Optimize your facebook features to improve your product’s future: An opportunity to promote Batik Cimahi, West Java, Indonesia

Hanny Hafiar*, Priyo Subekti, Lukiati Komala, Kokom Komariah and Anwar Sani

Faculty of Communication Science, Padjadjaran University, Indonesia

*hanny.hafiar@unpad.ac.id

Abstract. Batik Cimahi, West Java has been introduced to the public since 2009, but until now, its popularity still cannot compete with batik from Yogyakarta, Central Java, and East Java. This is due to the age factor of Batik Cimahi which is relatively young and also considered having no cultural roots and also lacks a strong philosophical value, the management of promotional and marketing media conducted by Batik Cimahi businesses has also not been done optimally. This can be seen from the company's Facebook account which is owned by the Batik Cimahi business, which has not fulfilled the rules of social media management as a marketing channel with reference to the concept of social media planning from Regina Lutrell. Therefore, this research attempts to conduct a study of the three accounts of Batik Cimahi business people to conduct management analysis that they do. The research was conducted by analyzing the appearance of the three accounts starting from the efforts of business people in displaying the logo as a brand which they wanted to introduce until the efforts they made in making the engagement with their customers.

1. Introduction

Batik is a typical fabric from Indonesia which can be used for various purposes made from fabrics such as clothing, bed linen, tablecloths, and curtains. Many products can be produced using batik cloth as its basic material. Batik is having a value for beauty and also creates a feeling of national identity when used. Therefore, Indonesian people, from various age groups, education and economic status do not hesitate to wear batik both in formal and non-formal events.

Batik is one of cultural heritage that belongs to Indonesia and has been endorsed by UNESCO since 2009 [1]. Since batik has been authorized by UNESCO, after previously being claimed as their cultural heritage by the neighboring country, the Indonesian government strives to strengthen batik as the nation's property and proclaim the movement to wear this type of clothing on certain days for public and private employees and even school students.

In addition, the government also made efforts to encourage each city and district area to have a typical batik patterned with local values to enrich and develop motives and foster community creativity. Until finally, batik not only has artistic and cultural value but also has its own economic value. One of the batik development efforts was carried out by the city government of Cimahi, West Java.
Batik Cimahi was introduced in 2009 by introducing the Cireundeu, Ciawitali, Curug, and Pusdik motifs. Batik Cimahi is inspired by the cultural and natural resources that come from what is owned by Cimahi [2]. It is not surprising that Cireundeu batik carries cassava motifs as a typical food of Cireundeu residents, bamboo as a natural material that is widely available in Ciawitali, waterfalls as an illustration that there are many waterfalls in Cimahi, as well as motives that carry the concept of military tools that show the image of Cimahi as a military city at the beginning of its establishment.

However, the people of Cimahi, not all of them know and get to know the batik motifs typical of their area, as stated by Heppi (36 years), one of the indigenous people from the South Cimahi sub-district: "I do not know if Cimahi has typical batik, never got info about that, what I know is that batik is usually from Java, or Garut and Cirebon, which are typical of West Java". The comment shows that Cimahi batik is not yet in the top of mind of its citizens, meaning that batik has not become a home in its own territory.

Promotion and marketing in today's technological era cannot be separated from the role of digital media, because in addition to digitizing the media has a major role in the digital revolution through the provision of online communication and connectivity capabilities [3], social media as one of the marketing channels also turns out to have an influence significant awareness of a company's product brand in a community [4]. Therefore, promoting and marketing in the era of media technology like now is a must. Because, one of the advantages of digital marketing is that this content is available to the public, and can reach certain audiences using search engine techniques [5]. But the management of social media as a marketing channel requires special understanding as Regina Lutrell said about social media planning.

One of the marketing channels that can be used to promote and market a product to the public is Facebook. As stated in previous research, that the combination of Ethos, pathos, logos of a company from certain products, can actually affect people on Facebook to buy their products [6]. There are three companies as batik entrepreneurs in Cimahi that produce and market the characteristically of Cimahi Batik, namely Lembur Batik, Sekar Putri batik and Anggraeni batik. All three of them have a Facebook account that promotes the characteristically of Cimahi Batik in various products. However, in general, their Facebook accounts have not been managed properly. Therefore, this research attempts to analyze Facebook management as a marketing channel for Batik Cimahi, through the concept of social media planning from Regina Lutrell which consists of Share, Optimize, Manage, and Engage.

