Digital Marketing Srategy for Radar Jogja to Increase Online Readers

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A B S T R A C T

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In this era of digitalization, competition in the press industry is increasingly intense. The emergence of numerous online media outlets makes competition even tougher. Therefore, companies are utilizing digital marketing to compete. This study analyzes Radar Jogja's Digital Marketing Strategy to increase online readership using a qualitative research approach, with data sources including observation, interviews, and documentation. The results of this study show that Radar Jogja has upgraded its system by employing a website and utilizing social media to keep pace with the current era. This strategy has had a positive impact, allowing Radar Jogja to compete effectively with other online media. However, there is still a need for Radar Jogja to innovate further in order to maintain stability and enhance its appeal.

1. Introduction

Online media is a form of communication media that utilizes devices to connect to the internet. Online media is a common term for a type of media based on telecommunications and multimedia (Agung, 2005). According to Mondry (2008), online media has its own advantages, namely providing information in a more "personal" manner that can be accessed by anyone, anytime, and anywhere, provided they have the necessary equipment such as a computer/device and internet connection. The popularity of the internet is not only among young and adult populations but also children who are starting to use it due to its convenience requiring only a computer or smartphone with internet access.

Radar Jogja is a daily newspaper or journal published in Yogyakarta. Established in 1983, Radar Jogja is part of the Jawa Pos group. Alongside the advancements in time and technology, Radar Jogja not only publishes a daily newspaper but also operates an online news portal through the website radarjogja.com. The Radar Jogja Daily Newspaper is a supplement of the Jawa Pos Group's Daily Newspaper, which holds market share in the Yogyakarta region and its surroundings under the umbrella of the Jawa Pos Group. Radar Jogja has embraced the characteristic of being digital.

From a functional perspective, newspapers play a significant role in society. Generally, newspapers cultivate a reading habit among the public as they can be read during leisure time and provide valuable information. Until now, newspapers serve multiple functions beyond just disseminating information; they also educate, entertain, and influence readers through news evaluation (Vivian, Mass Communication Theory, 2008). According to Effendy (2003), the functions of newspapers include information dissemination, education, entertainment, and influencing readers through news assessment.

Competition in mass media gains momentum as more competitors enter the industry. Many new media outlets emerge seeking business opportunities and experiencing the spirit of reform in press freedom. Mass media is no longer merely a tool for disseminating information but has evolved into an industry. Hence, the presence of digital marketing as many media now utilize online platforms.

According to Sánchez-Franco (2014), digital marketing is the result of marketing evolution. Evolution occurs when companies use digital media channels for marketing purposes. Digital media

channels facilitate continuous, two-way, and personalized conversations between marketers and consumers. The goal of digital marketing is to reach as many customers as possible in an efficient, relevant, and effective manner. While traditional marketing uses print media as its medium, digital marketing employs online media, specifically websites, as its tool.

The advancement and rapid development of information technology have led to the emergence of various types of websites as information providers. The success of a website is largely determined by its traffic, which is a crucial consideration for website owners. The growth rate of websites has been exceptionally rapid in recent years, facilitated in part by the ease of creating websites, a key factor contributing to the increasing number of new domains registered daily. This trend also significantly impacts the growth of search engines available to internet users.

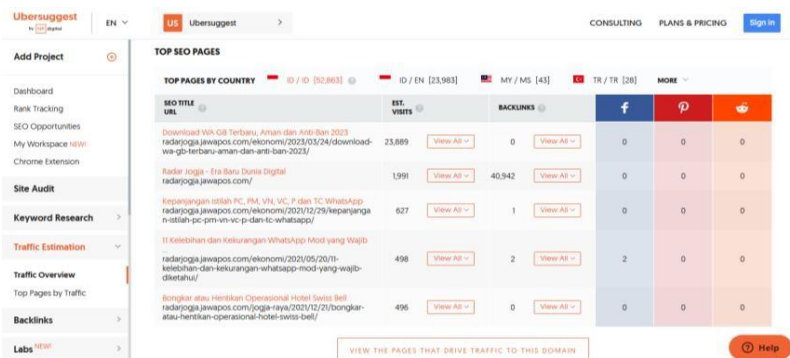**Figure 1.** Radar Jogja website traffic

