

The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion

Arta Moro Sundjaja, Ervi Naviri
 Department of Information System
 Bina Nusantara University
 Jakarta, Indonesia
 asundjaja@binus.edu; ervi.naviri@gmail.com

Abstract—In the era where access to social media is a part of our daily activities, marketers need to keep up with the fast pace of change or risk being outdated. The same thing as in the journal publishing industry, the rapid growth of Open Journal System has enabled everyone to access journal for free, but most of the journals have not yet been established a marketing system. This paper will discuss how publishers could adopt internet marketing strategies through social media in the journal publishing industry.

Keywords— internet marketing strategies, social media, facebook, journal publishing.

I. INTRODUCTION

The development of scientific journal with open access in Indonesia is growing rapidly, especially since the introduction of government regulations. The low citations of the scientific journal in Indonesia gain the awareness of publishers to take part in increasing the number of journal articles electronically. Most of the open access electronic journals in Indonesia is published by using Open Journal System (OJS) which was developed by Public Knowledge Project (PKP). The system has been translated by PDII-LIPI (Pusat Dokumentasi dan Informasi Ilmiah – Lembaga Ilmu Pengetahuan Indonesia) into Indonesian version. According to PDII-LIPI, the amount of Online ISSN (International Standard Serial Number) that has been published is 31.220 from 2007 to 2016, and from the list of published ISSN, most of the publisher is educational institutions and nonprofit organizations.

Because the interoperability facility of OJS allows people to access journals articles easier and more visible, it brings the impact to increasing the citations and the use of scientific journals in research. In Open Access Journal, the researcher is allowed to publish their research without any charge, Open access journal also can increase the internationality, the number of readers, visibility and the impact factor of the journal itself [1]. Knowledge distribution industries has facing new opportunities and challenges with the recent adoption of internet marketing. In the beginning of web presence before the 1990s, electronic mailing marketing were the best technique for distributing message, like journal

articles to the community. Reader in the many countries retrieved the journal article in digital format rather in printed version. Most well-established journals have added digital publishing as a complementary service to their paper editions [2].

total diterbitkan / permohonan : 32.764 / 38.595 data

NO	TERBITAN DAN PENGELOLA	NO. ISSN	TANGGAL
1.	Harmonia - Journal of Arts Research and Education Department of Drama, Dance and Music, Faculty of Language and Arts, Universitas Negeri Semarang	2541-1683	07/10/16
2.	Majalah Pergi Kaffah Yayasan Bina Anak Soleh (di Bina)	2541-1586	06/10/16
3.	Jurnal Sikap (Sistem Informasi, Keuangan, Auditing dan Perpajakan) Prodi ST Akuntansi Fakultas Ekonomi Universitas Sangga Buana YPKP	2541-1691	06/10/16
4.	ICETEACH- International Conference of Education and Technology for Empowering Agents of Change Fakultas Keguruan dan Ilmu Pendidikan Universitas Kristen Satya Wacana	2541-1578	05/10/16
5.	Dirasat - Journal of Islamic Studies Institut Dirasat Islamiyah Al-Amien Prenduan	2541-1675	03/10/16
6.	Dirasat - Journal of Islamic Studies Institut Dirasat Islamiyah Al-Amien Prenduan	2541-1667	03/10/16
7.	Yakya Bina - The Scientific Journal Health Sekolah Tinggi Ilmu Kesehatan (STIKes) Yahya Bina	2541-1089	30/09/16
8.	Palapa - Jurnal Study Keislaman dan Ilmu Pendidikan Sekolah Tinggi Ilmu Tarbiyah (STIT) Palapa Nusantara Lombok, Nusa Tenggara Barat	2540-9687	28/09/16
9.	Suara Utama - Garbang Ummatan Walidiah PT Bertalangan Media Perkasa	2541-1071	28/09/16
10.	Prosiding SENTRIN (Seminar Nasional Teknologi dan Rekayasa Informasi) 2016 Fakultas Ilmu Komputer (FILKOM) Universitas Brawijaya	2540-9700	28/09/16
11.	Indonesian Journal of Agricultural Science - Indonesian Agency for Agricultural Research and Development Pusat Penguasaan dan Penyebaran Teknologi Pertanian Bogor	2354-8509	28/09/16
12.	Sistemasi - Jurnal Sistem Informasi Universitas Islam Indragiri	2540-9717	28/09/16
13.	Bina - Jurnal Bina Masyarakat Sekolah Tinggi Ilmu Kesehatan (STIKES) Pembina Palembang	2540-9727	28/09/16
14.	Beranda - Majalah Ilmiah Populer Puslitbang Kualitas dan Laboratorium Lingkungan Pusat Penelitian Dan Pengembangan Kualitas dan Laboratorium Lingkungan Tangerang	2541-1063	28/09/16

