

# **BUZZ MARKETING STRATEGY IN FERMA LEATHER INSTAGRAM**

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**Abstract** - Ferma Leather is one of the *online stores* in Indonesia which provides leather-based products focus on digital camera *strap*, established since 2012 and used digital marketing as social media Instagram. The latest form of Ferma Leather digital marketing is by created a photo contest or *photo challenge* join with Folk Indonesian. This Programme is intended to increase Ferma Leather Instagram *followers* and create *buzz* marketing program which is currently implemented by Ferma Leather is a photo contest with total prizes 4.5 million shopping vouchers. This photocontest promotion assisted by an external *buzzer* from folk Indonesia instagram (@folkindonesia) and also Vears Jeans (@vearstjeans). *Buzz marketing* is quite effective in disseminating information gradually and continuously transmitted from mouth to mouth in informing the company's products and services. For that to happen the company will need to select a trusted person, honest, have good integrity, and a strong *personal branding*. People who expected to be a choice, it is a good talker in understanding and explaining the products and services company. This study is intended to explain buzz marketing of Ferma Leather through Instagram. This Research used qualitative methodology, *post-positivism* paradigm that presented by descriptive design. The data obtained by in-depth interviews, literature study, documentation and observation. The focused discussions of this research through the 5 indicators, there are media, differentiation, information, results and *maintenance*. The result of this research stated that Ferma Leather success used Instagram to promote their product by increase post photo content, *photo challenge*, and *comment*. Its mean that *buzz marketing* strategy is quite effective with an increase in sales revenue and *followers*, Ferma Leather also evaluated each week to increase *maintenance* perform.

**Keywords:** *Buzz Marketing, Marketing, Ferma Leather*

## **I. INTRODUCTION**

To attract online consumers shop on Instagram, many different techniques and word of mouth (WOM) marketing is has been applied by the online shop. The buzz marketing techniques create content personal as a high profile buzzer which can help disseminate information and spread the buzz.

Ferma Leather is one of the *online stores* in Indonesia which provides leather-based products focus on digital camera *strap*, established since 2012 and used digital marketing as social media Instagram. The positioning of Ferma Leather focuses on creating quality leather goods, exclusive and is intended for executives and young people who like photography and want to add the impression of exclusivity in camera.

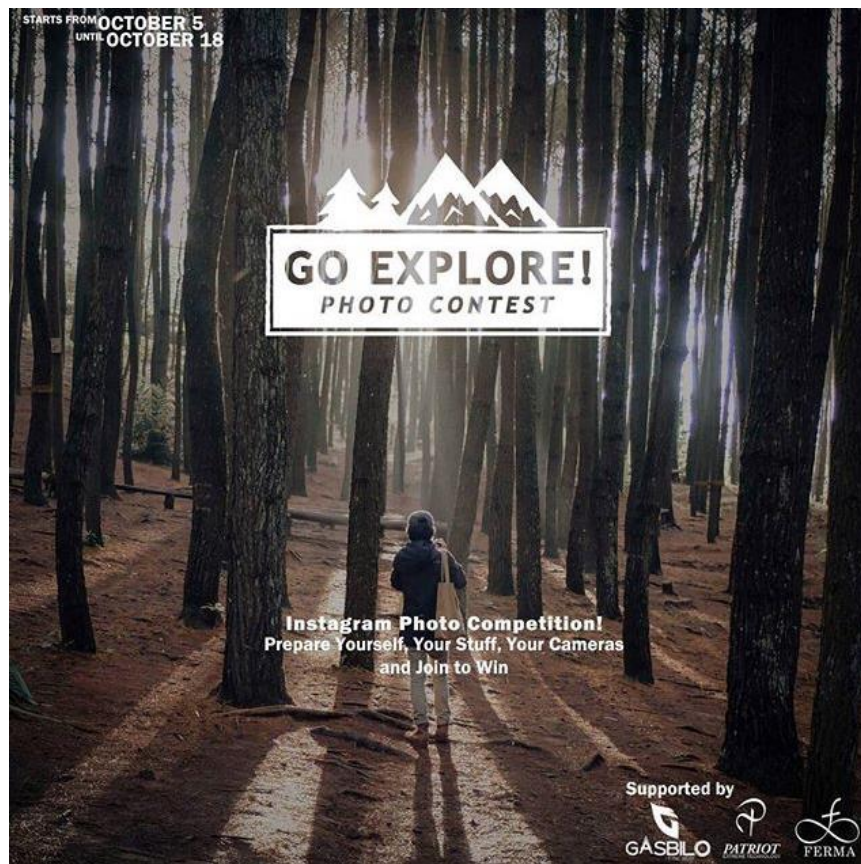
According to interviewing Lung, as Ferma Leather manager on 17 November 2015, 17:00 in the warehouse Ferma Leather, Ferma Leather used Instagram as a marketing strategy because its target market are people who like the photos and have a camera, because the main products offered by Ferma Leather is the strap camera high quality leather and Instagram. Lung revealed that the use of Instagram by Ferma Leather as well as a digital catalog to consumers that can view and select products offered by Ferma Leather.

