

The Hooked Model as Communication Strategy of “Kembaliin” App as an Information Media for Handling Lost and Found

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Abstract—“Kembaliin” is a mobile application specifically designed to assist urban communities in solving problems of lost and found items in public places online. The design model of application functions as an intermediary media and liaison in facilitating the need for information exchange between the lost (victim) and the party that finds the scattered objects (the helper). The purpose of this study is to apply the Hooked Model as a communication strategy to build users habit. This research uses a descriptive method with qualitative approach. This study describes the practice of communication strategies consisting of three main essences, namely implementation strategies, support strategies, and integration strategies that will frame the practice of communication strategies with several quality standards. The results of this study is the Hook Model Canvas of “Kembaliin” mobile apps.

Keywords: communication strategy, mobile application, lost and found items

I. INTRODUCTION

Basically, communication has an important role in everyday life. In the process, the interaction is highly dependent on certain skills to make information exchange effective [1]. Likewise in the design of a mobile apps, communication strategies become an important things that must be considered so that the delivery of information and messages to users and between users delivered well. “Kembaliin” is a mobile apps that allows users to handle the cases of lost and found items in public places. Through this mobile apps, "Kembaliin" intends to change some old patterns in the case of lost (victim) or found (helper). Previously, when someone found a scattered item, the common action was to return the item to its rightful owner by utilizing conventional means available, namely visiting the information center, contacting the security department, asking people around, and etc [2]. The role of the communication strategy in this mobile apps intends to facilitate users to share information and reporting lost and found through this apps.

The apps about lost and found item is not such a new things, from previous studies, there are limited and outdated web application for managing lost and found items and the existing applications have failed to address the issue of

legitimacy and trust. The researcher recommends development of web application for lost and found items based on proposed model and evaluation of proposed system to determine its overall effectiveness to users [3]. Other research with similar topics suggested to find out users experience in experiencing lost and found, 67% of users think that they need an automated system that can help in finding their lost items [4].

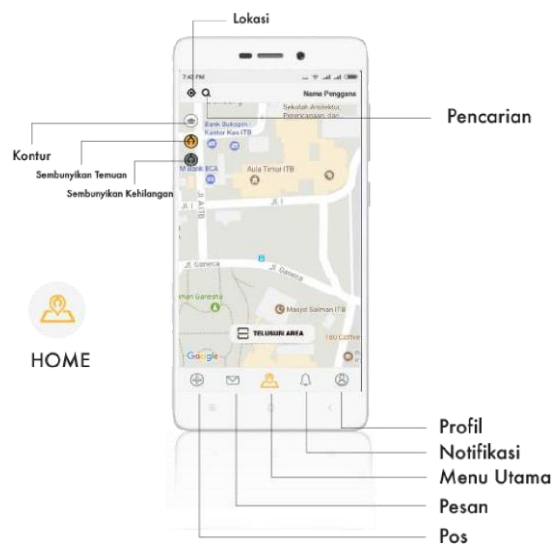


Fig. 1. Kembaliin user interface.

From the results of the explanation above, this “kembaliin” mobile apps is expected to be able to build user habits to invite and use the apps by applying the hooked model theory as a communication strategy. The hooked model itself is a four steps process embedded into products to create and increase user engagement by subtly influencing their behaviour [5].

II. METHODOLOGY

The methodology used in this study is a qualitative method with a descriptive approach. A qualitative descriptive approach is the collection of data in the form of words and pictures taken from interview scripts, field notes, photographs, videotapes, personal documents, notes or memos, and other official

documents which are then analyzed to produce a conclusion [6].

The object in this study is the design model of "Kembaliin" application itself, thus making it part of a case study. Meanwhile, the case study is an effort to collect, organize, and analyze data about certain cases that are of concern to researchers and then compared or linked them with each other (if more than one case) by sticking to holistic and contextual principles [7].

As mentioned above, the purpose of this research is to produce the most appropriate communication strategy to socialize a mobile application. According to Alo Liliweri, the practice of communication strategies generally consists of three main essences, namely: implementation strategies, support strategy, and integration strategy. It was further explained that the communication strategy can begin with several stages: identifying the vision and mission, determining the program of activities, determining the objectives and results, selecting the target audience, developing the messages, identification of the messenger (the display of communicator), communication/media mechanisms, scanning context and competition [8].