Fig 1. The example of published ISSN

Source : PDII-LIPI (<http://issn.pdii.lipi.go.id/issn.cgi?daftar>)

In the Era of Internet and the rapid growth of OJS, many journals manager haven't developed it as a brands and didn't concern about the marketing strategy. The cause of this problem are the lack of resources for marketing and partly because of limited knowledge about marketing. [3]. There are few advantages we can get with marketing. We can enable authors to engage with the public, improve the recognition of the journals, support research, increase the visibility of the journals, and inform authors and researchers from promoting the journals[4]. Social media provides the opportunity to connect with customers using richer media with a greater reach [5]–[7]. Take an example at the Elsevier Publishing Company that publishes medical and scientific literature. The company uses social media such as Facebook, Twitter, LinkedIn, and google+ to gain awareness and create an engagement with their audience, promote new research, highlighting news about their journals, call for papers, drives

audience to visit their website, and increase article downloads[8]. The result according to Almetrics.com stated scholarly articles in Elsevier received 12,000 new mentions across social media, news, and blog each day and over 20,000 articles shared each week. The benefits of social media marketing are increasing traffic and exposure. Most of marketers indicated that their social media adoption created more exposure for their businesses [9]. Increasing traffic was the second major benefit, with 77% reporting positive results. Attracted by the rapid penetration of social media into society, firms are increasingly using them as a part of their marketing and brand building activities. Social media tools allow firms to access millions of people. Moreover, social media can establish and raise brand awareness. Since a huge number of people is already visiting social media, a brand's name presence all over those networks can help inform people about it and become familiar with the firm, creating brand awareness [5].

The CommIT (Communication and Information Technology) Journal, which is also a publisher in journalism publishing, is adopting similar strategies such as social media marketing. This way is to ensure that CommIT Journal is gaining website traffic, reaching their target audience, having an engagement with their audience, and increasing numbers of readers, authors, reviewers to contribute in the CommIT Journal. CommIT journal is one of the journals which are published in the affiliation with RTTO (Research Technology Transfer Office) of Bina Nusantara University, Jakarta, Indonesia. The University fully supports the operational of the journal. All articles in the journal are available to public for free. CommIT has been indexed by Google Scholar and World Catalogue, but CommIT has not accredited by DIKTI. The first volume of CommIT Journal was published in 2007, and over the years, CommIT has been published two volumes in a year and over 140 journals in nine volumes. CommIT Journal has a Facebook page but the infrequently content update was causing lack of awareness and engagement between CommIT Journal and their target audiences.

A. Current Condition

The Publishing team in CommIT Journal has not conducted proper marketing strategies to promote the journal. Over the years the only way the team conduct is spreading flyer through particular event which allows the CommIT Journal team to reach audiences outside Bina Nusantara University but the flyer did not have a spreading schedule. So, the spreading activity did not bring positive impact for CommIT Journal. The current marketing performance analysis in the CommIT Journal is not running very well, even though Facebook was a great tool for reaching out to wider target audiences, to easier create an engagement with target audience, gaining web traffic through Facebook, and might allow reaching national or international reviewer, author, and editor from outside Bina Nusantara University through Facebook. We can see it from the flyer marketing, the lack of potential content sharing, and the irregular update of Facebook fan page of the CommIT Journal cause the intention of gaining web visitor and

increasing the possibility of the reviewer, author and editor from external parties could not be achieved by CommIT Journal.

TABLE 1. FACEBOOK ACTIVITIES OF COMMIT JOURNAL

Month	Reach	Post clicks	Comment	Likes	Share
Nov-2015	213	15	0	6	0
Des-2015	167	8	0	2	0
Jan-2016	0	0	0	0	0
Feb-2016	42	3	0	0	0
Total	422	26	0	8	0

Source : Secondary Data 2016

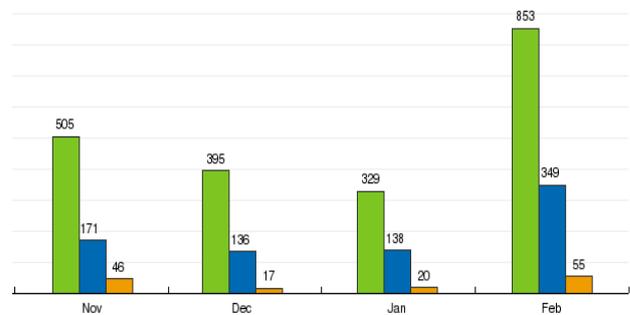


Fig 2. Web Traffic of CommIT Journal From Nov 2015 to Feb 2016

Source : The CommIT Journal Statcounter

	Page Views	Unique Visits	First Time Visits	Returning Visits
Total	2,082	794	656	138
Monthly Average	521	199	164	35