Ferma Leather did not have a stores. Its only uses Instagram as a medium to introduce their products by using Instagram. The Ferma Leather followers as a consumer as well as a source of information dissemination, with the number of followers reached 8000 with an average likes among 200 for each posting and the number of photos that have been posted up to 1000 photos. The Ferma Leather competitor's are York Goods (@yorkgoods) with the number of followers in 2841 with an average of 50 likes per post 124 and the number of shots.

Strap camera skin is one main product manufactured by Ferma Leather, in addition to market strap camera Ferma Leather also have some items that are all made from quality leather such as bracelets, wallets and belts. All leather products manufactured by Ferma Leather handcrafted with in other words handmade, all done in the warehouse. Ferma Leather use very high quality leather. Quality is the first concern of Ferma Leather. They made product by the best quality product goods in a production compared with the other brand. Ferma Leather gives a lifetime warranty (lifetime warranty) for any leather product offered.

Ferma Leather is using photo posting by digital catalogue to be seen by their followers or anyone using Instagram. Ferma Leather also regram photo posting by their follower that using hastag #GoeExplorechallenge. The Regram strategy aims to create customer relations that have bought Ferma Leather and support to produce the good value of photography. The newest staregy of Ferma Leather are create photo contest or photo challenge that colaberation with Indonesian folk, whose goal in which to increase followers and buzz in consumer Ferma Leather. In addition Ferma Leather also made several promotional activities for its products in Instagram like buy 1 get 2, a 20% discount and a 10% discount for all products.

One form of buzz built by Ferma Leather today is to hold a photo Instagram photo contest with prizes challege or shopping vouchers, a total of 4.5 million. That event has been done by Ferma Leather 3 times in a row starting from October to December 2015. In this study, researchers focused one of three photo challenge that held from 16-29 in October 2015. This Photocontest support by an external buzzer folk instagram (@folkindonesia) that cooperate with Vears Jeans (@vearstjeans). In the previous term, Ferma Leather had ever create the same photo contest that colaberation with folk Indonesia. This sales promotion offer 10% and 20% discount and sales promotion buy 1 get 2 using personal buzzer, Dian Sastro.



Marketing communications mix that used by Ferma Leather integrated to achieve the company's goal is brand equity. This researchers describe the effect of word of mouth communication on purchasing decisions, and what focused for the next buzz market the elements of which will be focused next is about word of mouth and buzz marketing strategy.

## II. MATERIALS & METHODS

### 1. New Media

According McQuail (2010: 141), there are important changes associated with the emergence of new media, namely: Digitalization and convergence of all aspects of the media, interactivity and networking connectivity increases, mobility and delocation to sending and receiving message. Adaptation publications and roles audiences, the

emergence of a variety of new forms of media "gateway", which is the entrance to access information on the web or access the web itself, and blurring 'media institutions'.

In some ways, the internet is similar to traditional mass medium to send messages from a central transmission point, even though the Internet is more than that. The receiver can click the message almost instantly from one source to another. The apparent discrepancy of the mass media is the Internet is interactive, where the Internet has the capacity to enable people to communicate, not just receive messages and they can do it in real time or at the same time (Vivian, 2008: 263). Media shift from traditional media to new media in the form of online has made changing communication patterns, which can make the online media long distances become very close and are not hindered by time because the Internet can be accessed at any time during the twenty-four hours.

