Advertisement Media Strategy for Sliwar-Sliwer Suroboyo as merchandise Tourism in Surabaya

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ABSTRACT

Sliwar-Sliwer Suroboyo is a toy that has been made as a souvenir of Surabaya. As a newly created product, the toys requires promotion to introduce themselves. It is very important as a launching products on the market. The purpose of this study is to find out which media has the best providing information for Sliwar-Sliwer Suroboyo, also what kind of communication has easily accepted by the community. This research uses qualitative and quantitative methods.

First of all, some media used to promote this product such as social media, as well as mass media in East Java such as newspapers and television. After all the community's reaction to the product identified to know how far they know about the product. The results show that the television with educative talkshows is a good medium in providing product information.

KEYWORDS: Tourism, Souvenir, Promotion, Media, Communication, Toys.

1 INTRODUCTION

Surabaya City Government inaugurated Sprakling Surabaya as Surabaya Promotion Board since 2006. According to Surabaya Tourism Office Surabaya, tourism data has increased significantly by 18,019,628 tourists until 2015. So it needs to be accompanied by an increase in business, one of which is souvenirs, as Tourism industry actors. (Pitana, 2009).

According to Nurnitasari (2009), Souvenir is an identic object with a certain area, concise, petite, and has artistic value. In improving the tourism business in Surabaya, Sliwar-Sliwer Suroboyo made by Florentina Tiffanny, students of Product Design and Management Universitas Surabaya (UBAYA), that will be sold as typical souvenirs of Surabaya.

Sliwar-sliwer Suroboyo has an advantage other than as a souvenir that can be displayed, he was biased to be a toy. This toy is a new product in Surabaya tourism, made of Balsa wood with laser cutting technique. This technique is able to create attractive and detailed forms in every corner detail.

Sliwar-sliwer Suroboyo represents popular places in Surabaya such as Tugu Pahlawan, Suroboyo Statues, Balai Pemuda, Bambu Runcing, Surabaya Zoo, Siola and Taman Bungkul. These places are able to provide memories for tourists when visiting Surabaya. Each set of games is sold separately, so each product sold can be put together as one game entity.

How to play Sliwar-Sliwer Suroboyo is quite unique. This game takes two to four people to play. Players will get pawns in the form of icons of workers in Surabaya like tantara, nurses, teachers, office
workers and so forth. The player selects one of the pawns and throws the direction dice used as a determinant of the direction of the pawn on the board.

Figure 1: Sliwar-Sliwer Suroboyo

In marketing strategy, promotion is an important tool for encouraging existing purchases, to provide information about the product, and persuading potential buyers to get the product. The whole purpose of the promotion is to get a response.

This paper uses qualitative and quantitative methods. First of all Qualitative Method used to make segmentation, targeting, positioning, and product differentiation of Sliwar-sliwer Suroboyo to determine what communication strategy is appropriate for promotion, and determine what media is appropriate to deliver the communication process. The second step is to apply the communication strategy by entering the information into the selected media. Quantitative methods are conducted by collecting all responses from people who have been exposed to the media. The response is calculated to get the data of the most informed community. Finally, the most appropriate interview and media analysis are conducted.

The purpose of this study is to obtain the most appropriate media information to introduce the souvenir products Sliwar-Sliwer Suroboyo, also what kind of communication has easily accepted by the community.

2 THEORY

2.1 Segmentation, Targeting, Positioning, Differentiation

We use segmentation, targeting and positioning as commonly used in modern marketing. The purpose of determining STP is to classify the community and determine the communication strategy in the proper delivery of the right message in marketing the product.