	Page Views	Unique Visits	First Time Visits	Returning Visits
Feb 2016	853	349	294	55
Jan 2016	329	138	118	20
Dec 2015	395	136	119	17
Nov 2015	505	171	125	46

Returning Visits - Based purely on a cookie, if this person is returning to your website for another visit an hour or more later

First Time Visits - Based purely on a cookie, if this person has no cookie then this is considered their first time at your website.

Unique Visits - Based purely on a cookie, this is the total of the returning visits and first time visits - a total count of visits.

Page Views - The number of times your page has been visited.

Fig 3. Web Traffic of CommIT Journal From Nov 2015 to Feb 2016

Source : The CommIT Journal Statcounter

III. RESULTS AND DISCUSSIONS

Table 1 shows the activities of CommIT Journal on Facebook in November 2015 to February 2016. The data shows the infrequently content update and the number of target audience reach which is the number of people who see the post, in November 2015, the number of reach is 213 and decrease from 213 to 167 in December, and have 0 reach in January 2016 because of no posting activities in January, and have 42 reaches in February 2016. The total reach from November 2015 to February 2016 is 422. Figure 2 and 3 shows the web traffic of the CommIT Journal that in October 2015 got visited by 171 unique visitors but in December the number of unique visitors decreasing 35 unique visitors, from 171 to 136 visitors. A small increment by next month, in January 2016, only got 138 unique visitors and in February 2016 got 349 unique visitors. In Figure 2 and 3 we can see that the web traffic is still not stable from November 2015 to February 2016.

Facebook is one of the largest social media platforms with more than 1.2 billion registered users and the most successful online social that the population is increasing. Moreover, Facebook has offered many marketing tools for the companies to target their audience like creating groups, pages, social ads yet in journal publishing the way it can be used for marketing has not be explored by most of the organizations or educational institution. The board of editors in CommIT decided to use Facebook as internet marketing tools because one of the editors become a member of several Facebook groups of lecturers and scholar. The member of Facebook group is more than one thousand people and comes from many provinces in Indonesia. With the adoption of Facebook as an internet marketing strategies in journal publishing, this research is aim to provide an improvement for CommIT Journal in their marketing management through Facebook as a platform to gain awareness and increasing the web traffic.

B. Purposes and Objectives

Purpose

- To develop a business strategy so that the idea can be realized and survive in journalistic environment
- To know how effective internet marketing in journalism

Objectives

- Ensure the idea is designed and to improve Publisher in marketing management of the scientific journals publishing

II. METHODS

This paper focuses on the use of the Facebook fan page as social networking website to promote marketing and uses Descriptive qualitative research methodology. To help understand the target audience behavior by analysis the insight of Facebook fan page and Statcounter to see the influence of the Facebook in the web traffic of the CommIT Journal.

The current marketing activities on CommIT Journals is by spreading flyer to a particular event such as journal distribution, visibilities studies, seminar, editorial meeting, journal indexing training or any particular event that journal publishing team get in touch with external parties. The time for flyer spreading is unstable and not scheduled but only depend on the event that happened in certain month due to the shortage of the resources that is running in the marketing section, the flyer spreading activity did not bring any positive impact on the marketing section in CommIT Journal.

The CommIT Journal management team took a step of changing they ways in marketing by moving from flyer marketing to internet marketing by using social media namely Facebook where the intent was to gain web visitor and increasing the possibility of the reviewer, author and editor from external parties besides Bina Nusantara University. The team chose Facebook as their marketing platform because Facebook is the social media which has the highest numbers of user worldwide and over 78 million users in Indonesia digital[10]. Thus, might be allowing The CommIT Journal to reach the intention of gaining web visitor and increasing the possibility of contributors. So we take a further step into it by continuing the marketing execution on the CommIT Journal fan page on Facebook and email marketing to get in touch directly with target audiences.