## 2. Integrated Marketing Communication (IMC)

As defined by the *American Association of Advertising Agencies*, Integrated Marketing Communications Integrated is the concept of marketing communications that planning to recognize the added value comprehensive plan. Such a strategic plan that evaluate the role of a variety of communication disciplines - for example, general advertising, direct response, sales promotion and public relations - and combines these disciplines to provide clarity, consistency, and maximum impact through smooth integration message. (Kotler & Keller, 2009: 194)

Shimp (2003: 24) indicates five characteristics of integrated marketing communications, namely: Influencing behaviour, originated from customers and prospective customers, using one or all means to make "contact", trying to create synergies, ensure the relationship.

Based on Kotler and Keller (2009: 174) there are 8 main communication models that can be used in Integrated Marketing Communications, namely:

1. Advertisement: all forms of paid non-personal presentation and promotion of ideas, goods or services with the support sponsor.
2. Sales promotion, namely the various short-term intensive to encourage trial or purchase products or services.
3. Events and experiences, the activities and company-sponsored program designed to create the daily interaction or interaction associated with a particular brand.
4. Public relations and publicity, which is a variety of programs designed to promote or protect the image of the company or individual products.
5. Direct marketing: mail, telephone, fax, e-mail, or the Internet to communicate directly with or received a response or dialogue from certain customers and prospects.

6. Interactive marketing, the activities and programs online that creates to engage customers or prospects, and directly or indirectly increase awareness, improve the image, or creating sales of products and services.
7. Word of mouth marketing, verbal, nonverbal and electronics, between communities associated with the advantages or experience of buying or using a product or service.
8. Personal selling: face to face interaction with one or more prospective buyers for the purpose of making presentations, answering questions and procurement orders.

### 3. *Word of Mouth Marketing*

Sumardy (2011: 67) explains *Word of Mouth* is the act of consumer providing information to other consumers or C-2-C (consumer to consumer), which measures the provision of information by consumers to consumers others. *Word of mouth (WOM)* itself is divided into two types, namely:

- a. *Organic word of mouth* is a naturally occurring WOM. People, who are happy and satisfied with a product, have a desire to share their support and enthusiasm.
- b. *Amplified WOM word of mouth* is happening by design by the company. This type occurs when the WOM marketing / company engaged in a campaign designed to encourage or accelerate WOM on consumers.

### 4. *Buzz Marketing*

*Buzz marketing* is a *word of mouth marketing* techniques in sending information to others verbally and people concerned it forward to others in sequence, so on both vertical and horizontal (Hasan, 2010: 36). The working of this technique is unique because it comes from people (reliable) which then spontaneously spread information through existing personal network.

*Buzz marketing* techniques require movement *below the line* high and should be actively looking for a spokesperson for the company or its customers are willing to recommend the product to others. Therefore, the ability to maintain good relations or *customer relationship* is a key condition for *buzz marketing*.

In many cases, *buzz marketing* is quite effective in disseminating information gradually and continuously transmitted from mouth to mouth in informing the company's products and services. For that to happen the company will need to select a trusted person, honest, have good integrity, and a strong *personal branding*. People who expected to be a choice, it is a good talker in understanding and explaining the products and services

company. The presence of the Internet, *e-business* or *e-marketing*, *buzz marketing* can then become one of the techniques in driving the business transactions more, especially among tech-savvy market (educated).

The following aspects have become essential in creating and encouraging buzz marketing (Hasan, 2010: 36):

- a) Media, ensure that the media are used to attract the attention of consumers and the media are able to make products, services, business services it deserves to be the subject of conversation public.
- b) The products ensure that the products, services, companies can attract the attention of the public in the conversation.
- c) Differentiation makes sure that the company's products have different power high, good, and unbeatable when positioning.
- d) Distribution of notice if the buzz of excitement that has spread (naturally), then everyone will be talking about it. Consumers will be happy to preach the people around him. In fact, it may be too spirit, the message delivered so exaggerated.
- e) The results of that buzz marketing are successful, and then the growth in sales or business transactions will be very fast.
- f) Maintenance marketers need to maintain the development of the marketing buzz as expected, prepared just that blows up the sales will be even greater.