2. Method
There are several studies that have discussed the use of Facebook as a marketing channel, including Facebook as a brand community [7], Facebook as Social Media Marketing on Consumer Engagement [8], Facebook as an alternative social media marketing [9], the perspective of Millennials regarding brand recognition through Facebook [10], as well as the use of Facebook in increasing consumer awareness of brand products produced by home industries [11]. Some of these studies show the magnitude of the role of social media in introducing brands and attracting potential customers for the improvement of corporate benefits and profits. The research was conducted with various methods both through quantitative and qualitative approaches.

As for this study, the method used is a descriptive case study method with a multi-case type by taking three Facebook account displays from the Cimahi Batik businessman who is analyzes by referring to the concept of social planning media from Regina Lutrell consisting of Share, Optimize, Manage, and Engage. The units analyzed include the appearance of about, posting, choosing a picture profile and cover of photos and the responses given to comments and likes. Observations were carried out for three months and supplemented with interviews with several business operators of social media as well as literature studies on several similar studies.
3. Results And Discussions

3.1. Share Principle in Social Media Planning

The data obtained from the analysis of the three business players’ accounts show that there is an awareness to promote through Facebook social media, but they have not utilized all the features provided by Facebook to become a social media platform chosen by the three business people in promoting Batik Cimahi. This can be seen when the account is created through a personal account and is not a fan page account, as well as the company identity that should be filled in the About menu is not filled in completely, for example, the address accompanied by a map to facilitate location search, contact number to facilitate direct communication, the schedule from opening a store, as well as other relevant information and indicating that the account is a business account. This means that the Lutrell Manage concept should be implemented has not been done thoroughly.

This situation is understandable, considering that account usage by business players on social media is also relatively new, which is seen from the first post made by one of the longest existing accounts since early 2014. Therefore, the number of followers and friends is still limited. Moreover, the number of posts is relatively small and the posts have not been routinely done consistently. In addition, although there are already status posts containing product info, product photos, event photos, share links, and videos involving products, the numbers are still limited, even though share and optimize activities in social media management that refer to Lutrell should be carried out strategically.

The thing that concerns is that there is already an awareness of business people to display the artist's image as a promotional attraction, but there is also a Cimahi typical batik promotion account that has not included a logo as a brand that the public wants to introduce, product photos posting that have not been accompanied by info if needed by the public, and the lack of response from the account manager to comments that ask to obtain product info or prices. On the top of that, answering questions posed by the public through comments is a way to engage with potential customers. Based on the data from these observations, it can be suggested a number of things that businesses can do to manage their Facebook accounts to promote and market Cimahi batik products, including:

| Table 1. Share Principles in Social Media Planning |
|-----------------------------------------------|
| **Share**                                    |
| Identification channel                       |
| • Comparison of social media platforms       |
| • Adjustment to the target segment           |
| • Establishment of HR                         |
| Participation                                |
| • Fanpage account                            |
| • Installation of the logo as a Picture Profile |
| • Installation of products as Cover Photos   |
| Trust building                               |
| • Clarity of information in about features   |
| • Links with other social media accounts they have |

In principle, a salesperson on social media must be able to identify emerging social media platforms, monitor activities on various social media networks, and develop new content that can be interesting on all social media channels [7]. In fact, Facebook is considered suitable enough to market products with adult age segments, such as batik Cimahi because Facebook tends to be one of the trendy social media among those ages compared to Instagram which is more in demand by millennial users. Unlike other media that limits the number of characters and photos uploaded, Facebook also has the advantage of not having limits on the number of photo and text posts, so that marketers can more freely share information as completely as possible. In addition, on Facebook, marketers are considered not to have to complete a detailed business description of the information posted on the e-marketplace.

In addition, Facebook is considered not to have a high level of complexity in the operationalization of its features, besides the ease of operationalization Facebook is also a platform that has long existed so that users are familiar with the existence of its features, although sometimes there is an up-to-date
display. However, Marketers must be creative in order to increase customer awareness on social media on product brands [8], therefore, increasing human resource skills in the company is needed to optimize the management of digital marketing to support the company's success in digital marketing services [9], so that the absence of human resources who have skills in the management of social media is not the reason for the under-management of promotional media optimally.

