E-MARKETING STRATEGY IN GAME INDUSTRY WITH SOCIAL MEDIA USING E-BUSINESS MODEL

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Abstract

The technology is currently growing and is now very close to us. One of the technologies that we often use today is the Smartphone. Indonesian people access their smart phone, on average 2 hours a day and social daily. Besides social media, they spend time playing online games. Surely, the online games what they play are developed by the online game developers. Do to the large volume of online game developers, game developers must use strategy to compete for the market share. To win the competition in the industry online game developers must take advantage of social media to market their product.
In this study, we will discuss how to use social media to be competitive in the online game market. First, we will review the terms and model of electronic business. Subjects in this research are indie game online developers in Indonesia. The Models of electronic business will discuss are reach, richness, and affiliation. The result of this study is a strategy in the standard procedure to be executed simultaneously and effectively on the utilization of social media for marketing online games. This strategy has been implemented and managed to increase the number of players.

Keywords: E-Marketing Strategy, Game Industry, Social Media, E-Business Model

INTRODUCTION

Technology is growing faster than last year. The development of technology is now able to reach all levels of society. For example, a mobile phone device. Nowadays almost people using smartphone technology. With the development of smartphone technology, the technology is also developing applications that are inside. According to a survey conducted by BBC Indonesia (2014), the average Indonesian people who spend time to access the mobile phone is 2.5 hours a day. In that time, the people of Indonesia at most access to social media such as Facebook, Twitter, and Instagram.

Indonesian people using spare time or wait time by access their smartphones. Spare time usually happens when we are waiting. For example, waiting pickup or waiting for the train to their destination. Besides accessing social media, the Indonesian people love to play the game when they access smartphone. Surely game they play was designed and created by a game developer.

A lot of games in apps store. More than 10,000 game applications on the app store. Game developers have to fight and to compete strategy to get players. The goal is sustainability on the business processes. The business process that we view from game developer is attracting players to play the games what we make and buy items what we sell on game. Of course, the more players we have, the more the item purchased. But there are some problems what game developers have. One problem of their problem is how to marketing the game what we created. Without a strategy, the game what we released in the app store, rarely downloaded by players. A lot of game developers only make

the game and publish on apps store. They haven't strategy to compete market. A lot of game developers finally closed their business process, because they can't sell apps.

This research is focused on providing marketing strategies for game developers through social media. This marketing strategy is a basic strategy that uses E-Business models such as reach, richness, and affiliates. This marketing strategy can enhance marketing through social media in order to reach all levels of players. Expected by this research can help game developer to get active players and to do their business processes.

LITERATURE REVIEW

E-Business and Enterprise Resource Planning

IBM defines e-business as a transformation of key business processes through the use of Internet technology (Chaffey, 2007, p. 14). E-business is an approach in the management of the various activities of the company by utilizing information and communication technology. E-business aims to improve the competitiveness of enterprises through the adoption and application of information technologies and innovative communication within the organization and even to the surrounding environment (Chaffey, 2007).

E-business has proven capable of opening up new opportunities for large companies and small companies to compete globally. Adoption of information technology and communication in enterprise management and supply chain management has a level of intensity. That vary according to the nature of business and competition faced by the company, so it takes some foresight in choosing the application of appropriate taking into account a variety of factors as described below: implementation of information systems based on computers and the internet will give the company a competitive advantages which such information systems enable companies to improve business innovation, lock-in of the customer and suppliers, increasing the barriers to entry for new competitors who want to enter, creating leverage for the business, as well as increased efficiency in the operations of the company (Chaffey, 2007).

E-Business Model

The development of e-business itself is inseparable from the development of internet technology and the penetration of internet usage in the world community. Internet capability in enhancing the competitiveness of a company rooted in the capabilities of the Internet in transmitting information by a factor of excellence in reach, richness, and affiliation (Chaffey, 2007). The tangible benefits gained from the use of internet technology by Chaffey (2007, p. 21) are summarized as follows:

- Increased revenue from increased sales through new markets and new customers and current customers (repeat selling and cross-selling)
- Cost savings Time savings in the marketing of airport customers (customer service), Online sales, saving the cost of printing and distribution of material,
- Cost savings from supply chain operations: Decrease in inventory levels, more competitive prices due to competition among suppliers and ordering cycle time shorter.
- Cost savings from administrative efficiencies in business processes that run regularly.