*Word Of Mouth Association* (2007) states that consist of WOM marketing techniques that lead to an effort to encourage and help people talk to each other about products or services. A number of techniques WOM summed up into sections like this (Hasan, 2010: 31):

- a) *Buzz Marketing*: Using high profile news/profile to get people to talk about the brand.
- b) *Viral Marketing*: Creating informative feedback messages that are designed to be passed on in the exponential model, via email for example.
- c) *Community Marketing*: Forming or supporting niche communities that are likely to share interests about the brand (such as user groups, fan clubs, and discussion forums); providing tools, content, and information to support the community.
- d) *Grassroots Marketing*: Organizing and motivating volunteers to engage private or local range.
- e) *Evangelist Marketing*: Recruiting new supporters, advocates, or volunteers are encouraged to take a leadership role in actively spreading the message.
- f) *Influencer Marketing*: Identifying key communities and opinion leaders who tend to talk about products and have the ability to influence the opinions of others.

- g) *Street Marketing*: Reaching out and interact with consumers in a direct-to-face somewhere regularly.
- h) *Stealth-Undercover Marketing*: marketing Movement under the threshold of conscious, for example using an actor to spread the positive message of a brand to the public.
- i) *Cause Marketing*: Supporting thus causing a financial to gain the respect and support of those who feel deeply know about the cause.
- j) *Product Seeding*: Placing the right product into the right hands at the right time, providing information or samples to influential individuals.
- k) *Conversation Creation*: Interesting or fun advertising, emails, catch phrases, entertainment or promotions designed to start activity of the mouth.
- l) *Brand Blogging*: Creating blogs and participating in blogging.
- m) Referral Programs: Creating tools that enable satisfied customers seeing their friends.

*Word of mouth* marketing is becoming extremely powerful medium to communicate your product or services to two or more customers. *Word of mouth* strategy decide about something that is very precious to talk about. Company (marketers, entrepreneurs and all other internal partners) must work hard to position the product so that all consumers feel that the product is worth to be discussed and then they recommend to others. Customers who have had a unique experience of products, services and brands of the company this particular, tend to include products, services brand into the conversation do list. They consciously or unconsciously express it to others verbally (*word of mouth*) on different occasions. Product (*quality, branded, value*) which *excellence* can drive strong *mutual dialogue, pass along effect, knowledge diffusion, and cause effect* (Hasan, 2010: 32).

*Mutual dialogue*, consumers who have a unique experience of the products are naturally inclined to share its experience on everyone who met him. The process is not an oral discussion of solidarity but a pride for interaction and experience they had ever had about the product. To strengthen *mutual dialogue*, companies should seek some kind of lead (through flyer, brochure, or other writings) for consumers to consider the core issues that will be their conversation.

*Pass along effect*. Consumers generally like answered, like expand their dialogue, they also have a tendency when they hear a good word, and they tend to claim as own experience with the pressure very interesting word. This experience is then often become an on-going effect among consumers in the course of their lifetime.

*Knowledge diffusion*. *Word of mouth* has a double effect, not only as dissemination of product offerings, but also the media dissemination of knowledge to others. Especially if the

word of mouth this product falls on consumers or people who like to play a role as a *teacher*, *advisor*, or people who have a strong curiosity.

*Cause and effect*, the easiest way to create a tiered effect in initiating marketing activities in influencing consumers to engage in conversation products. This method is more effective in cutting the market turmoil, when the consumer can understand the conversation aspect of the product; they will be part of the *buzz*, *viral* or *stealth marketing*.

According to Kirby (Kirby in Fill, 2009: 789) the important thing related to creating a buzz is as follows:

- a) *Content*, namely the appointment of a viral agent to prepare material buzz materials consisting of words, pictures and video into something that can be disseminated to the public.
- b) *Seeding*, pointing to web sites or the person who first spread the excitement.
- c) *Tracking* or monitoring, ie keeping the buzz the development impact by providing feedback.

From the above explanation can be concluded that in order to create a buzz takes a variety of ways linked to one another to produce the goal that one would talk to each other about the experience of using a product and recommend it to others back in sequence.

Buzz marketing success in word of mouth marketing is as follows (Hasan, 2010):

- 1) *Direct* marketers the ability of *word of mouth* conversations directly both individually and in a community that uses social media. Direct conversations with customers will give a lot of input that is always sought by all marketers, the customer's attention. No one else can match the media effectiveness of direct conversations with customers. Marketing communications research proves that people will be moved by 75% compared with the stimulus audio visual stimuli only 25%. Someone will be able to remember clearly what he heard than what he saw. For these reasons, encourage and strengthen direct conversations with customers will provide a better stimulus than the delivery of the message visually.
- 2) *Personal credibility* people would have more confidence if the quality of goods, products, brands recounted by the nearest relatives, friends or people you trust who would be happy to say how quality of the goods, products, brands are being



discussed. Therein lies the importance of that product must be truly qualified. The reason is also simple, if the manufacturer is not able to show the advantages of products which are truly extraordinary differential; it is certain people will not want to tell other people, relatives, family, or neighbours.

