
DIGITAL MARKETING COMMUNICATION ANALYSIS
JAWA POS RADAR SOLO

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ABSTRACT

Digital marketing communication has a crucial role in the modern marketing era. In this context, digital media is an effective means to reach a wider audience and promote products or services efficiently. This research aims to find out how the implementation of digital marketing communication in Jawa Pos Radar Solo. This research uses a case study research design with descriptive discussion method. By describing data from interviews, observations, and company documents from the object of research, namely the implementation of digital marketing communications at Jawa Pos Radar Solo through various media. So that it can be explained about the implementation of digital marketing communication in Jawa Pos Radar Solo. Jawa Pos Radar Solo has successfully implemented digital marketing communication through various channels, including online public relations, online partnership, interactive advertising, opt-in email marketing, and social media marketing with one-way and two-way communication approaches with full control. Jawa Pos Radar Solo follows the AIDA (Awareness, Interest, Desire, Action) digital marketing communication model in their strategy. The digital marketing communication media used include websites, display ads, email, social media, blogs, word of mouth, and mobile marketing. Despite its success in implementing digital marketing communication, Jawa Pos Radar Solo also faces some obstacles. So to overcome these obstacles, it is necessary to implement several strategies to improve the digital marketing communication of Jawa Pos Radar Solo.

Keywords: Marketing Communication, Digital Marketing

INTRODUCTION

Technology development has had a significant impact on media and communications, especially with the advent of an accessible, free internet. The role of traditional print media changed as a result of this development. The emergence of new digital technology-based media further shifted the role of traditional media (Shapiro in Khusumawati, 2021).

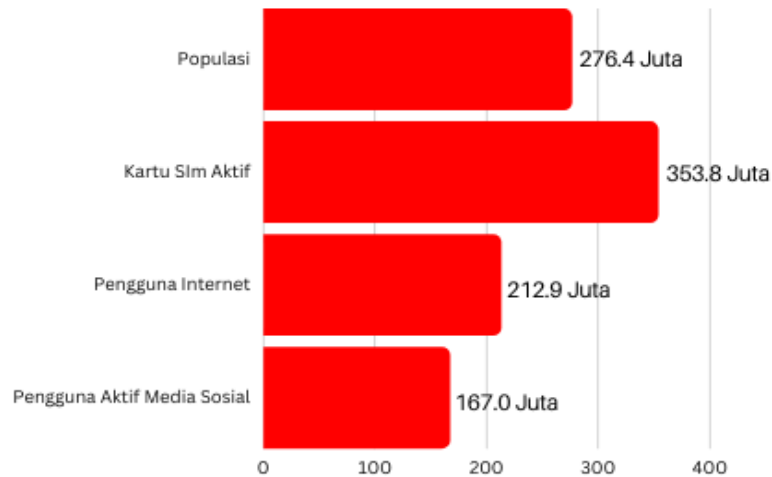


Figure 1. Data (Tren) of Internet Users in Indonesia in 2023
Source: datareportal.com

Based on the data above, internet usage in Indonesia in 2023 experienced significant growth. A total of 212.9 million people actively use the internet out of a total population of 276.4 million. Compared to the previous year, 204.7 million people actively used the internet out of a total population of 277.7 million. Print media companies are faced with demands to keep up with technological developments and utilize the efficiency of the internet. Media mergers are one way out that can be utilized by the media industry (Qodriyati, 2020).

As experienced by Solopos in facing the threat of newspaper death caused by the presence of the internet (Suryawati & Alam, 2022). Solopos was able to anticipate this by establishing several online platforms, such as SOLOPOS.com in 2007, radio station SOLOPOS FM in 2004, and a streaming television platform in 2014.

The existence of the internet certainly does not only have an impact on the elimination of print media, on the contrary, if you use the internet wisely, the internet can be a very effective tool to increase the number of loyal customers, build strong brands, and generate profits (Ramadiansyah & Chaerowati, 2021). The utilization of new or digital media in marketing is an important element in reaching target consumers and getting the attention needed (Tan, 2016 in Ri'aeni, 2017).

Media companies optimize this opportunity by implementing a digital marketing communication strategy, which includes various digital marketing techniques to reach target consumers. Commonly used digital marketing methods are online marketing, social media, word of mouth, and mobile marketing (Keller & Kotler, 2016).

Jawa Pos Radar Solo is one of the media companies that have implemented various digital marketing methods. They are active in online marketing and interact with consumers

through social media such as Instagram, TikTok, YouTube, Twitter, and Facebook. However, the interaction still needs to be improved by facing the challenges of engaging content and sustainable marketing strategies.