E-Marketing

According Goi in the journal a review of the marketing mix: 4Ps or more? International Journal of Marketing Studies (2009, p2), the marketing mix is derived from a single P (price) of microeconomic theory. Goi on his paper refers McCarthy (1964) Introduces "Marketing Mix" is often referred to as the "4Ps", as a means of translating the marketing plan into practice field. The marketing mix is not a scientific theory, but merely a conceptual framework that identifies the provisions - provisions of desperation so that managers can configure their offerings according to customer needs.

This tool can be used to develop both long-term strategies and short-term in tactical program. The idea of the marketing mix is the same idea as when mixing the cake. A baker will change the proportions of ingredients in cakes depending on the type of cake that wants baked. The proportion of the marketing mix can be changed in the same way and vary from product to product. According to Kotler & Armstrong marketing mix is a set of marketing tools combined tactical and controlled by the company to produce the desired response target market. The marketing mix consists of everything you can do to influence the demand for its products, such possibilities can be grouped into 4Ps on figure 1.

Source(s): Goi, 2009.

Figure 1. Target Costumer

Social Media

With the development of technology, media promotions increasingly one of them through the Internet by using these media companies do not require a lot of expenses to promote products, the range was wider.

According to Philip Kotler and Kevin Keller [1] (2012; 568), social media is a means for consumers to share information text, images, audio, and video with each other and with the company.

Meanwhile, another definition for social media by Hendri, et all referred by Viciana (2014), social media is social networking sites such as web-based services that allow individuals to build a profile of public or semi-public in the system is limited, another user's list with whom they are connected, and view and explore their connections.

Both of these definitions can be deduced that in using social media is a means of exchanging information between individuals and can be used also as a means of promotion companies.
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RESEARCH METHOD

In this paper, I will explain how e-business model applied on the games promotion on social media. Social media what I discuss on this paper are Facebook, Twitter, and Instagram. I applied this model on all of feature on that social media and explain how model improve revenue on game industry. In

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[1] Kotler, Philip, Kevin Lane Keller. (2012; 568). Marketing management 14th edition. United States of America : Pearson

the conclusion on this paper will explain how to increase revenue from before using this model after using this model. Besides that, I will explain about the impact of social media with this model.

DISCUSSION

E-Business model has three important factors are reach, richness and affiliates. The use of social media was mostly done by the gaming industry, but only to the extent of publication without their e-business strategy models are applied. The result was the publication and only limited to providing information to people without optimization. In this chapter will discuss the implementation of e-business models in the social media Facebook, Twitter, and Instagram.

Facebook

According to Yusuf, Facebook users in Indonesia by 82 million people from 256 million people in Indonesia. If we put on a percentage, it means that about 32% of Indonesia use Facebook. This figure increased 2% from 2015. Facebook users, according to statistics has a vulnerable age of about 15-30 years of age which is the productive age and including age who love to play games.

Facebook have a lot of features on there to promote a game from gaming industries. Features are profile, group, and Fanpage. "Profile" is an account on Facebook. The information shared in the profile can be seen in the timeline of our friends. Group Facebook is a group for share information about a similar interest. Fanpage where we can provide diverse information in accordance with the wishes of their owners, ranging from corporate, education, services, physical products, artists, community and much more.

Using of e-business models in the profile was made a Facebook account that represent to the game created. Making the profile of the game what we created a Facebook actually violate the rules and regulations. I've analyzed some Facebook account indicated as an official of a game. In this profile of course to get the range (reach) we adding Facebook friends who have similar interests or have an interest in playing the game. A Facebook account has a limit of 5,000 friends. By having a network of right friends, then the information we provide can directly respond well. Facebook profile made also become information that provides all of knowledge. Usually they posting the latest statuses from introduction to some of the features of the games played. All status published will appear to friend's timeline so your friends who are interested in such information usually share into their profile or their friend's profile.