3) *E-word of mouth marketing* as a way of promotion is much more effective than through print or television advertising, especially in terms of brand recall and advertising costs, for several reasons:

- a. Forms of conventional advertising usually require a huge cost, at least 1: 5.
- b. Many consumer experience shows that they feel misled by ads on TV products.
- c. People are more likely to trust the opinions of others who already have experience in using the product.
- d. With the support of computer information technology, marketers can multiply the distribution of information (expanding) at the same time,
- e. The use of mobile phones in particular short messages (SMS) in short time information can be spread to many people.

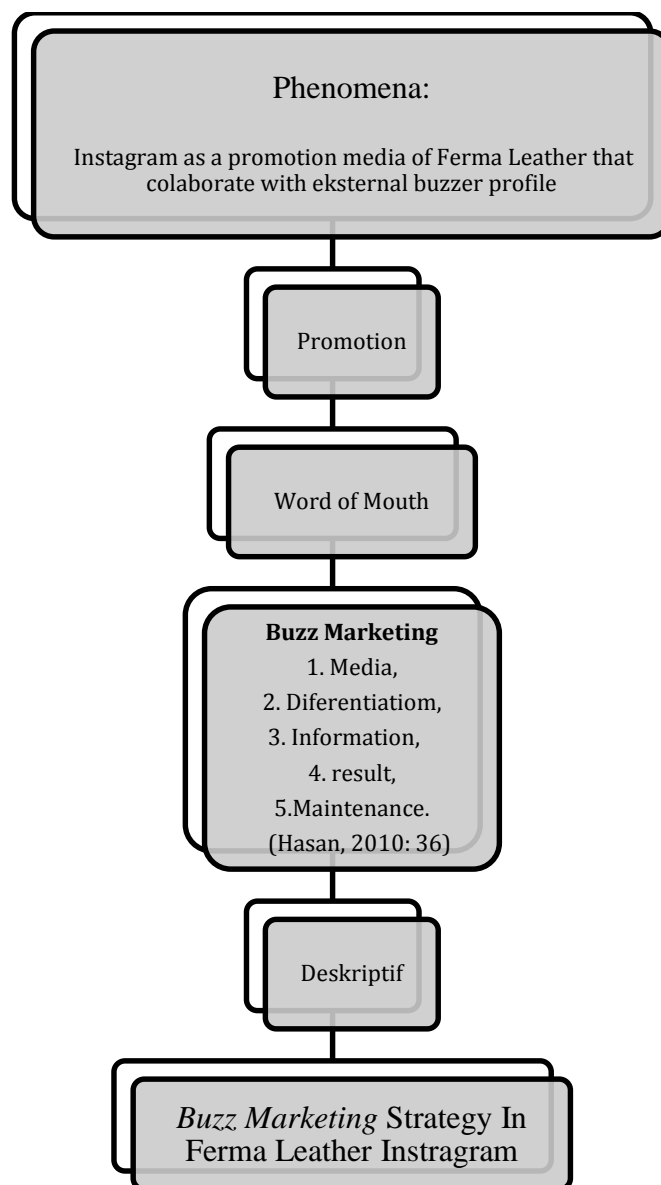
## 5. Viral Marketing

Based on, Cruz, Fill (2008) , Helm suggests that the target of viral marketers is to maximise reach. She argues that this criterion is vital in achieving competitive advantage through a viral message; however, there is no empirical evidence to support this. In contrast, Juvertson indicates that an ideal viral message will convert and retain a large number of recipients as new users, so he advocates penetration, loyalty and frequency as appropriate evaluative criteria. Welker suggested that viral efforts should be measured in the dimensions of velocity (speed of transmission), persistence (how long it stays around) and transmission convenience (simplicity in regards to mental barriers, costs and handling). This aspect of cost has not been referred to often but will be something we will return to later.