This research aims to analyze the digital marketing communication applied by Jawa Pos Radar Solo in the face of increasingly sophisticated technological developments. With a deeper understanding of the marketing strategies that have been carried out, it is expected that Jawa Pos Radar Solo can optimize its marketing efforts and remain competitive in an increasingly dynamic and competitive media industry. This research is also expected to provide benefits and references for other media companies. The title of this research is "Digital Marketing Communication Analysis of Jawa Pos Radar Solo."

Digital marketing is an entirely new marketing approach (Jarvinen, et al, 2012), which does not simply add digital elements to conventional marketing, digital marketing provides advantages in terms of a company's ability to reach more consumers through a global approach (Hidayat & Rudi Tobing, (2012).

The six main channels of digital media channels according to Chaffey in Ayesha et al. (2022) are Search Engine Marketing (SEM), Online Public Relations, Online Partnerships, Interactive advertising, Opt-in email marketing, and Social media marketing. Digital marketing paths in the table as follows (Heiny & Heikki, 2014):

Table 1. Marketing Track

COMUNICATION DIRECTION	COMPANY FULL CONTROL	CONTROL OF PARTIAL COMPANY
One Direction	Web Page Digital Reclame	Search Engine Optimization Search Engine Advertising
Two Way	Brand Community	Social Media

Source: Heiny & Heikki, (2014)

One of the cornerstones that can be used in digital marketing is the AIDA model (Johar, 2015). This model consists of four stages, namely attention, interest, desire, and action. Some of the barriers to implementing digital marketing communications are integration problems, lack of direct interaction, security and privacy, and lack of trust are among the challenges in digital marketing communications (Bostanshirin, 2014 in Ayesha et al., 2022).

Traditional products implement digital marketing strategies to build an image as a one-stop-shopping store in offline stores (Ri'aeni, 2017). According to Yulia Sari (2020), digital marketing communication can use five main techniques, namely official websites, digital advertising, SEO and SEA, community activation, and Instagram social media. The form of digital communication is carried out in the form of paid media, owned media, and earned media (Octavia & Sari, 2018).

Media channels or channels used to conduct digital marketing communications with interesting content on Facebook, Instagram, TikTok, and Website (Bun & Pradina, 2022). Marketing communication strategies through digital marketing carried out by SME businesses can be done through the delivery of positioning statements in every Facebook and Instagram post and establishing relationships with customers in a fast response manner on social media.

This strategy can build and influence brand awareness in consumers or potential consumers (Zulkarnain, et al., 2020).

Digital marketing communication strategies for increasing tourist visits are advertising, sales promotion, direct marketing, personal selling, and public relations (Alimudin & Dharmawati, 2022). The strategy of building relationships with consumers in building brand awareness by making maximum use of social media (Ramadhan, et al, 2022). Next, the strategy of building a brand in shaping the brand image and brand awareness itself is carried out by educating consumers through strategies in social media, especially Instagram.

Communication that comes with internet media is identified as a means of fulfilling the needs of human sociality and the existence of social networking sites is one of them. Apart from these needs, internet users in the marketing communication process are categorized as a form of e-communication in integrated marketing communication. (Harsari, 2020). Strategies in marketing communication using social media can collaborate with several Key Opinion Leaders (KOL) in marketing their products. Key Opinion Leaders (KOL) do a lot of sales optimization and promotion through online media (Ziki, et al., 2022).

Companies can utilize Instagram as a digital marketing communication medium with strategies that aim to increase followers and sales of their products (Sugiharto, 2022). Companies can implement strategies that are by the development of the digital age which requires Share, Optimize, Manage, Engage actions so that they can optimize Instagram as a digital marketing communication medium.

Jawa Pos Radar Solo has used website as one of the online marketing methods. The website has 237,655 followers and 595,044 pageviews. As for search ads, Jawa Pos Radar Solo still has not used it. For display ads, Jawa Pos Radar Solo applies by placing ads on their website for consumers who use Jawa Pos Radar Solo's advertising services. In addition, Jawa Pos Radar Solo also utilizes email as part of its marketing efforts.

Besides online marketing, Jawa Pos Radar Solo is also active in marketing through social media. The purpose of marketing through social media is to expand the public voice through interaction with consumers. Keller & Kotler (2016) classify social media into three categories, namely online communities and forums, blogs, and social networks. Jawa Pos Radar Solo in implementing social media marketing communication predominantly uses various social network platforms. The various platforms used by Jawa Pos Radar Solo are Instagram, TikTok, YouTube, Twitter, and Facebook.