Source: https://www.similarweb.com

Figure 2. Most-read news articles on the Radar Jogja website

Source: https://app.neilpatel.com

The figures above indicate that Figure 1, showing Radar Jogja website traffic, reflects the total number of visits across desktop and mobile platforms from April to June. While there is a monthly increase, there was a slight decline in June. Figure 2 displays the most-read news articles on the Radar Jogja website.
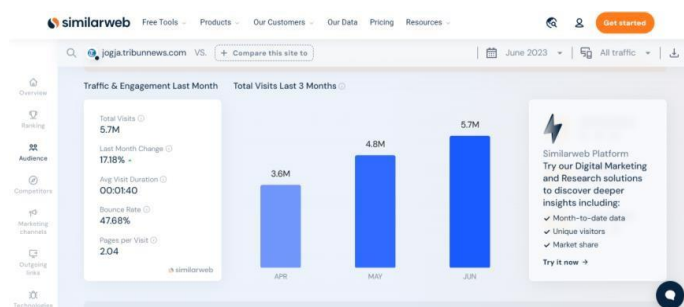

Figure 3. Tribun Jogja website traffic

Source: https://www.similarweb.com

Comparing it with Tribun Jogja's website, Figure 3 illustrates that the initial figure represents the total number of visits across desktop and mobile platforms from May to June, totaling 5.7 million visitors. Tribun Jogja's website visitors still outnumber those of Radar Jogja.

In this context, researchers aim to investigate the increase in readership and assess the effectiveness of content published on the Radar Jogja website. The study observes how news influences reader interest, highlighting the significance of topics in online media and the increase in readership as an indicator of overall website growth. The researchers are interested in tracking this growth over time to evaluate the success of Radar Jogja's site development strategy using Digital Marketing Theory as per Chaffey (2016).

Digital Marketing Theory Digital marketing, also known as e-marketing, both describe the management and execution of marketing using electronic media. Digital marketing involves the application of digital technologies to create online channels (such as websites, email, databases, digital TV, and through various recent innovations including blogs, feeds, podcasts, and social networks) that contribute to marketing activities aimed at profit generation and building customer relationships.

According to Ridwan Sanjaya & Josua Tarigan, Digital Marketing includes marketing activities including branding that utilize various web-based media such as blogs, websites, emails, AdWords, and social networks. Digital marketing extends beyond just internet marketing. According to Chaffey and Chadwick (Chaffey, 2016), "Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieve marketing objectives." This means that Digital Marketing applies internet and digital technology, which interacts with traditional communication to reach marketing goals.

According to Chaffey and Chadwick (2016:11), (Purwana, 2017) In essence, digital marketing is marketing that uses digital media through the internet to take advantage of web, social media, email, database, mobile/wireless and digital TV media to increase consumer targeting and understand profiles, product value, and loyalty from customers or target customers to achieve marketing objectives.

Search Engine Marketing (SEM). In marketing communication, it includes information related to products offered by a company. Product-related information is part of the marketing communication mix (Chen, 2008). One form of marketing communication is the strategy of Search Engine Marketing (SEM), applied on websites and internet-based search platforms. Implementing SEM strategies as a marketing communication medium can enhance awareness and influence consumer attitudes towards SEM strategies (Arifin, 2019).

SEM strategies as marketing communication can be executed in several ways. The first method involves using on-page optimization techniques by placing keywords related to products or services within a website page. These keywords are incorporated into various website components such as the title, product descriptions, and tags. The second method is through off-page optimization techniques, utilizing backlinks to enhance the ranking of a website that informs customers about sought-after products.

Online Public Relations (PR). Online Public Relations (PR) is a "new concept" in the field of public relations. With the development of communication and information technology shaping the "internet society," this concept is gaining prominence. Online PR, sometimes referred to as influencer PR, differs significantly from conventional PR practices.

Online Partnership. Online partnerships involve creating and managing long-term arrangements to promote a company's online services on third-party websites or through email communications. Partnerships entail mutual influence, balancing synergy and individual autonomy, integrating mutual respect, equal participation in decision-making, shared accountability, and transparency.

Interactive Display Advertising. Display is a form of sales promotion. Like other promotional tools that aim to capture attention, observe, and eventually lead to purchase, Display serves as a method to market products by showcasing them in-store to attract consumer attention (Alma, 2007). Display advertising stimulates the desire to purchase, driven not only by attraction but also by visual appeal and other sensory elements.

Opt-in Email Marketing & Mobile Messaging. As defined by Pearson (2003), E-Marketing is the process of using information technology to create communication, deliver value to consumers, and manage relationships to gain business advantage. Kotler (2004) defines E-Marketing as "the marketing side of E-Commerce, consisting of company efforts to communicate about, promote, and sell products and services over the internet." According to Kotler, E-Marketing is the marketing facet of E-Commerce or online trading, involving the communication, promotion, and sale of goods and services through the internet.

