

Communication of Smartphone Marketing in Channel Youtube

(Virtual Ethnographic Study about of the Presence of Video Pre -Order Samsung Galaxy S9 on the Samsung Indonesia YouTube Channel)

Rachmaniar¹, Puji Prihandini², Renata Anisa³

¹Faculty of Communication Science, Padjadjaran University

²Faculty of Communication Sciences, Padjadjaran University

³Faculty of Communication Sciences, Padjadjaran University

e-mail: rachmaniar01@gmail.com; pujiprihandini88@gmail.com; renata.anisa@gmail.com

ABSTRACT

The purpose of this study is to analyze smartphone marketing communications in the Pre-Order Samsung Galaxy S9 video on the Samsung Indonesia YouTube Channel seen from netizen comments related to the contents of that video.

The method used for this research is the qualitative method through a virtual ethnographic approach to analyze the existence of the Pre-Order Samsung Galaxy S9 video on the Samsung Indonesia YouTube Channel. The main object of this research is the Pre-Order Samsung Galaxy S9 video on the Samsung Indonesia YouTube Channel. Data collection techniques are carried out through participatory observation and literature studies.

The results of this study indicate that comments from netizens regarding smartphone marketing communications in the Pre-Order Samsung Galaxy S9 video on the Samsung Indonesia YouTube Channel are: 1) netizens give positive statements, such as praise, the desire to buy, and reveal the superiority of Samsung Galaxy S9 smartphones compared to other smartphone brands; and 2) netizens often give two questions, namely the price of a smartphone, as well as a backsound from the ad

Keywords: marketing communication, video, YouTube, virtual ethnography

Introduction

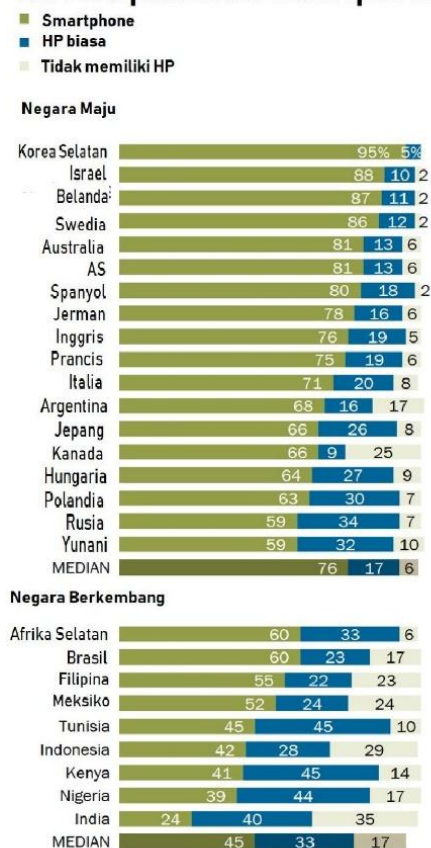
Indonesia's smartphone industry has continued to increase in the last 2 years. GFK, a German consumer research company in research in 2017 noted, 8 million smartphones were sold in the last quarter of 2017, or an increase of 19% compared to the first quarter of 2016. Stretching manufacturing which makes the country not only a distribution target but also a production base,

encourages the development of a positive telecommunications sector and is predicted to improve Indonesia's position as the largest smartphone user country globally.

According to GFK, the growth of the mid-level segment or middle-class smartphone by value in Indonesia (Rp. 2 million - Rp. 5.5 million) to 33.5% in quarter 1-2017, compared to quarter 1-2016, contributed greatly to the growth in sales value. Previously, e-Marketer research institute reported that active smartphone users in Indonesia will grow almost double from 55 million in 2015 to 100 million in 2018.

E-Marketers also predicts that the mid-level market will continue to grow with the increasing number of smartphone users in Indonesia. Research institute in the United States, the Pew Research Center publishes a report on countries with the most adults who use smartphones, and Indonesia is one of the countries surveyed. The survey was conducted by the Pew Research Center with 30,133 respondents in 27 countries conducted from 14 May to 12 August 2018. In a survey to see the comparison of smartphone and cellular phone ownership among adults, it was revealed that Indonesia's position was ranked 24th out of 27 countries. Of all adult cellphone owners in Indonesia, 42 percent own a smartphone, 28 have a regular cellphone, and 29 percent do not have a cellphone.

Tabel Kepemilikan Smartphone



Source: Spring 2018 Global Attitudes Survey, Q45 & Q46.