Based on the research conducted by the author on the social media of Jawa Pos Radar Solo, the content uploaded on the social media account is still not interesting to its followers. During February 2023, the average number of likes in Instagram uploads only reached 43, while the average number of comments was only 1 per upload from a total of 51 uploads, in TikTok accounts, the average number of likes reached 6,099, while the average number of comments reached 94 and the average views reached 218,211 per upload from a total of 12 uploads. On Facebook, there were 1,338 visitors. For YouTube accounts, the average number of likes is only 1 in 10 video uploads. Meanwhile, in the Twitter account, the average number

of likes and comments is still very small, but the average views reached 1,174 per upload from a total of 443 uploads.

Jawa Pos Radar Solo also adopts word of mouth strategy in their marketing efforts. This is proven by social media user accounts that tag or mention Jawa Pos Radar Solo account in their reviews. The reviews are varied and given by customers of Jawa Pos Radar Solo.

In addition, Jawa Pos Radar Solo also applies mobile marketing in its marketing activities. However, the application used is still a joint application owned by PT Jawa Pos Group which becomes a container for each branch office, and Jawa Pos Radar Solo is one of them. The application is known as Jawa Pos Digital Edition. This application offers digital newspaper subscription features and advertising services and there is an official website page from Jawa Pos Radar Solo.

Although Jawa Pos Radar Solo has implemented digital marketing communication through various methods and platforms, it still has interactions that need to be improved. This can be seen from the number of uploads, number of likes, comments, and views on their social media and also the comment column that is not yet available on their website. It is also necessary to develop the application of digital marketing communication in order to face the increasingly fierce competition of print media companies.

With the various problems above, this research needs to be conducted with the aim that the results of this research can be used as a reference for the implementation of digital marketing communication strategies of Jawa Pos Radar Solo company in the era of increasingly sophisticated technological developments. Thus, Jawa Pos Radar Solo can compete effectively with other media companies.

Seeing the various problems described above, the author feels interested in analyzing these issues with the title Digital Marketing Communication Analysis of Jawa Pos Radar Solo.

RESEARCH METHOD

This research uses a case study approach. The case study research method is used to find out in depth about a program, event, process, activity, on the implementation of digital marketing communication at Jawa Pos Radar Solo. The object of this research is the implementation of digital marketing communication of Jawa Pos Radar Solo. This research uses a type of data in the form of qualitative data.

The data sources used in this study are primary data and secondary data. In this research, primary data is in the form of responses from interviews with observation employees. Secondary data in this research is in the form of Jawa Pos Radar Solo documents, namely information about company history, company vision and mission, company organizational structure, company policies from Jawa Pos Radar Solo and books, journals and previous research on digital marketing communication.

In this research, the data collection methods used are interviews, observations, and company documents. Structured interviews were used by the author to obtain information from the respondents. Participants were interviewed based on a pre-prepared list of questions. Interviews were conducted with Jawa Pos Radar Solo employees, namely Mrs.

Andri Ekawati as advertising manager on June 6, 2023 and Perdana Bayu Saputra as online division representative on May 26, 2023. The observation activities were carried out for 3 months, starting from January 16 to April 14, 2023. Company documents used in this research are information about company history, company vision and mission, company organizational structure and company policies from Jawa Pos Radar Solo.

To analyze the data, the author of this research uses descriptive discussion. This analysis is used to describe the extent of digital marketing communication implementation at Jawa Pos Radar Solo. In addition, this analysis is also used to find out the obstacles and strategies in handling the obstacles of digital marketing communication implementation at Jawa Pos Radar Solo.

RESULT AND DISCUSSION

Jawa Pos Radar Solo applies various media to market its products. Therefore, as a company engaged in print media business. Jawa Pos Radar Solo also ventured into the digital world starting in 2012. Some of the media applied to implement digital marketing communication by Jawa Pos Radar Solo are website with address <https://radarsolo.jawapos.com/> which is integrated with Jawa Pos website as a subdomain, and social media such as Instagram with account name radarsolo, TikTok with account name Radar Solo, Youtube with account name Radar Solo TV, Facebook with account name Jawa Pos Radar Solo, and Twitter with account name RADARSOLO_.