2. Method

The method used in this research employs a qualitative approach, where the researcher conducts intensive, detailed, and in-depth research into a specific organization, institution, or phenomenon, through direct observation of the object (activities or events). The research aims to understand a phenomenon as it is (especially from the subjects' perspectives), described in words and sentences within a specific, natural context, utilizing various approaches contained within it. This qualitative research elaborates findings or phenomena, presenting them as they are based on facts or findings in the field.

Data collection in this study involves Interviews, Observations, and Documentation. Interviews were conducted with the marketing team of Radar Jogja and one of its readers. Observations were made on the Radar Jogja website and its Google social media ratings. Documentation occurred during observations, specifically documenting social media interactions and during interviews. The method used to gather information from various sources for research purposes ensures the collection of relevant information in the research process.

The data validation technique used is triangulation to ensure accountability, where the data obtained is validated to ascertain its authenticity. The validity of the data in this research is examined using triangulation technique. According to Sugiyono (2012), triangulation is a technique of collecting data from different sources and existing data. The types of triangulation used in this study include interviews with Radar Jogja and observations through digital media to produce multiple findings and compare them with interview results. The second method involves member checking, which verifies information obtained through interviews with one of Radar Jogja's readers.

3. Result and Discussion

Figure 4. Radar Jogja Logo

Source: Radar Jogja Website

Radar Jogja Daily Newspaper is a supplement of the Jawa Pos Group newspaper, which holds market share in the Yogyakarta region and its surroundings under the umbrella of the Jawa Pos Group. The vision and mission of Radar Jogja are to oversee the dynamics and noble cultural values of the Yogyakarta community and its surroundings. The mission includes further exploring local potentials. Besides serving as a social control media and a platform for democracy and insight, it provides choices for the diverse communities in Yogyakarta and surrounding areas, encouraging local autonomy and community spirit. This discussion is referenced in Digital Marketing Theory according to (Chaffey, 2016).

3.1. Presenting The Results

In the Theory of Search Engine Marketing (SEM), it is explained that SEM is a marketing communication strategy that utilizes key keywords related to products or companies to achieve the highest search results on search platforms. Based on interviews with Radar Jogja, Radar Jogja has had its website since June 2009. This website provides up-to-date news on local, national, and international

events. Radar Jogja provides the latest information on weather, traffic, and other emergency conditions in the Yogyakarta region.

Figure 5. Radar Jogja Website
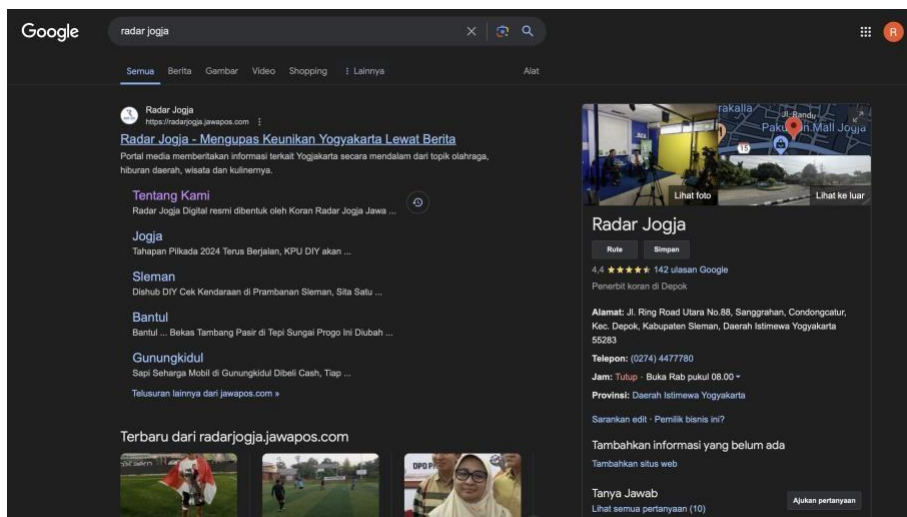Source: https://radarjogja.jawapos.com/

Figure 6. Search Results for the Keyword "Radar jogja" on Google
Source: Google search screenshot

The Google search results show that Radar Jogja ranks at the top position due to its use of SEO techniques. This achievement marks a milestone for Jawa Pos in reaching online readers. The rapid advancement of digital marketing in online news websites in recent years is driven by key factors including increased technology usage, changes in consumer behavior, and innovation in digital marketing strategies. Radar Jogja utilizes SEM techniques, including SEO.