A. Facebook Insight

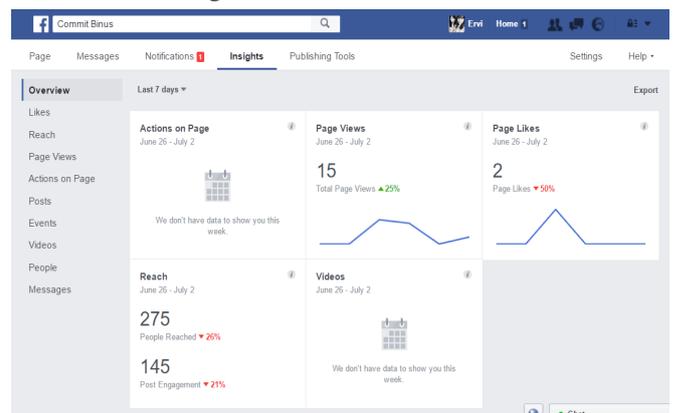


Figure 4: Example of CommIT Journal Facebook Insight

Source : The CommIT Journal Facebook Fan page

We use the Facebook page insight to see the engagement of our target audience. Insights provide information about Page's performance such as demographic data about target audience and how people are responding to our posts. The Insights help to understand how people engaged with our page. With Insights, we can learn the page post metrics, such as the number of people our post reached, the number of people who clicked our post, and the number of people who reacted to, commented on or share our post. From as the most reaction, comment, share, and the least negative

feedback. We use this information to create more of the types of posts that our audience is interested in seeing.



Figure 5: Example of CommIT Journal Facebook Post Engagement

Source : The CommIT Journal Facebook Fan page

The regular and scheduled update on Facebook brings improvement on the CommIT Journal fan page. Through the regular and scheduled updating content the fan page gaining more awareness and response from target audiences which we can see in Table 2. Table 2 shows that the massive improvement from the number of reaches which mean the number of people who see the post or visit the CommIT Journal fan page where could lead the audiences to visit the CommIT Journal website we can see in Figure 2 and Figure 3.

TABLE 2: FACEBOOK ACTIVITIES OF COMMIT JOURNAL

Month	Reach	Post clicks	Comment	Likes	Share
Mar-2016	4573	230	10	5	31
Apr-2016	1729	33	2	2	25
Mei-2016	6174	121	19	8	104
June-2016	5282	266	8	15	51
Total	17758	650	39	30	211

Source : Secondary Data 2016

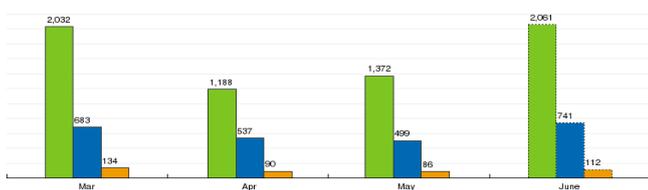


Fig 6. Web Traffic of CommIT Journal From March to June 2016

Source : The CommIT Journal StatCounter

	Page Views	Unique Visits	First Time Visits	Returning Visits
Total	6,653	2,460	2,038	422
Monthly Average	1,664	615	510	106

	Page Views	Unique Visits	First Time Visits	Returning Visits
June 2016	2,061	741	629	112
May 2016	1,372	499	413	86
Apr 2016	1,188	537	447	90
Mar 2016	2,032	683	549	134

Returning Visits - Based purely on a cookie, if this person is returning to your website for another visit an hour or more later

First Time Visits - Based purely on a cookie, if this person has no cookie then this is considered their first time at your website.

Unique Visits - Based purely on a cookie, this is the total of the returning visits and first time visits - a total count of visits.

Page Views - The number of times your page has been visited.

Fig 7. Web Traffic of CommIT Journal from March to June 2016

Source : The CommIT Journal StatCounter

From Figure 1 and Figure 2, it shows the impact of scheduled and regular update on the CommIT Journal fan page take a role in the number of web visitors of the CommIT Journal website from the comparison between the monthly average unique visit in November 2015 to February 2016 in Figure 3 and the monthly average unique visit in March 2016 to June 2016 in Figure 7. In Figure 3, we can see the number of monthly average unique visit from November 2015 to February 2016 is 199 and increasing to 615 in the number of monthly average unique visit from March 2016 to June 2016.

IV. CONCLUSION

The authors concluded that the adoption of Facebook as internet marketing strategy for journal publication promotion has positive impact in increasing the visitor traffic of the journal website and increasing brand awareness and user engagement in the journal Facebook fan page. The limitation of this research is the authors only use the secondary data from StatCounter and Facebook insight for analyzing the impact of the social media adoption. The future research must explore user satisfaction and gather the user expectation about the quality and frequency of the content shared in the journal Facebook fan page.

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