

Viral Marketing Model Through Digital Content

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ABSTRACT

Viral Marketing is a marketing technique that rely on technological advancement like the internet in sending content to attract public interest. The selling process of Lupis Mbah Satinem is supported by viral marketing that caused by Netflix digital content called street food serial. As for the intention of this research is to find out the effect that has happened after the publication of street food serial Yogyakarta chapter towards the sales of Lupis Mbah Satinem. This research is a qualitative research that used case study method. The theory that has been used in this research are the viral marketing, digital content, advertisement and mass communication theory. This research is using interview method with the key informan and informan, observation participant, literature review, and the documentation for collecting the data. The result of this research is that street food serial from netflix has participate in the making of viral marketing effect that increase the sales of Lupis Mbah Satinem.

Keywords: *Viral Marketing, Digital Content, New Media, Documentary films, Netflix*

1. INTRODUCTION

The world internet usage currently exceeds 3.773 billion and social media users has reached 2.789 billion and in Indonesia alone the use of a high number of internet users has touched 132 million active internet users and 106 million social media users [1]. This number is predicted to continue to increase each year until the figure reaches 133.5 million in 2019 according to research from Statista [2]. The addition of internet users has led to the emergence of new innovations from service providers such as internet-based trading services (e-commerce), online news portals, online learning, social media platforms and also many service providers offering streaming services such as movies and songs online [2].

Like Netflix which is currently classified as a digital service makes it easy for users to watch favorite shows anywhere, anytime and can be operated via (smartphone, Smart TV, Tablet, PC and Laptop). Netflix can be likened to a DVD rental store but offers digital movie content over the internet. Netflix can also be likened to a paid video service on YouTube [3].

Besides that, Netflix is also the belle of a complete and new online streaming service for the people of Indonesia. After the Ministry of Communication and Information of the Republic of Indonesia issued a ban on the circulation of websites for watching movies online that violated intellectual property rights. Making Netflix increasingly develop in Indonesia at this time, for the Indonesian market itself according to data collected from 2017 - 2020 a number of 95 thousand users. Marketing

communication is a marketing activity that seeks to spread information, influence / persuade, and remind target markets of companies and products in order to make a willingness to accept, buy and be loyal to the products offered by the producers concerned [4].

Viral marketing is a marketing technique by utilizing the advancement of electronic media to achieve a goal to be achieved by marketers which is done through a continuous communication process or chain and multiply themselves. The concept of the workings of viral marketing itself is like a virus spreading, i.e. multiplying itself. Like a consumer who is satisfied with the product they are buying or the service they are getting, will automatically disseminate the information or the product to their relatives to also try and prove it for themselves. Word of mouth marketing reinforced by the effects of social networks or social media is also included in viral marketing [5]. Viral marketing is basically a form of internet-based marketing (e-mouth to mouth marketing or so-called e-word of mouth marketing) whose promotion function is networking and is designed like a virus to infect from one person to another quickly and widely with give special rewards to consumers [2].

Indonesia is a country that has a variety of specialty, especially in terms of culinary, there is traditional culinary until culinary that has been created to be a modern dish. Netflix helped make one of the culinary in the city of Yogyakarta in the form of lupis made by Mbah Satinem into one episode of the street food series. Based on the reality and background written above, the author wants to find out how the viral impact that occurred after the publication of the street food series by Netflix

which the writer will pour in a study entitled "Viral Marketing through Digital Content (Case Study of Netflix Serial Street Food Episode Yogyakarta)".

2. METHODS

This research uses a qualitative research approach using Case study method to learn more about the phenomena in this research is Viral Marketing. The subject of this study the authors collected research-related information by conducting interviews both face-to-face and online with the interviewees, as well as using data from library studies and documentation to strengthen the research.

3. DISCUSSION

New media comes through technology that triggers the diversity of media. Media currently provides choices for audiences in consuming media types ranging from print, audio, visual, audio visual media. Until online. The media is now becoming more interactive, the audience is not just an object exposed to information but the public also plays a more active role because of technology so that interactions can occur [4]. This is in line with the existence of netflix which builds content and is also supported by publicity by various media on the internet both written and visual.