Based on Swanepoel (2000), Viral marketing is also referred to as “buzz marketing”, which is defined as “ the amplification of initial marketing efforts by third parties through their passive or active influence”. This term refers to the phenomenon of influencers spreading the “buzz” about new products or experiences to their social network. Whilst viral marketing is exclusively spread using an electronic medium, buzz marketing can be spread using a range of medium, including traditional word of mouth or physical interaction, such as sharing coupons or merchandise with friend. Another popular term for viral marketing is “word of mouse” marketing. This is because the strength behind the viral marketing concept lies in the leverage the power of word of mouth communication between individuals using an electronic medium. Importantly, whereas viral marketing is generally regarded as legitimate and ethical marketing technique, stealth marketing involves people who are paid to promote a brand, product or service surreptitiously, in that they

do not disclose their relationship with the organization promoting it. The primary difference between viral and VSM is the non-transparency of the latter's marketing approach. It is important to note that not all viral or buzz marketing is also stealth marketing. Viral or buzz can only be considered stealth marketing if it involves the aspect of non-disclosure. As such, viral stealth marketing can be defined as an electronic word of mouth communication that spread by a person who does not disclose his relationship with the organization endorsing it.

The framework is on which the entire research project is based. In his book *Business Research* (1992) Uma have now explained the framework is a conceptual model of how theory relates to a variety of factors that have identified as an important issue (have now the Sugiyono, 2011). Based on the reviews theory that has been described previously, it can be arranged in the framework of this study, as shown in the following picture



### III. PARADIGM RESEARCH

Paradigm in this study is the paradigm of *post-positivism*. Von Wright in the book Denzin and Lincoln explained that approach that the *post-positivism*, which in turn makes it possible to predict and control the phenomenon, whether physical objects or human (Denzin, 2009).

The research method used in this study is a qualitative approach, where realities are researched understood through a global approach and does not measure in certain parts of the reality. The purpose of qualitative research is to explain the phenomenon with deeply through data collection heartiest (Kriyantono, 2006: 56).

Approach that researchers use in this research is descriptive approach to research that is intended to make the description of situations or events that are taking place. Narbuko (2009: 44) explains descriptive research is research that seeks to tell the current problem solving based on the data.

As described above, that is only a qualitative descriptive study describes a situation or event and explore the phenomenon deeply, so in this study will be presented complete picture in terms of marketing communication strategy of Ferma Leather that have done through social media Instagram.

This research used in-depth interview technique. This technique aims to obtain certain forms of information from all sources of informants. Unstructured interviews are flexible, the composition may change when the interview questions, adapted to the needs and conditions at the time of the interview, including social and cultural characteristics (religion, gender, ethnicity, age, education level, occupation, etc.) respondents faced. (Mulyana, 2008: 181).

To obtain comprehensive data, in this study there are 2 key informant as follows: Lung as key informants. Manager, customer services, marketer, and Instagram accounts admin of Ferma Leather, know and have a variety of basic information required in the study.

The observations technique focused @fermaleather Instagram account. In his book Bungin explain observations is the data collection methods used to collect research data through observation and sensing (Bungin, 2007: 115) The purpose of observation is done to clarify and prove the information obtained from the interview.

In this study, researchers are also conducting search for additional data using documents, literature, internal documents from the archives and other sources to support the basic data collecting to this research.

Triangulation is used in this research, where triangulation is checking the data which have been obtained from several sources, compare and check to return the degree of

confidence that an informant had been obtained through time and different tools in Qualitative methods.

The triangulation method aims to compare any opinion from the primer and sekunder informan. The purpose of triangulation is checking and comparing the data to measure the validity of such data implies. Expanding on the validity, gave into the research as a complement if the data obtained from sources.

To be more credible data obtained, the data can be from any sources. The all technique that used by this research compared by the results of the observations made in the study. To achieve that, the researchers do this through:

- a. Asked the different variations of the question.
- b. Checked with various sources
- c. Utilizing a variety of methods in order to check the source of the data confidence can do.

Objects in this study was associated with *buzz marketing* strategy, the researchers are trying to get information through interviews with the *owner* Ferma Leather and other related parties such as the media and communication experts as resource persons also the end consumer advocates Ferma Leather

#### IV. RESULT AND CONCLUSION

The uses of Instagram by Ferma Leather product promotion activities include post and hashtag. Buzz marketing strategy on @ *fermaleather* account seen from the activities of *the post, hashtag* and *mentions* conducted by Ferma Leather admin. The purpose of Ferma Leather perform *buzz marketing* strategy is to add followers to post, hashtag and mentions undertaken to provide information as well as a medium of communication to followers.