In addition to these stages, a cycle model is used to determine communication strategies that can encourage and change people's habits. In his book titled *Hooked*, Nir Eyal describes how an application can shape the habits of its users. Eyal explained it in a structured four steps that can be formulated as a cycle model known as the Hooked Model. The Hooked Model describes the experiences designed to connect problems faced by users with repeated solutions that form habits by pushing users through each step. The four stages in the Hook Model are triggers, actions, rewards, and investment.

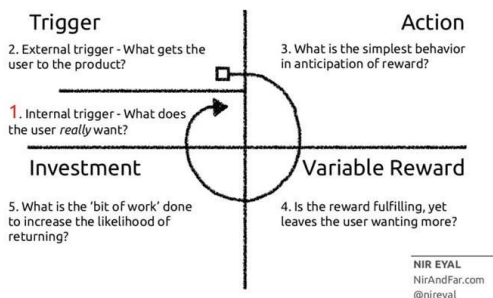


Fig. 2. The hook canvas.

The Hook model is designed to connect users' problems with solutions from product makers as often as possible until habits are formed. The application of Hooked Model is one of the stages used by researchers in formulating communication strategies on digital media in the form of mobile applications. [9].

III. RESULTS AND DISCUSSION

A number of surveys show the average citizen spends three hours a day on mobile devices, the younger the population the more time is devoted up to 10 hours a day [10]. So its important to mobile apps arranging communication strategy

to popularize their apps to users. These are the results of discussion to illustrate the communication strategy applied by the *Kembaliin* app to socialize and persuade potential users to use the application. The stages of communication strategy are explained based on eight aspects, namely:

A. Identifying the Vision and Mission

The vision of *Kembaliin* is to realize a better recovery ecosystem for scattered items in the midst of modern civilization and to be the foremost solution in handling lost and found cases in Indonesia. While the mission of *Kembaliin* includes increasing the concern and re-popularizing the culture of mutual help in the social environment, making *Kembaliin* as a reference for the technology used to solve social problems, as well as providing management services and efficient solutions according to user needs amidst the current development.

B. Determining the Program Activity

The programs and activities carried out by *Kembaliin* are to become a free platform for urban communities who are experiencing cases of lost (victims) or found the scattered items (helpers).

C. Determining the Results and Objectives

The objective of *Kembaliin* is to facilitate the need to exchange information about lost and found items in public places. While the expected outcome is to become the frontline in handling Lost and Found/Lost Property cases in Indonesia.

D. Selecting the Target Audience

The target audience of *Kembaliin* are urban people accustomed to using smartphones in their daily lives.

E. Identification of the Messenger (Display of Communicator)

Kembaliin application is specifically designed to be a professional and credible party in an effort to deal with lost and found items.

F. Mechanism of Communication/Media

The media used by *Kembaliin* is a mobile application which is deemed appropriate for the character of Indonesian urban people who are accustomed to using smartphones in their activities.

G. Scanning the Context and Competition

Several similar applications have been presented abroad, while *Kembaliin* is one of the first mobile applications in Indonesia, which means in the case of competition it will still be at the forefront for a while.

Aside from these stages, a cycle model consisting of four steps is used to determine communication strategies that are able to persuade and change people's habits. These four steps can be formulated as a cycle model known as the Hooked Model. Overall, the concept of the Hooked Model explains that a mobile application should have both internal and external triggers to encourage potential users to take actions. These

actions should lead to problem-solving and gain appreciation or reward so as to create investments that can be a trigger for users to use the application repeatedly. Following are the four steps used by the *Kembaliin* application:

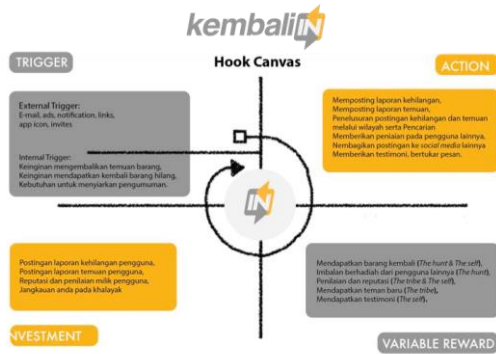


Fig. 3. Kembaliin hook canvas.

