggestions	Negative
Appreciation to praise	Negative
Apologize for mistaken	Positive

3.2. Respond toward Sense of Community

In fact, by following the tweet of TV Stations, one follower can not know and interact with the other follower. In this case, Twitter fail to build sense of community among followers because there is no directly communication among follower. Then the reliability of twitter to build social and emotional linkage among its follower do not exist. The reason is because no initiative from TV Station to facilitate them to interact each other. But followers get benefit only in terms of passive social networking.

The Follower receives a good quality of information from official twitter account. That’s why they usually trust to the news or information from Twitter that not required financial spending. Trustable information then create dependency of follower to official twitter account. In the long run, the accuracy and significances of information should be considered carefully. So only new and update information must be delivered to followers.

The benefit of twitter to share messages such as suggestions, critics, or respond for followers and TV Station is occurred. Followers feel happy even though there is no guarantee that their suggestion or critic will be replies by TV Stations. In fact, only by pushing the button everything can be sent to anybody very easy and quickly. There is no obstacles and constraints anymore in the distribution of information. Even, follower can participate in opinion pooling organized by TV Station.

Emotional benefits of follower such as: proud and become a part of particular community is occurred for some respondent. But this condition potentially will disappear if exclusiveness to be a follower of TV Station

is not exist anymore. Now day if follower feel the information is important and useful, the follower usually will *retweet* the information due to their intention to distribute the information to more and wider audience. In more details, the follower respond is in following the table

Table7. Followers Perception toward Audience Community in Indonesia’s TV Industry

Indicator	Dominant Respond
Recognize and know the other	Negative
Interaction with the other	Negative
Wide friendship and network	Negative
Acquisition of qualified info	Positive
Updated information	Positive
Easiness to share	Positive
Participation in pooling	Positive
Emotional pride	Positive
Become a part of community	Positive
Availability to retweet	Positive

3.3. Correlation and Determination

To identify the relationship between twitter activity and its effect audience community, this paper use simple statistic method by calculating coefficient of correlation and coefficient of determination. The result of calculation shows the correlation as follows:

Table8. Correlation

		<i>Social Media Twitter</i>	<i>Audience Community Benefits</i>
<i>Social Media Twitter</i>	Pearson Correlation	1	,547**
	Sig. (2-tailed)		,000
	N	400	400
<i>Audience Community Benefits</i>	Pearson Correlation	,547**	1
	Sig. (2-tailed)	,000	
	N	400	400

The table above indicates that coefficient of correlation (R) is 0,547. This number can be concluded that relationship between two variables is strong enough. In addition coefficient of determination (R²) only 0,29. This number is small enough. In other word we can say that Twitter do not influence significantly toward the development of audience community.

4. Business Policy Implication

Referring to result of research, some business policy should be taken by TV Station as a follow:

- To optimize the role of twitter, TV station must manage more seriously the interaction part of twitter. Respond to anything related to replies should be manages more customized. In this case, if necessary additional staff to handling this activity is needed
- Twitter activities should be integrated with the other marketing communication tools and the other customer relationship management activities. The weakness of twitter if any, should be covered by the other tools and the other activities
- To build strong audience community, TV Station can not rely on Twitter. But twitter can be used as an entry point to build interest and attention to start interaction phase between TV Station and its follower.

5. Conclusion

The conclusion of this research as follows:

- The utilization of Twitter Social Media in Indonesia's TV industry related with aspect : *transparent* and *willingness to act* already create positive perception in follower mind. But *willingness to listen*, especially related with responsive attitude toward replies just create negative perception. *twitter etiquette* in general already create positive perception.
- In general based on their perception, follower already receives: *social benefit, information benefit, share benefit* and *emotional benefit from Twitter*. Actually twitter fails to accumulate solid audience community in TV Industry.
- There no strong influence of Twitter Social Media toward the development of audience community in Indonesia's TV Industry.

6. References

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