The differentiation of Ferma Leather is leather products with high quality as well as customization and excellent service. The conclusions: Interest differentiation sought by Ferma Leather by creating leather products best camera strap. The best leather product serves to maintain excellent product quality for every skin products issued by Ferma Leather. The advantages of the Ferma Leather product is life time warranty that creating a uniqueness that is still rarely found in skin products, especially camera strap. Each product leather strap Leather Ferma camera can be made by custom. The Level degree of product customization that could becomes its own attraction to try and recommend products by customer.

Ferma Leather provides service excellence. The prospective customers treated like consumers who have already purchased the product give added value to the brand. The target

market informed that every single step of each stage in the purchase and *after-sale* such as insurance claims Ferma product lifetime to be one factor for consumers buying and discuss Ferma Leather products.

Informants in this study consisted of key informants and secondary informant. Lung, who is the manager, marketer and administrator of ferma Leather is the key informant. While the secondary informant consists of 2 digital marketing practitioners, namely Fikri Wicaksono and Husnul, The oobservation researcher doing by *social media monitoring* Instagram to observe the activities of Ferma Leather. The aim is to see and re-check the valid information during the interview so that the data can be verified. Ferma Leather @fermaleather Instagram account ( [www.instagram.com/fermaleather](http://www.instagram.com/fermaleather) ) as the main source observe the Instagram post and gallery of Ferma Leather @fermaleather account.

The official Instagram of social media applications and Instagram official website for viewing and observation of this study. While Instagram account Folk Indonesia @folkindonesia ( [www.Instagram.com/folkindonesia](http://www.Instagram.com/folkindonesia) ) As a source form *buzzer* external used for deployment Ferma *buzz marketing*, the researchers used the official application Instagram and the official website to see the research and observation activities.

The uses of Instagram @fermaleather account as a *tool* to promote skin products Ferma on society. One of the activities *buzz marketing* done by Ferma Leather is by holding a photo contest as the dissemination of information and as a tool to create conversations amongst consumers with the proviso *follow* account instagram @fermaleather and use the *hashtag* specifically for the contest photos. This activity is very effective to increase the number of *followers* in a short time.

Instagram felt to be more suitable for media promotion as in accordance with the target market to be achieved by the Ferma photography enthusiasts and digital camera users. The use of Instagram by Ferma Leather certainly cannot be separated from its advantages and disadvantages. The advantages in the use of Instagram in this case as the media closest to tarket *market* namely to establish communication with the consumer activity or *follower* as well as build *brand image* Ferma Leather.

Instagram chosen as the most suitable in the spread *buzz merketing* because the target *market* Ferma Leather is generally a hobby to use digital cameras and upload the to social media as Instagram. Therefore Ferma Leather chose Instagram as a major media campaign.

The disadvantage of Instagram by key informan opinion is it can not be sales transaction process in Instagram.

Product differentiation is one of the advantages offered in the Leather ferma delivers added value in Instagram. Ferma Leather provides added value best quality, excellent service and lifetime product warranty. And provide opportunities to make products according to customer wishes (custom) form or add names, emblems on every purchased. On the *website* Ferma Leather are *tagline Make your Own Strap* .

In the dissemination of information through the account @ *fermaleather* include indicators of time, moment, and product info Ferma Leather and conclusion as follows: account @ *fermaleather* have a certain time in the scheme of providing information that is as much as two times a day at 11:00 and 19:00. The implementation strategy of *buzz marketing* that includes numbers *followers* and evaluation on account @*fermaleather* as follows: Based on interviews with *key informants* , Lung, as a marketer and admin account @ *fermaleather* been very satisfactory and effective seen from the increasing number of followers. Ferma Leather evaluation the digital media perform almost every weekend, through weekly monitoring and evaluation. The result perform are good and there is no product to be replaced.

*Maintenance* strategies *buzz marketing* which includes frequency, schedule account @*fermaleather* as follows: ferma leather does not appoint an external agency to manage buzz marketing and prefer to run independently. The marketer of Ferma Leather in charge to selecting, planning the *buzz strategy* marketing scedule and also choose *buzzer* external to create buzz marketing. In keeping with the strategy of *buzz marketing* is the most important thing is consistency. In addition Ferma Leather is also to educate the followers before regram photos.

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