1) *Trigger:* A trigger is a button-behaviour actuator that starts the engine. Triggers can be in the form of clear cues or subconscious subtle signals effective in influencing daily behavior so that it can be said that triggers function to send cues for the users to act. Triggers are the first step in the Hooked Model and can be divided into two types: external and internal. An external trigger tells the users what to do next by placing information around them, sometimes the information is explicit. Whereas, the internal triggers tell the users what to do through an association stored in their memories so that sometimes the internal trigger will unconsciously influence the user or by means of emotion to use the application they want to use.

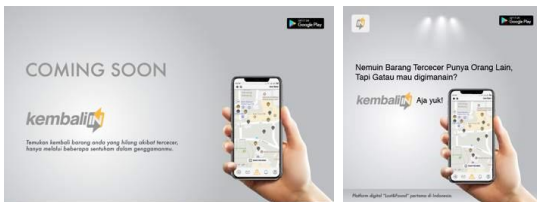


Fig. 4. Kembaliin ads that function as triggers.

The triggers used in the *Kembaliin* application come from external and internal ones. Internal triggers in the *Kembaliin* application, among others, are the desire to return the findings when the user encounters the items scattered in public places, the desire of the users to look for their lost items, and the need for alternative means to disseminate information more easily and efficiently when dealing with cases of lost and found in public places. Meanwhile, the external triggers are various information placed around the users or installed on the application. The external *triggers* in the *Kembaliin* application, among others, are as follows:

a) *E-mail notification:* It serves as a reminder and guides the users to open the application. This feature is intended for the users of *Kembaliin* to not miss the latest information about activities, promos, and others related to the

application and send that information via user's personal electronic mail.

b) *Notification:* Notifications will notify users of the latest information or activities that will push them to immediately open the application since there are activities they want to know about. Notifications used by *Kembaliin* can be in the form of badges notifications, banner notifications, or push notifications that appear on users' smartphone.

c) *Links:* It serves to lead potential users to use the application through a variety of related links distributed through various digital media or other social media.

d) *Mobile app icon:* The icon used will attract the users' curiosity to click and enter the application repeatedly.

e) *Invite friend:* This feature is provided by the *Kembaliin* application to invite more friends from contacts or users' acquaintances and other users to take part in and use the application.

f) *Advertising:* Various advertisements, whether in digital form or conventional media, are being displayed in order to attract potential new users to use the *Kembaliin* application.

2) *Action:* This is the second stage when the trigger has successfully passed. The user's decision to act after being motivated to use the features offered by the application is considered a success at this stage. If the user does not take action, the trigger becomes useless. It is likely that action will not be taken if doing it is more difficult than thinking about it. If more and more effort is needed both physically and mentally to take action, there is only a slight possibility for an action to actually occurs. Sufficient motivation, user's ability to take action, and the triggers to activate users' behavior are the keys actions can be performed by users when using the *Kembaliin* application:

a) *Post lost:* Users can easily post lost reports on the *Kembaliin* application along with descriptions of lost items to other users. The results of these posts will be displayed in the form of lost posting pins that appear on the map on the main menu page (home).

b) *Post found:* Users can easily post reports of findings on the *Kembaliin* application along with descriptions of items found to other users. The results of these posts will be displayed in the form of found posting pins that appear on the map on the main menu page (home).

c) *Message:* Users can send messages to each other and exchange information on the message features provided by the *Kembaliin* application. The message feature is equipped with a return request button and attach proof ownership that will provide security for the users.

d) *Scanning area:* Users can search for lost reports or findings by pressing the search area button. In addition to getting the information needed, users will get a hunting sensation and surprise information offered by the application.

e) *Rating*: Users can rate other users by rating on the user's profile page. This rating will be a reputation and pride for the user.

f) *Testimony*: In addition to ratings, users can also provide testimonials to other users that function as social relationship interactions and other forms of appreciation.

g) *Search*: Aside from regional search, users can also use the search feature for more of lost reports and findings specifically based on some information.

h) *Report*: Users can report other users about adverse actions, misuse of application, false information or unpleasant behavior that is not in accordance with the terms and conditions that apply to the application through the report button, for later it will be reviewed by the Kembaliin application.

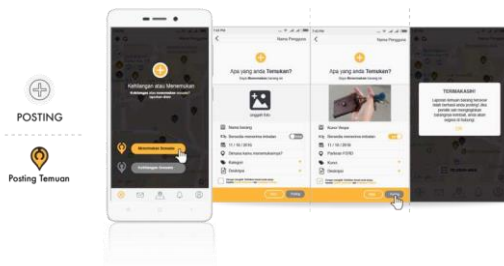


Fig. 5. Kembaliin "Post Lost" feature as action.