Figure 7. Online News Screenshot on the Universitas Muhammadiyah Yogyakarta Website
Source: ip.umy.ac.id

Radar Jogja has a public relations team responsible for building collaborations and ensuring the publication of relevant and researched articles. Radar Jogja has partnerships with 19 other media outlets, including editorial offices in East Java and Madura. They are open to partnerships with other editorial teams, as online partnerships bring significant benefits to them.

Radar Jogja utilizes interactive display advertising for its advertisements. Display is a promotional tool used to market products by utilizing available space. Radar Jogja advertises through Medium Rectangle, pop-up ads, and top banners. Additionally, the marketing team promotes the website through advertorials and various other methods. Interactive display advertising provides advantages for Radar Jogja.

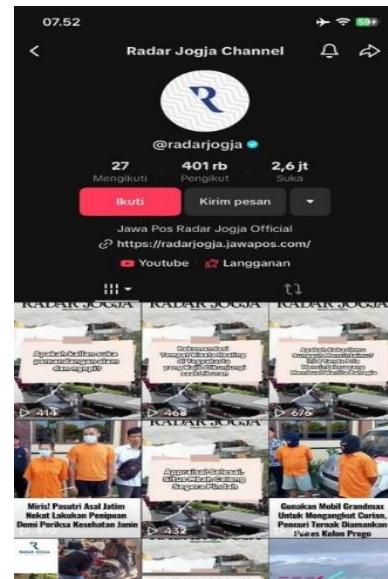**Figure 8.** Twitter Snapshot of Radar Jogja
Source: twitter.com

F**igure 9.** TikTok Snapshot of Radar Jogja
Source: tiktok.com

Figure 10. Facebook Snapshot of Radar Jogja
Source: facebook.com

Figure 11. TikTok Snapshot of Radar Jogja
Source: tiktok.com

Radar Jogja maintains social media accounts for promoting online news and branding. The social media platforms used by Radar Jogja include TikTok, Instagram, Facebook, and Twitter. Radar Jogja's social media strategy focuses on keeping up with the latest trends rather than repetitive promotional content.
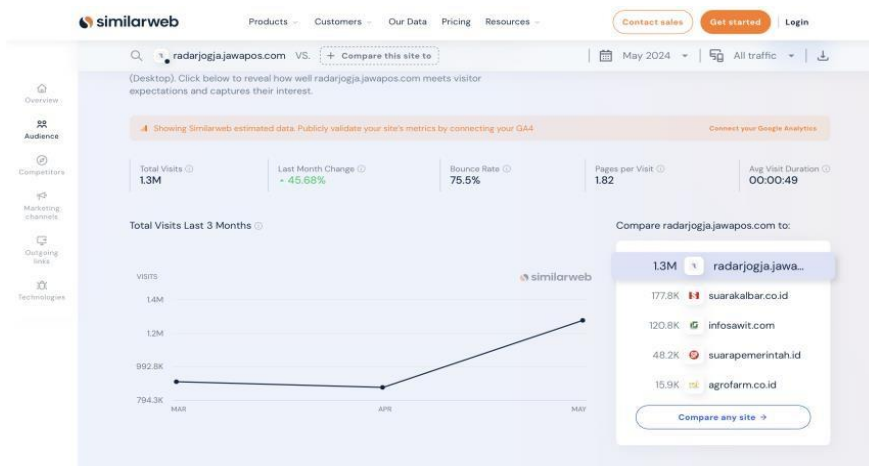
Figure 12. Website Traffic Snapshot of Radar Jogja
Source: similar.web

Over the past three months, Radar Jogja has experienced significant growth. As seen in Image 14, the website traffic for Radar Jogja shows that in the first figure, it represents the total number of visits from desktop and mobile devices from March, which is 902.7 thousand website visitors. In April, Radar Jogja had 869.3 thousand readers. In May, Radar Jogja's readership increased to 1.3 million. Compared to a year ago, visitors and readers of the Radar Jogja website have grown rapidly, quadrupling in number.