Digital content is content that is built in various forms and formats, in the form of text, video, images, audio or combinations that have gone through a digitization process, so that it can be stored, read and can be used on digital machines, and easily shared through digital media and online. Creation of content that contributes information to any media and especially digital media for end users or audiences in certain contexts. Content is what is channeled through the media such as speeches, writings or various works of art intended to express themselves, channeling and marketing or publications[5]. Digital content is what digital audiences can enjoy and serial street food is part of digital content.

Figure 1. Cover Street Food Episode Lupis Mbah



Satinem

Source: Youtube Netflix Indonesia (2019)

Netflix in building this Asian street food series uses a documentary method in which the story line that is displayed is the daily life and the uniqueness of the characters they raise on this occasion. And street food igin conveys the message of being able to learn about the edge of food is the best way to get to know a country's culture.

According to Harold Lasswell in Priansa argues that elements of mass communication include sources, messages, channels, receivers, and effects and are often known as SMCRE [6]. Netflix making street food series certainly prepares strategies to promote the series as one of them Netflix makes video trailers that are shared through YouTube channels and also provides initial screening opportunities with local media. This is done so that there is an exchange of information including netflix is a source, preparing messages in the form of street food serial content to channels such as national media so that the message is reviewed and forwarded to the audience as recipients and have an effect on the recipients.

Netflix is an electronic media that is so advanced in all the features offered. With users who reach millions from 180 countries, of course, making Netflix highly calculated by the public because netflix is very careful in building a content that has the best quality.

According to Kaplan and Haenlein (2011: 253) the dimensions that can be used as benchmarks in viral marketing are:

1. The first component: messenger

This element is important in creating a viral marketing epidemic because it requires the right people to spread the message. In these components netflix meets the criteria because netflix has 167 million users in the world and 100 million of them are outside the United States.

2. Second component: message

Only good messages that are impressive and interesting enough to be passed on to others have the potential to trigger the viral marketing phenomenon.

The selection of messages as a component that Netflix involved in the Yogyakarta episode certainly already has an assessment that becomes the standard for Netflix in building content specifically Mbah Satinem is seen as a unique figure.

3. The third component: environment

Besides getting the right message to the right people, both from the environmental conditions making a difference between success and failure in dominant viral marketing.

The Yogyakarta episode in the street food series is the purpose of the construction of a documentary series that wants to bring something different and to be supported by the election of the city of Yogyakarta which has a historical side.

Viral Marketing is basically an internet-based form of word-of-mouth marketing that functions as a promotional and network design that is designed like a virus to infect from one person to another quickly and broadly by giving special rewards to consumers [7].

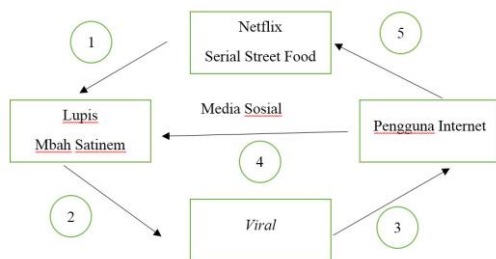


Table 1. Lupis Viral Marketing Process Model Mbah Satinem

Source: Personal Documentation (2020)

The stage of the occurrence of viral marketing sender in lupis mbah satinem is the current stage so often occurs with the help of a technology called the internet. In the chart above, it can be observed the process of viral marketing sender through the following explanation:

1. After conducting various researches and searches, Netflix chose and made Lupis Mbah Satinem as one of the characters in the Street Food serial content.
2. Publications made by Netflix through the internet with an audience of up to 180 million users around the world, make the location and snacks lupis mbah satinem get the public spotlight so that a viral phenomenon occurs.
3. Viral that occurs on the internet makes users more curious and participate in channeling through social media so as to build the name lupis mbah satinem in addition to via netflix.
4. Through social media, mbah satinem is increasingly popular with a variety of discussions that occur such as on Twitter and content developed by YouTube activists.
5. Internet users who are not customers of Netflix become curious about the content.

Since lupis mbah satinem began to tell the story in one episode of street food, making it increasingly frequently discussed by internet users, especially with the ease of sharing information and the rise of the emergence of youtube users who actively upload video content that they make for both hobby or just a person YouTuber who does have a large number of subscribers. The popularity of lupis mbah satinem after successfully becoming one of the characters on netflix, did not escape from them content creators.