3) *Variable reward*. This Variable Reward is the third step in the Hooked Model. The previous action stage states that reducing the steps needed to complete the desired action will increase the possibility of achieving the goal, but in order to keep the users repeating their actions, the product must fulfill its promise and solve a problem.

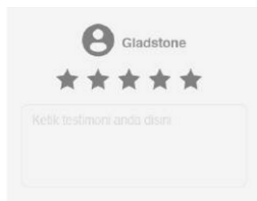


Fig. 6. Rating and testimony as the tribe reward.

At this stage, rewards are given as a form of appreciation for the users. Variable rewards can take a variety of forms: the tribe, the hunt, and the self. The tribe rewards are the search for social rewards driven by a sense of connectedness with others; the hunt reward is the search for resources and information; whereas, the self reward is the search for intrinsic rewards in the form of mastery of something, competence, and settlement. Varied rewards should meet user needs while attracting them to contribute and keep using the products. The following are varied rewards offered by the *Kembaliin* application:

a) *The tribe reward*: This reward is based on social relationships driven by a sense of connectedness with others. The rewards offered are assessments in the form of

testimonials and reputations from other users and new friendships with fellow users.

b) *The hunt reward*: This reward is based on searching for resources and information and meeting the needs. Users will get information in the form of a report of lost and the desired-found which does not rule out the possibility of retrieving their belongings. In addition, users can also get rewards offered from other users.

c) *The self reward*: These rewards are based on the search for intrinsic rewards in the form of mastery of something, competence, and completion or, in this context, appreciation of the satisfaction obtained by yourself. In this application, the reward offered is satisfaction.

4) *Investment*. Investment is the fourth stage of the Hooked Model which comes after the variable reward stage and is something that users have after using the product. Basically, the more time and effort invested in an item or service, the more valuable the product is to its users. Investments enable the accumulation of value stored in various forms: content, data, followers, reputation, or expertise. After users invest their efforts to gain expertise in using a product, they are less likely to switch to similar competing products.

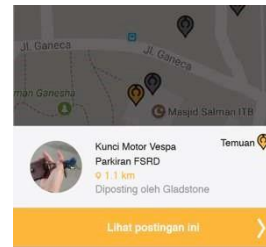


Fig. 7. Content information as investment.

The investment value in the *Kembaliin* application can be in the form of information content posted by users, social relations, reputation, and the experience using the application. The investment will also be an internal trigger that unconsciously leads users to use the application when they want to get information about lost and found items in public places. The following are the investment descriptions in the *Kembaliin* application:

a) *Post content of lost and found*: Posts of lost or found by previous users will certainly be the content owned by those users and can be seen again in the My Post feature in the application. The efforts made and the users' expectations will encourage them to use the application again.

b) *Information*: Various information needed about various lost reports and found presented by the *Kembaliin* application will be a reason to keep using the application.

c) *Reputation*: The reputation that has been formed during using the *Kembaliin* application will attach the users to the application.

d) *Social relationship*: Social relationships built between one user and the others through the *Kembaliin*

application will form experience and an attachment to continue using the application for now and in the future.

IV. CONCLUSION AND SUGGESTION

To get a comprehensive solution, sometimes designing and producing a product that is considered capable of answering problems to various problems is still not enough. Great products that cannot be recognized by the public will end up in vain. Therefore, developing a communication strategy to make the product known by the target user is the next important step that must be prepared.

By applying communication strategies, the *Kembaliin* application is expected to reach its target users through eight aspects of the communication strategy stages which consist of: identifying vision and mission, determining program activities, determining objectives and results, selecting target audiences, developing messages, identifying messenger (display communicator), communication/media mechanism, scanning the context and competition.

In addition, the application of four-step strategy formulated as a cycle model and known as the Hooked Model is expected to persuade and change people's habits. That is because a mobile application must have a trigger both internal and external that can encourage potential users to take an action that lead to problem solving and get appreciation or reward based on the actions taken and create investments that trigger the users to continue use the application. Implementing these processes and linking users' problems with solutions as often as

possible will form new habits. Users who previously used conventional means will now switching into digital ones.

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