3.2. Discussion

Search Engine Marketing (SEM). SEM strategy is a form of marketing communication conducted through website media and internet search platforms, enabling the dissemination of information offered by an institution or company. This research analyzes Google search results where Radar Jogja ranks at the top position due to its use of SEO techniques. This achievement marks a milestone for Jawa Pos as it has made significant progress in reaching online readers. Key factors related to search engine optimization (SEO) include high-quality and relevant content. Radar Jogja likely produces high-quality and relevant content related to topics searched by users. Informative, engaging, and frequently updated content tends to rank higher in Google search results. Radar Jogja also frequently publishes news that captures public attention, such as political news. However, Radar Jogja does not use PPC (Pay-Per-Click) techniques. Radar Jogja avoids PPC because it allows for advertising budget adjustments as needed, but costs per click can be high depending on the industry and keyword competition, potentially inflating budgets without achieving desired results.

Online Public Relations. Radar Jogja also has a public relations (PR) team to build and maintain its company image. The PR team at Radar Jogja is part of the marketing team. The function of PR in an online news company is crucial for building and maintaining the company's image, as well as ensuring effective communication with various stakeholders. PR is responsible for safeguarding and enhancing the company's reputation in the eyes of the public. This includes handling crises that could damage the company's image and ensuring that the company is viewed positively by online readers.

Online Partnership. Online partnership is a collaboration or cooperation between two or more parties conducted through digital platforms or the internet. The goals of such cooperation vary, ranging from joint promotions, product development, sales enhancement, to sharing resources or information. Radar Jogja has partnerships with other media, totaling 19 collaborations. Partnerships, besides with editors, are also crucial for Radar Jogja. One notable example is its collaboration with Universitas Muhammadiyah Yogyakarta. Activities at the IP Lab UMY for the Academic Year 2018/2019 were quite extensive, such as soft skills training, Field Work Lectures, national and international seminars, and more. Therefore, there is a need for publicity for each of these activities so that every event managed by the IP Lab UMY can provide information and educational resources to be disseminated to all segments of society. In addition to activity publicity, IP Lab UMY is ready to coordinate the dissemination of opinion articles from both lecturers and students talented in writing. Unfortunately, Radar Jogja does not have any influencer partnerships. This is regrettable because influencer partnerships are very effective in expanding audience reach and engagement.

Interactive Display Advertising. Radar Jogja uses interactive display advertising for its promotions. Radar Jogja advertises through Medium Rectangle, pop-up ads, and top banners. Additionally, the marketing team promotes the website through advertorials and other methods. In interactive display advertising, website owners must create ad designs that are as attractive and interactive as possible to capture users' attention. Below are some elements to consider in creating effective ad designs. Radar Jogja has its own graphic design team. Having an internal graphic design team provides many advantages, especially in terms of branding consistency and responsiveness to urgent needs.

Opt-in Email Marketing & Mobile Messaging. Every business needs an effective opt-in email strategy; it's the easiest way to stay connected with loyal readers. Each team/division at Radar Jogja has its own broadcast message to market news using Email Marketing. Mobile messaging marketing is a strategy that uses text messages, multimedia messages (such as images and videos), or instant messaging apps to interact directly with customers or prospects through their mobile devices. This includes platforms like SMS (Short Message Service), WhatsApp, Facebook Messenger, Line, and many others. However, Radar Jogja only uses WhatsApp for mobile messaging. Mobile messaging can be used to send notifications and reminders to readers, such as reminders of newly published news on the Radar Jogja website.

Social Media & Viral Marketing. Social Media and Viral Marketing play a crucial role in the marketing and advertising of Radar Jogja. The social media platforms used include Twitter, Facebook, and TikTok. TikTok and Twitter are the busiest and have the most interaction with readers. Radar Jogja regularly creates content on TikTok because people tend to use social media to read news on TikTok. On Twitter, Radar Jogja shares newly published news by linking to the Radar Jogja website. There is also considerable interaction with readers on Twitter, though not as much as on TikTok.

4. Conclusion

The conclusion of this study is that Radar Jogja is a company operating in online and print media, providing newspaper-related information and the latest news in media. Over time, the online media world has developed rapidly, and many free presses have opened agencies or companies, impacting the competitive landscape.

Radar Jogja competes with other online media by launching websites to speed up the information dissemination process, and it collaborates on advertisements to expand its reach and gain wider recognition. Additionally, Radar Jogja uses social media to keep up with the era's developments, creating engaging content to positively impact the company.

This research examines Radar Jogja's social media and interviews with Radar Jogja to identify research findings. During the research period, the traffic on Radar Jogja's website and social media fluctuated, leading to an evaluation for future development.

5. Acknowledgement

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