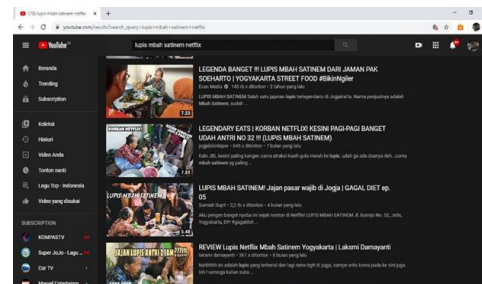


Figure 2 Search by keyword Lupis Mbah Satinem on Youtube

Source: Screenshoot (2020)

After being published in Yogyakarta street food episode, it was recognized by Mbah Satinem that his sales had increased and also more and more tourists came to taste the culinary. Viral lupis mbah satinem satinem caused by netflix also helped make foreign tourists try the lupis, previously the market snacks were foods that are often consumed by local people only. Netflix preparing content for the street food series certainly pays a fairly high price, but they certainly realize in the case of mbah satinem lupis, with the publication of mbah satinem characters in the series brings its own advantages for mbah satinem with the increasingly crowded buyers who buy the market snacks. For Netflix this is certainly a form of cooperation that is mutually beneficial to both parties. According to Kotler and Keller in the marketing management book, marketing communication is a means that is carried out by companies and businesses in informing, persuading and reminding consumers both directly and indirectly about the products and brands sold. (2008: 172).

On this occasion mbah satinem did not carry out a marketing strategy for the lupis products he sold, but the marketing occurred indirectly due to the publication of netflix in the Yogyakarta street food episode series which was recognized by mbah satinem since it was published by netflix lupis which he sold increasingly in demand. and the amount of production per day increases compared to usual days. Coupled with netflix making mbah satinem as one of the characters in the series, mbah satinem also get paid from the netflix.

The impact of after the publication of the street food series by netflix made the existence of mbah satinem lupis increasingly recognized by the world community who are netflix users.

According to Situmorang (2010) in viral marketing, it is expected to have a multi-effect because multiple people who receive messages can deliver to dozens or even hundreds of other internet users. If you look at the Instagram search the name mbah satinem is quite popular and gets a search number of more than 370 shipments concerned with Mbah Satinem Lupis.

In the evaluation stage before the presence of Netflix, which told the whereabouts of Lupis Mbah

Satinem, he also had a special customer, the second President of the Republic of Indonesia, Mr. Suharto.

Source: <https://www.liputan6.com/lifestyle/read/3940825/lupis-mbah-satinem-kuliner-kegemaran-presiden-soeharto-masuk-serial-dokumenter-street-food> accessed on 11 May 2020 at 18.07 WIB).

And after that Netflix brought up the story of Lupis Mbah Satinem, making Lupis even more viral and in the same period a few months after Netflix published the content. Lupis mbah satinem also the arrival of the famous South Korean actor Lee Sung Gi.

3. CONCLUSION

Based on the results of the study, the authors conclude that viral marketing can be achieved if it is able to determine the right message and media. In this research, Netflix is a medium that becomes a viral marketing tool on Lupis Mbah Satinem.

Netflix is a digital platform and Netflix has strict criteria so that the content produced is not in doubt. The number of users who continue to grow every day makes Netflix has the potential to become a means of viral marketing. One of them is the netflix content which is in the form of street food and which elevates Lupis mbah satinem as one of the episodes in the series so as to make identical market snacks consumed by local residents, Netflix facilitates the dissemination of information about the market snacks through the content they make so that the jajin can be enjoyed by the wider community both nationally and internationally.

Digital content is a product that can be easily developed and distributed by anyone with anything, but only quality content that can survive and be an attraction for people who access it. Now Netflix is one of the media that can reach many target audiences.

Viral marketing currently contributes to the sales volume of mbah satinem lupis, the existence of street food series content from Netflix has successfully boosted and caused viral phenomena in mbah satinem lupis which previously only produced as much as 5 kilograms per day. since the publication of the content, lupis mbah satinem sales have increased to 2x more than usual and consumers of lupis mbah satinem are not only local residents but also tourists from national and international levels.4.

ACKNOWLEDGMENT

Thank you to the speakers and the Faculty of Communication Studies at Tarumanagara University.

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