

Conference Paper

Digital Marketing as a Repositioning Strategy for Radio Broadcasting Agent in Bandung – A Descriptive Study of OZ Radio's Repositioning through Instagram

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Abstract

OZ Radio Bandung chooses Instagram as a one of their platform for its marketing that helps them promote their repositioning strategy, which they initiated on September 2015. OZ Radio Bandung promotes itself as a radio for young people only. By the end of 2015, OZ Radio Bandung set up a plan to reposition its audience segmentation from young people to young-adult. This paper describes OZ Radio Bandung's usage of Instagram as a platform to reposition itself to its young-adult audience.

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1. Background

Digital marketing is a kind of communication and interaction between companies or brand with their consumer using internet, email, mobile phones, television, and information technology. In digital marketing, communication could happen in two ways, whether it started from the marketing side or the consumer. Nowadays, business in the radio industry is not always about broadcasting, but it also has to be able to utilize the communication technology development, such as digital marketing. Moreover, there is also a fact that the intense competition among radio broadcasting agent requires some innovation. Likewise, OZ Radio Bandung decided to reposition to compete for a larger market share.

OZ Radio's number of audiences is still lower than other competitors' like Ardan, I-Radio, Urban, and 99ers. OZ Radio assumed Ardan as its competitor because Ardan has the same audience segmentation, that is, a young people, who are active, living in the community, dynamic, having a high curiosity about something new, considerate to common technology development, and also internet users with a high intensity. Conforming to the explanation above, OZ Radio Bandung does a repositioning

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strategy through social media-Instagram to communicate their steps of repositioning.

The use of social media-Instagram as a strategy of digital marketing conducted by OZ Radio Bandung must stand for a purpose. This aims to promote their alteration by expanding audience segmentation from only young people to young-adult people. The use of social media-Instagram is certainly not only chosen by OZ Radio Bandung. The other similar radios in Bandung, i.e., Ardan FM, 99ers, I-Radio, also use the same platform on social media. Even so, to optimize the social media-Instagram, OZ Radio Bandung arranged their own strategy to get more attention of audiences, increased the number of their Instagram followers and also kept up the followers to not unfollow OZ Radio on Instagram. The strategy applied to the Instagram was presented differently from other competitors. OZ Radio Bandung not only gives information about the company and advertisement, but they also put some e-posters about the latest news and also create a gimmick on the e-posters to look more valuable and artistic.

OZ Radio Bandung arranged the content for Instagram by the latest news that attracts people, so it can raise a high curiosity from the followers. OZ Radio Bandung also often creates a cute, unique, and artsy e-poster in addition to make the followers put their comment on OZ Radio's Instagram. In the process of arranging the content, OZ Radio Bandung puts a big concern with tone of colors, whether it calm or glamour, font selections, with the best touch of design. After using Instagram as a platform to do a repositioning, there was a perceived impact for OZ Radio. The young-adult audiences seem to begin to be aware of the change occurring in OZ Radio and it can also be seen from the number of new followers coming from young-adult class on Instagram. OZ Radio also recognized that Instagram facilitates them in delivering a message of alteration which cannot be delivered well through on-airing time.

Ayu Lakhsmi Daeng Ugi, a social media strategy practitioner, said that a good strategy on social media-Instagram is about a creative content. Creative content is a content made by a brand which is not only related to the company, but also tells about what is being trend these days. As explained above, what was done by OZ Radio is already appropriate and can be maintained, so the creative content can evolve directly to grow and to look more dynamic. Detta Rahmawan, a lecturer in media management, said that social media can be used as a tool to make people not only being a consumer and as a brand advocate all at once.

OZ Radio Bandung is not utilizing well the influencers. For example, when OZ Radio has celebrities as a special guest, OZ Radio does not take the opportunity to ask the celebrities to re-post on their own Instagram account about what it has posted before.

There are three main features attracting people to use social media-Instagram, on *Social Media: How to Engage, Share, and Connect* ([2]: 132-133):

1. Personalization

It offers its Instagram followers the opportunity of having voice in the business decisions.

2. Lifestyle

The company aims to promote the brand as a part of a lifestyle choice and one of that should be enjoyed with friends.

3. Exclusivity

Instagram users have also become accustomed to see exclusive photos, including behind-the-scenes looks at their favorite company.

From all of these features on Instagram explained above, it can be found that OZ Radio Bandung has already taken the advantages of all features. OZ Radio Bandung has a different thing from other competitors do. OZ Radio Bandung has already posted a behind-the-scenes photos or videos, such as the activities of employee when setting up an event, until the off-record of announcer while on-airing time, which can be found only on Instagram. OZ Radio also concerns with the tone of colors, in order to reach the mature impressions, so that people may notice what was changing in OZ Radio Bandung.

OZ Radio applied a different strategy from other competitors on social media-Instagram. OZ Radio posted information not only about the company and advertisement, but they put some e-posters about the latest news and also create a gimmick on the e-posters to look more valuable and artistic. OZ Radio Bandung arranged the content for Instagram by the latest news that attracts people, so it can raise a curiosity from the followers. OZ Radio Bandung also often creates a cute, unique, and artsy e-poster in addition to make the followers put their comment on OZ Radio's Instagram. On a process of arranging the content, OZ Radio Bandung puts a big concern about tone of colors, whether it calm or glamour, font selections, with the best touch of design to support their repositioning strategy.

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