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For developing country groups, Indonesia ranks sixth, behind South Africa, Brazil, the Philippines, Mexico and Tunisia. The growth of smartphone users in Indonesia is quite high. For young users (18-34 years) smartphone ownership increased from 39 percent to 66 percent from 2015-2018. Whereas for mobile users aged over 50, smartphone users also rose from 2 percent in 2015 to 13 percent in 2018.

For this reason, many mobile phone manufacturers are currently doing various ways to reach the number of consumers. They carry out various marketing communications to reach the targeted number of consumers. One way is to advertise products on various media, both mass media and social media. For social media, mobile phone producers can advertise their products on their own YouTube channel. They can freely inform various things related to the advantages of their products.

Some articles mention that marketing products through Youtube can be the most effective means. Because, now the video sharing platform has attracted millions of pairs of eyes. So, the chance of the product being widely known will be even greater. Just imagine, the number of Youtube visitors can reach more than 30 million per day.

So it is not surprising that one of the well-known mobile phone manufacturers, Samsung, uses YouTube as a way to advertise its products. In 2018, Samsung released the Samsung Galaxy S9 Video Pre-Order on their YouTube channel. In the video illustrated matters related to the features contained in the mobile phone. The video was watched by many netizens with quite diverse comments. Based on this, the Samsung Galaxy S9 Video Pre-Order on Samsung Indonesia's YouTube channel, researchers are interested in seeing how the video is in relation to marketing communication. To answer this, researchers used a qualitative approach, with virtual ethnographic methods

Method

Shank (2002) defines qualitative research as "a form of systematic empirical inquiry into its meaning" (p. 5). Systematically it means "planned, ordered and public", following rules approved by members of the qualitative research community. Empirically, it means that This type of inquiry is based on the world of experience. Questions about meaning say researchers try to understand how others understand their experiences. Denzin and Lincoln (2000) claim that qualitative research involves interpretive and naturalistic approaches: "This means that qualitative researchers study things in settings their nature, trying to understand, or interpret, phenomena in the sense of the meaning people bring to them "(p. 3).

Qualitative research is multimethod in focus, which involves an interpretive, naturalistic approach to the subject. This means that qualitative researchers study things in their natural settings, trying to understand, or interpret, phenomena in the sense of meaning that people bring to them. Qualitative research involves the use and collection of various empirical materials that are studied - case studies, personal experiences, introspectives, life stories, interviews, observational,

historical, interactional, and visual texts that describe routine and problematic moments and meanings in individual lives. (Denzin and Lincoln 2005: 2).

Qualitative research uses various methods, such as intensive interviews or in-depth analysis of historical material, and deals with a comprehensive account of several events or units (King et al. 1994: 4). Like quantitative research, this research can be used to study various issues, but tends to focus on the meaning and motivation that underlies cultural symbols, personal experiences, phenomena, and detailed understanding of processes in the social world. In short, qualitative research focuses on the processes of understanding, experience, and meaning that people give to something (Kalof et al. 2008: 79).

Qualitative research is about interpretation (Blumer 1969; Strauss and Corbin 1998; Denzin and Lincoln 2003), or *Verstehen* [understanding] (Frankfort-Nachmias and Nachmias 1996). This is a "multi-method," which involves the collection and use of various empirical materials (Denzin and Lincoln 1998; Silverman 2013) and approaches (Silverman 2005; Flick 2007). It focuses not only on the objective nature of behavior but also on its subjective meaning: individual accounts of their attitudes, motivations, behaviors (McIntyre 2005: 127; Creswell 2009), events and situations (Bryman 1989) - what people say and do on the spot and certain institutions (Goodwin and Horowitz 2002: 35-36) in social and temporal contexts (Morrill and Fine 1997). For this reason, following Weber ([1921-22] 1978), it can be described as interpretive science (McIntyre 2005: 127).

While virtual ethnography is an ethnographic method used to see social phenomena and user culture in cyberspace (Nasrullah, 2014: 171). Virtual ethnography questions generally accepted assumptions about the internet, interpreting and reinterpreting the internet as a way as well as the medium used to communicate, is "ethnography in, of and through the virtual" - face to face interaction or face to face is not needed (Hine, 2001).

Tom Boellstorff, professor of anthropology at the University of California, US stated that virtual ethnographic research, basically has the same principles as ethnographic research, where the process of conducting and constructing ethnography uses online virtual environments as research locations.

Boellstorff states that research data collection outside the location (virtual world) of research is tantamount to violating the principle of "in their own term", because after all everything has meaning in its own context.