2.1.1 Segmentation
Demographic: Gender: unisex; early adulthood; Revenue: 5 million and above; Education Level: High School, Vocational College, Bachelors Degree, Masters Degree, phd; Businessman, Marketing worker, Teacher

Geographic: Area of residence: Indonesia and outside Indonesia
Psychographic: Conscientious, Neat. Spiritual Art, Collector, Love to socialize, Hobbies, Reading, Playing

2.1.2 Targetting
Demographic: gender: unisex; 25-35 years old; revenue: 5-10 million; high school, vocational college, bachelors degree, masters degree, phd; businessman who often visit surabaya for the purpose business, event owners, and event organizers
Geographic: residential area: indonesia
Psychographic character: examine in small tasks and life daily, neat and organized in work, has an interest in craft goods, Likes to meet and gather to discuss or do work, hobbies, read books, playing puzzles, sudoku, chess.

2.1.3 Positioning
Sliwar sliwer Suroboyo provides souvenirs, The icon of Surabaya in the form of board game with 3 types of games in 1 board. Sliwar sliwer surabaya has spirit to help drive surabaya tourism by providing board game that is able to educate players about city tourism surabaya. This is the main form of the game's game and write down the uniqueness of the city's tourism surabaya on board game card.

2.1.4 Differentiation
Using the form of buildings and tourist attractions in surabaya as game board form, packaging has the function of educating, there are 3 games in 1 board game.

2.2 Theory of Communication

Source: author, 2018
Communication theory is used to determine the type of communication to be delivered, and what media to use. This is necessary for the delivery of messages to the public / consumer can run well and effectively. For that communication analysis based on the above chart and the type of media to be determined needs to be done.

In accordance with the above chart, designers need communication media to be introduced to the public. According Rhenald Khasali (1998), that in the process of launching the product, the newly emerging products still need to be introduced first to the public. The second stage, just invite people to buy. So in this case, in the process of communication, what to say in the communication process is to introduce Sliwar-Sliwer Suroboyo to the public.

This communication process will cause the sensation of the human senses, especially in visual. Media in based on STP can grow the perception of society when the sensation comes from media. The print media need a good headline that can evoke the visual sensation for readers such as Promosikan Potensi Wisata dengan Board Games, Souvenir, 'Board Game' Bisa Bongkar Pasang, etc. Sentences are customized with Bahasa Indonesia.

2.3 Media Strategy

In accordance with the target market that has been described in the previous section, the media selection in print media are Jawa Pos, Surya, Metro News, Radar Surabaya, television media are Net TV, Metro TV and Trans 7, in addition online media are Antara Foto, Antara Jatim, beritametro.news, bhrawaonline, bianikini.com, inews.id, and koran-sindo.com.

First of all we make a writing text (how to say) about Sliwar-Sliwer Suroboyo as a new news. This new news was made using the 5W + 1H formula to give a detailed description of the product. Furthermore, news content sent via email to all selected media journalists. The news will be read and processed by the editor, if the news has a good value or content. The journalist will come to shoot and conduct the process of interviewing. The results of this reporting process will be received later editorial and will be selected that the news written feasible for airing or not.

After the shooting and interviewing process, monitoring with the keyword Sliwar-Sliwer Suroboyo we are searching via internet and buy printed media for the next day. For television, we confirmed different shooting schedules with print media and online media. The next stage step is to do a recap of all media that contains Sliwar-Sliwer Suroboyo news.
## RESULT

Table 1. Recap media containing Sliwar-Sliwer Suroboyo.