3.2. **Optimize Principles in Social Media Planning**

On a Facebook and promotional account, the logo should be installed as a picture profile to increase consumer awareness about the brand of the product offered. It is also hoped that the logo as a picture profile will not be replaced if there is no change in the logo itself. This is because the logo is a brand identity that requires consistency in order to increase consumer brand awareness. In marketing strategies on social media, brands have important value [10]. Furthermore, there are some things that should be the focus in optimizing Facebook social media for the promotion of the typical Cimahi batik, as shown in the following table 2:

| Table 2. Optimize Principles in Social Media Planning |
|-----------------------------------------------------|
| **Optimize**                                         |
| **Issue monitoring**                                 |
| • Posts related to the moment                        |
| • Posts related to the event                         |
| **Content selection**                                |
| • Status relevant to the product                     |
| • Quality of photo posts                             |
| • Share memory as a reminder                         |
| • Share relevant links with the product              |
| • Share videos that are relevant to the product      |
| **Brand influencer**                                 |
| • Attractive figure                                  |
| • Product representation                            |
| • Popular                                            |
| **Involvement in the topic**                         |
| • Respond to comments on posts                      |

In the Facebook promotion account, there should be informative posts, such as mentioning prices, product availability, and product features, can be submitted persuasively [11] and the information posted is suggested to describe relevant content from an image [12], besides, uploaded photos should have certain business-related qualities and the written text should describe every photo posted [13]. Therefore, if the About menu has not filled in the complete information, it should be equipped with clear information, and avoid posting photos that are not accompanied by information, or photos that do not have inadequate news and photo quality.

3.3. **Manage Principles in Social Media Planning**

In the promotional account that is observed, there are already posts from a social media influencer that are expected to arouse audience interest to comment [14], but the selfie brand elements cannot be identified properly even though the brand selfie can be shown by showing a person's daily activities endorsers that involve brand or product elements, including a person, a brand logo or physical product, different types of physical surroundings, and technology [15], so that it is not too difficult to do if businesspeople are able to appoint an endorser to help promote their products.

As for the managing process, there are still inconsistencies and inconsistencies in the post, so that some input can be recommended as follows:
Table 3. Manage Principles in Social Media Planning

| Manage                                      |
|---------------------------------------------|
| **Message management**                      |
| • Every day                                 |
| • At least once a day                       |
| • One post should be a maximum of 4 photos  |
| • Photo posts with the same theme           |
| **Monitoring**                              |
| • Monitor the types of posts that invite likes or comments |
| • Remove tags or timelines from other parties that are not relevant |
| **Message measurement**                     |
| • number of followers                       |
| • number of comments                        |
| • number of likes                           |
| • number of mentions                        |

Conceptually it is known that effective social media marketing requires active and routine management and emergence on various social media platforms [16], therefore, it is better, business people have several social media accounts with multiple platforms such as Instagram or Twitter, which can linkage with all digital media owned like the web and blogs. Although there are results of research that states that there is no significant correlation between the frequency of posts and interactive discussions between marketers and consumers [20], the continuity of posts must be maintained to show the activities and responsiveness of business people in maintaining consumers.

3.4. Engage Principles in Social Media Planning

It should be recognized that reaching potential customers and defining the market is a challenge for every newly pioneered company [17], but the persistence and consistency of monitoring and improving the appearance of social media as a promotional effort must still be done by Batik Cimahi businessmen, because it is feared there are comments that can reduce the image and reputation of the marketed products, therefore companies can remove negative comments on their Facebook pages [14], by monitoring their social media content so that the product and company reputation is maintained in the eyes of their consumers, in addition to engaging with the public. Meanwhile, the effort to engage can be done as follows:

Table 4. Engage Principles in Social Media Planning

| Engage                                           |
|--------------------------------------------------|
| **Determine public targets**                     |
| • Increase the number of followers               |
| **Directing public reaction**                    |
| • Mention of the loyal buyers in status          |
| • Mention of the head of a group of shop visitors|
| • Tagging visitors who have photos               |
| **Response to public reaction**                  |
| • Reply to comments                              |
| • Appreciate likes                               |
| • Answer the question                            |

The important thing that must also be considered is the relatively limited number of followers, so there needs to be some improvement to expand the ability to disseminate information that can affect potential customers, including mentioning, Hashtag inclusion, because the elements of brand postings, referring to marketing communication activities and elements related to brand posting, which can be used to influence the audience about brand awareness, this can be done by listing location usage, Hashtag (#hashtag) and mention (@username) [18]. In principle, social media is a very popular channel and also widely used because it is easy to connect with company customers and get a fast response [19], therefore, it would be better if in the management of social media the business people of Cimahi typical batik, can
provide a quick response to questions posed by consumers in the comment column as an effort to reach engagement with the target public, because representation and engagement actions, and networking and listening-in actions, are important in social media marketing strategic [20]. This means that the willingness of business people to listen to and respond to consumer desires is something that needs to be pursued.