In virtual ethnography, interviews and surveys can be replaced by existing collections / archives that come from abundant information in online environments such as social networking sites and internet forums. Information can be found and archived from the internet without having to be recorded and written like a traditional ethnographer (Evans, 2010: 2).

Discussion

Based on netizens comments related to the Samsung Galaxy S9 Pre-Order Video on the Samsung Indonesia YouTube Channel as Marketing Communication, there are a number of things that can be discussed:

Positive Statements

- Compliment
Netizens praised the location of the Samsung Galaxy S9 fingerprint sensor whose placement is easier than the Samsung Galaxy S8. Samsung Galaxy S9 fingerprint sensor is placed at the bottom of the camera. This makes it easier to reach with the index finger. Because it is located in the middle, the sensor is easily reached using either the left hand or right hand. Another thing that also gets praise from netizens is related to the installation of the latest operating system from Google, namely Oreo. Then also the use of OLED screens with high resolution, as well as a battery saver feature that can adjust to the screen resolution. Finally, many netizens are given credit for the camera features found in the Samsung Galaxy S9, which has two aperture. When using auto mode, users will not really feel the existence of these two aperture. But when users use professional mode, users can set it manually. With these two aperture, the Samsung Galaxy S9 can take ideal pictures, both when used to take photos during the day or at night.
- The desire to buy
Based on the advantages offered by Samsung Galaxy S9 on Samsung Indonesia's YouTube channel, many netizens are interested in buying this smartphone. This was stated in the comments column openly and openly. Netizens expressed their desire to be able to own a Samsung Galaxy S9 smartphone and be able to immediately enjoy the advanced features offered.
- The advantages of smartphones compared to other brands
In addition to praise and desire to buy a Samsung Galaxy S9, many netizens are comparing the features found in the Samsung Galaxy S9 with other brands. According to netizens, the Samsung Galaxy S9 has many advantages over other smartphone brands. The advantage was seen from the charming design, high enough screen resolution, long battery life, and a camera that is able to produce good images when used during the day or night. For this reason, netizens responded well to the presence of the Samsung Galaxy S9 in Indonesia

Question

In addition to positive statements, such as praise, the desire to buy, and mention the advantages of Samsung Galaxy S9 compared to other brands of smartphones, many netizens who asked two questions related to the Samsung Galaxy S9 Video Pre-Order on the Samsung Indonesia YouTube channel. These questions are:

- Price of Samsung Galaxy S9

Many netizens are curious and ask about the price of the Samsung Galaxy S9. In the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel, info regarding smartphone prices is completely absent. This was also not mentioned in the caption so many netizens submitted price information in the comments column. But unfortunately the Samsung Indonesia did not

respond to this. Samsung Indonesia did not reply and did not mention the price of the Samsung Galaxy S9 to netizens who asked.

- Video backsound

The video which lasted a few minutes turned out to have caught the attention of netizens. There is a group of netizens who are actually interested in the backsound of the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel. According to them, the backsound of the video is very comfortable to hear and makes them curious about the song title in the video. But unfortunately, from some netizens who asked, none of them knew the title of the song in the video. Samsung Indonesia also did not respond to this. They did not reply and mention the song title in the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel.

The findings in this study are, Samsung Indonesia has succeeded in conducting marketing communications well through their YouTube channel. This can be seen from the comments column in the video, where the comments column contains positive statements and questions related to smartphones and backsound videos. In the comments column, no negative statements or criticisms were found. Most of them gave positive responses, and others in the form of questions. This deserves a thumbs up, and is a distinct advantage of the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel. But behind the advantages, it turns out there are also shortcomings. According to researchers, marketing communications from the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel took one direction. This can be seen from the lack of response submitted by Samsung Indonesia to answer netizens' questions related to the price of the Samsung Galaxy S9 smartphone and video backsound. This is quite unfortunate because netizens certainly expect answers and clarity related to the question from Samsung Indonesia.

Conclusion

Most netizens gave positive statements regarding the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel. The statement includes praise, the desire to buy, and mention the advantages of Samsung Galaxy S9 compared to other brands

- There is a group of netizens who ask questions about the price of Samsung Galaxy S9 and backsound in the Samsung Galaxy S9 Pre-Order video on Samsung Indonesia's YouTube channel
- No netizens have made negative or criticizing statements
- Communication in the comments column is one-way. Samsung Indonesia does not provide responses or answers to questions raised by netizens.

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