Facebook group that we discussed in the model of e-business is to optimize the functions contained therein. The use of groups on Facebook for the game industry typically purchase items for the forum or game account, the discussion of the game, and the deployment of in-game events. Optimization of e-business in this Facebook group is to increase the number of reach by adding people who are interested in gaming into the Facebook group. There is no limitation group member in Facebook. Game industry may also ask players to invite friends got into this group. This Facebook group usually gives a chance to the public to be seen by many people. Making the name of this group should also be adapted to the game you want published. Approval Membership in the group gives a chance for each member can add or approve members. Description and label adapted to the game that is being published. It is easier for people to access this group via the search feature in Facebook. In the case sent to the group should be set as Members, moderators, and administrators can send to the group so that this group became active discussion. The information provided in this Facebook group should be in post by admin group in which each participant will be able to notifications into account.

A game that wants to be published should have its own Facebook fanpage. For this there are two kinds of fanpage to the game developer or fanpage for the game itself. This is different whereby if the game developer's use the information provided does not focus on a game as a game developer certainly has a lot of games are released. If using fanpage for the game itself, the committee will work harder if it has more than a game release. Size of reach people depending on users who "like" our fanpage. The information provided in this fanpage should be published within the regular time in order

to increase the confidence of people to play games that are made there. It is also managing the range of items where we can see how post reach that we created. Selection type fanpage affect the interest of users. Selection of the correct type allows users to search the games we make. Like of users also we should note the functions in the game invites all his friends to like fanpage that we make. In terms of information, game developers should provide events like and share where the event will add to the range of items. In the Audience Options page, we can choose the location that corresponds to the language used and the desired user. For example, if we have game with Bahasa Indonesia that we can add the location of Indonesia as its suggestions. Age also determines the range of users. Choose age appropriate to the desired target. Interests and language well adapted to the game created.

Twitter

According to the Kominfo (Ministry of Information Communication and Technology, Republic of Indonesia), twitter users in Indonesia amounted to 19.5 million people from 256 million people in Indonesia. If we put on a percentage, it means that approximately 7.6% of Indonesia using Twitter. According to Maulana (2016), an active Twitter user to tweet every day is equal to 77% of its 4.1 million tweets per day. From these statistics we can get a lot of people are accessing and sharing information in the social media twitter so that it becomes a good field for game publication.

Features that can be used in this twitter are retweet or publication of information directly. This social media is very simple with only a follower and following along with the tweet. However, we can optimize the use of social media twitter using e-business models. To reach people, we can use the twitter right hashtag and writing information uses the right words. To get the right players we can search a keyword related to the game created and then we can follow the user. Users who are interested in the games offered will soon following back to the account that we created. Finally the information what we give may appear in the timeline of user who following us.

To get richness of information, game developers can also provide a link that leads to a specific page of website. Uploading photos that have certain information but can also add richness of information provided. We can publish more than one photo to all submissions. We can also add tags to the user targeted maximum of 10 people. Besides that, post a video can provide more information and many twitter users enjoy video information.

Instagram

According Karimuddin, twitter users in Indonesia by 22 million people from 256 million people in Indonesia. If we put on a percentage, it means that approximately 8.5% of Indonesia using Instagram. According to the survey JakPat referred by Karimuddin, Instagram users in Indonesia use this service to search for product information online shop, memes, and upload holiday photos and travel. Indonesia saw so active advertisers promote in Instagram, no one can deny Instagram as a social media platform that will be more influential in the future.

Features that can be have into the e-business models of Instagram is publish of information using photos and videos. Instagram cannot publish information without the use of photos and video. Instagram use the same term for the relation of friendship in the twitter followers and following. This means the same as the way to get the user to target in twitter. For the post what we publish we can give information and tag others. In addition we can add much more information than just 140 characters each twitter that his post. What tags we use in Instagram affected on many "Like" in Instagram. With so many like that done by the user, will appear in the notification timeline in the following section. With such, the friends of the user who "Like" photos or video we will get similar information. Publications in Instagram can also be integrated with Facebook and Twitter. This means that we can insert pictures in Instagram it will be publish also in twitter and Facebook profile.

CONCLUSION AND FUTURE WORK

The new strategy has been developed in this paper by applying e-business model on social media. Applying this model is a kind of e-marketing strategy for game developer. This model works on social

media like Facebook, Twitter, and Instagram which have a lot of users in Indonesia. This model optimizes using social media to game publication. By applying this model, game developer can get more players and more revenue from game what they publish. This model has been applied for some game developer and increased their players. For future work, I suggest to discuss another social media which not listed on this paper. With applying this model in another social media can increase coverage information for players.

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