<table>
<thead>
<tr>
<th>Source</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jawa Pos</td>
<td>18/1/2018</td>
<td>Promosikan Potensi Wisata dengan Board Games</td>
</tr>
<tr>
<td>Surya</td>
<td>18/1/2018</td>
<td>Souvenir, 'Board Game' Bisa Bongkar Pasang</td>
</tr>
<tr>
<td>Berita Metro</td>
<td>18/1/2018</td>
<td>Sliwar Sliwer Suroboyo Jadi Souvenir Khas</td>
</tr>
<tr>
<td>Radar Surabaya</td>
<td>22/1/2018</td>
<td>Balai Pemuda hingga Siola Hadir dalam Board Game</td>
</tr>
<tr>
<td>antarafoto</td>
<td>17/1/2018</td>
<td>Sliwar Sliwer Suroboyo</td>
</tr>
<tr>
<td>antarajatim</td>
<td>17/1/2018</td>
<td>Mahasiswa Ubaya Buat Souvenir &quot;Board Game&quot; Khas Surabaya (Video)</td>
</tr>
<tr>
<td>beritametro.news</td>
<td>17/1/2018</td>
<td>Sliwar Sliwer Suroboyo Jadi Souvenir Khas</td>
</tr>
<tr>
<td>bhirawaonline</td>
<td>17/1/2018</td>
<td>Sliwar Sliwer Suroboyo Produk Souvenir Board Game Surabaya</td>
</tr>
<tr>
<td>bianiaikini.com</td>
<td>17/1/2018</td>
<td>Sliwar Sliwer Suroboyo</td>
</tr>
<tr>
<td>gurukuhebat.id</td>
<td>17/1/2018</td>
<td>Kenali Destinasi Wisata Kota Pahlawan Lewat Permainan</td>
</tr>
<tr>
<td>inews.id</td>
<td>17/1/2018</td>
<td>Promosi Wisata dengan Board Game Sliwar Sliwer Suroboyo</td>
</tr>
<tr>
<td>koran-sindo.com</td>
<td>18/1/2018</td>
<td>Megenal Surabaya lewat Permainan dan Kejutan</td>
</tr>
<tr>
<td>NET TV</td>
<td>16/1/2018</td>
<td>Sliwar Sliwer Suroboyo</td>
</tr>
<tr>
<td>Metro TV</td>
<td>17/1/2018</td>
<td>Sliwar Sliwer Suroboyo (LIVE)</td>
</tr>
</tbody>
</table>


Table 1 shows various types of mass media containing news about Sliwar-Sliwer Suroboyo. There are 4 print media, 8 online media, and 2 television stations with 3 times. The introduction of Sliwar-Sliwer Suroboyo through mass media is done within 3 days, plus 1 day on the 22nd in addition to the local newspaper, Radar Surabaya.
Figure 3: Sliwar-sliwer Suroboyo news in online media

Figure 4: Sliwar-sliwer Suroboyo news in NET TV
Promosikan Potensi Wisata dengan Board Games


Board game bukan sekadar permainan, tetapi juga bisa menjadi hiasan rumah. Ada sembikan yang dilibatkan, hal ini, Taman Bungkul, Siela Balai Kota Surabaya, Monumen Kapal Selam, Tugu Pahlawan, Kebun Binatang Surabaya, Salai Pemuda, Massaa 18 Nopember, serta gubanggan.


SOUVENIR: Florentina Tiffany bersama karyawan yang bernama Sliwar Sliwer Surabaya saat dipamerkan di tampilan U SCT / 17/1.

Source: Jawa Pos, January 18, 2018

Figure 5: Sliwar-sliwer Suroboyo in mass media.

Total, more than 150 respondents were randomly collected to obtain data awareness about Sliwar-Sliwer Suroboyo products. Each respondent is given a basic question such as, do you know this product? The question is a closed question with two answers, yes or no. If the respondent answers yes, the question continues where they know this product. If the respondent mentions the media then we ask to specify the name of the media. Media groupings were conducted based on media containing news about Sliwar-Sliwer Suroboyo from after-release monitoring data.
Figure 6 shows data that television media such as NET TV has the highest number, while inews.id as online media ranks lowest. Subsequently followed by print media such as Jawa Pos received a second high after NET TV, followed by Metro TV as television media and Surya as print media at the fourth highest position.

4 CONCLUSION

Overall television is able to cover a wide audience in Indonesia. People at home now has its own television. Television also has a strong impact, because television has combination of two senses at the same time, sight and hearing. In addition, the programme on NET TV exactly in line with the target audience. NET TV has an educative talk show in the morning segment at 05.00wib till 06.00 . It is the time that the audience prepares to go to work or go to college. The right media strategy can improve product awareness.

5 REFERENCES

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