4. Conclusions
The management of social media in the form of Facebook as one of the marketing channels requires awareness, ability, and seriousness of business people in their utilization so that the functions and benefits that can be provided by this channel can be optimized properly. In the management of social media, Facebook business people can follow the steps adapted to the concept of social media planning from Regina Lutrell so that media management can run as expected. Through the efforts of Share, Optimize, Manage, and Engage, Cimahi Batik business people can streamline their fan page Facebook account by installing a logo as a brand that they want to introduce, maintaining the frequency and quality of posts, increasing the number of followers and striving for responsiveness to consumer needs.

The management of social media as a marketing channel is expected to be able to increase the awareness, interest, and desire of consumers to buy and use Cimahi batik products, as an effort to popularize Cimahi batik in order to become a host in its own territory and increase the benefits and profits that businesses will obtain. This is worth fighting for because the Cimahi batik business actually has an economic potential that can drive the people's economy at the local and national levels.

References
[1] Suwandari L Suryana Y Wirasasmita Y and Sutisna, 2017 Marketing Performance Of Batik Tulis Based Of Entrepreneurship Orientation In Daerah Istimewa Yogyakarta SME’s Acad. Strateg. Manag. J. 16, 3 p. 1–15.
[2] Rosandini M and Noorrahmi R, 2016 Developing Batik Cimahi by re-designing color and batik motif of traditional village Cireundeu, Cimahi, West Java, Indonesia IJASOS- Int. E-Journal Adv. Soc. Sci. 2, 5 p. 560–569.
[3] Wrigley K S C, 2016 Emotionally engaging customers in the digital age: the case study of “Burberry love” J. Fash. Mark. Manag. An Int. J. 20, 3.
[4] Tritama H B and Tarigan R E, 2016 the effect of social media to the brand awareness of a product of a company Int. J. Commun. Inf. Technol. 10, 1 p. 9–14.
[5] Sathya P, 2017 A Study on Digital Marketing and its Impact Int. J. Sci. Res. 6, 2 p. 866–868.
[6] Stueber H and Wurth S, 2016 A Literature Review of marketing and Facebook Sch. Business, Eng. Sci. Student Thesis p. 1–14.
[7] Phipps J, 2013 Revolutionized Marketing: The Changing Scape of Marketing in the Digital Age Sch. Public Environ. Aff. Honor. Thesis.
[8] Singh S N Kumar P and Dubey A K, 2016 Digital Marketing: Necessity & Key Strategies To Succeed In Current Era IEC Gr. Institutions 1, 3 p. 14–19.
[9] Ghotbifar F Marjani M R and Ramazani A, 2017 Identifying and assessing the factors affecting skill gap in digital marketing in communication industry companies Indep. J. Manag. Prod. 8, 1 p. 1–14.
[10] Ralphs M, 2011 Built in or bolt on: Why social currency is essential to social media marketing J. Direct, Data Digit. Mark. Pract. 12, 3 p. 211–215.
[11] Lee D and Gsb S, 2017 The Effect of Social Media Marketing Content on Consumer Engagement: Evidence from Facebook Manag. Sci. Accept. Forthcom. Summer 2013.
[12] Giannoulakis S and Tsapatsoulis N, 2016 Evaluating the descriptive power of Instagram hashtags J. Innov. Digit. Ecosyst. 3, 2 p. 114–129.
[13] Odhiambo C A, 2012 social media as a tool of marketing and creating brand awareness Univ. Appl. Sci. Bachelor Bus. Adm.
[14] Seo B H Harn R and Husain S, 2017 Facebook Brand Communities and Social Capital Athens J.
[15] Presi C Maehle N and Kleppe I A. 2016 Brand selfies: consumer experiences and marketplace conversations *Eur. J. Mark.*, 50, 9/10 p. 1814–1834.

[16] Leonhardt J M, 2015 Tweets, hashtags and virality: Marketing the Affordable Care Act in social media *J. Direct, Data Digit. Mark. Pract.*, 16, 3 p. 172–180.

[17] Narkiniemi J, 2013 Using Digital Marketing to Develop a Modern Marketing Strategy for a Startup *Thesis Helsinki Metrop. Univ. Appl. Sci.*, November.

[18] Sjöberg A Rosenbröijer C-J and Oy B, 2017 Influencing Brand Awareness Through Social Media Case: BEdesign Oy in Facebook and Instagram *Master’s Thesis Int. Bus. Manag.*

[19] Buinac E and Lundberg J, 2016 Instagram as a Marketing Tool A Case Study about how Companies Communicate their Brands on Social Media *Degree Proj. Luleå Univ. Technol. Dep.*

[20] Ananda A S Hernandez-Garcia A and Lamberti L, RENL : A Framework for Social Media Marketing Strategy p. 1–12.