The communication channel of Jawa Pos Radar Solo is through digital marketing. The digital marketing activities of Jawa Pos Radar Solo are as follows:

1. Online Public Relation

Jawa Pos Radar Solo is one of the print media that has wide coverage in Solo and surrounding areas. To maximize the potential of this media, implementing digital marketing communication by utilizing Online Public Relation can be an effective strategy. In implementing digital marketing communication, Jawa Pos Radar Solo utilizes Online Public Relation by utilizing social media platforms such as Facebook, Twitter, TikTok and Instagram to promote their latest articles and news with interesting snippets to invite potential readers to the website of Jawa Pos Radar Solo.

In addition, Jawa Pos Radar Solo uses Online Public Relations to organize webinars or virtual events related to news topics or local issues on April 17, 2023 yesterday, Jawa Pos Radar Solo held online guidance on writing popular scientific articles in mass media. In the webinar, the results of the articles created by webinar participants will be published on the Jawa Pos Radar Solo website. This is a step to expand their reach, increase interaction with readers, and strengthen their brand image as a relevant and trusted news source in the Solo area.

2. Online Partnership

Jawa Pos Radar Solo is a company engaged in media, especially print media. As the implementation of online partnership, Jawa Pos Radar Solo cooperates with media

application so that the printed products of Jawa Pos Radar Solo can be accessed through the application.

As a media company, Jawa Pos Radar Solo also collaborates with various advertisers such as Mitsubishi Motors which uses Jawa Pos Radar Solo's services to display advertisements in the form of images on Jawa Pos Radar Solo's Instagram account, Hotel Asia which uses advertising services through Jawa Pos Radar Solo's Instagram video reels, and Astra Motor which places advertisements through the Jawa Pos Radar Solo website.

3. Interactive Advertising

In implementing interactive advertising, Jawa Pos Radar Solo pays attention to website design that is attractive, easy to use, and by brand identity. The appearance of Jawa Pos Radar Solo website has attracted readers and can cause attention. In terms of content on the website, Jawa Pos Radar Solo provides content that is relevant, informative, and useful for consumers.

This is evidenced by the appropriate positioning of advertisements within the website, and using words or images that encourage customers to take certain actions, such as clicking, buying, subscribing, or contacting. Jawa Pos Radar Solo website has a good ad placement. The ad placements are divided into top banner, rectangle, half page, interstitial ads, and advertorial ads. The placement helps provide a neat appearance of Jawa Pos Radar Solo website so that users do not feel disturbed by seeing ads and reading news.

Jawa Pos Radar Solo also offers advertising services on its social media such as TikTok Jawa Pos Radar Solo which has the account name Radar solo, displaying advertisements in the form of interesting short videos to attract the attention of TikTok Jawa Pos Radar Solo account followers.

Jawa Pos Radar Solo also applies interactive advertising through their Twitter account. With the account name RADARSOLO_ which is directly connected to their website. The use of interesting language makes followers of Jawa Pos Radar Solo's Twitter account interested in the advertisements displayed. To access the ad, followers only need to click on the ad which will be directly connected to the Jawa Pos Radar Solo website.

In the Instagram account of Jawa Pos Radar Solo with the account name radarsolo, the application of interactive advertising is carried out through uploads in the form of short videos such as reels and instastory and image uploads accompanied by interesting captions.

Jawa Pos Radar Solo's Facebook account name Jawa Pos Radar Solo applies interactive advertising by uploading advertisements accompanied by interesting captions that aim to attract audiences from their Facebook account.

The implementation of interactive advertising in YouTube Jawa Pos Radar Solo with the account name Radar Solo TV is done by displaying live broadcast videos. From the above efforts, evaluation can be done by using tools such as Google Analytics, Facebook Insight, or email marketing software to track and analyze data such as the number of visitors, clicks, impressions, conversions, and others.

4. Opt-in Email Marketing

Opt-in email marketing is a medium that uses internal lists for customer activation and retention. This method adds to the contact list in email marketing, through customers who have registered who have agreed and know that they will get regular emails containing advertisements from marketers. On the website of Jawa Pos Radar Solo, a user can access Jawa Pos Digital Edition to subscribe to the digital newspaper owned by Jawa Pos Radar Solo which is listed in the footer of the website. In opening the Jawa Pos Digital Edition, consumers are asked to provide personal information during registration or online registration, including name, email address, gender, age, occupation, and others. This indicates that consumers are voluntarily permitted to receive marketing emails.

5. Social Media Marketing

Jawa Pos Radar Solo uses social media such as Instagram with the account name radarsolo, TikTok with the account name Radar Solo, Youtube with the account name Radar Solo TV, Facebook with the account name Jawa Pos Radar Solo, and Twitter with the account name RADARSOLO_ to raise the level of brand awareness by involving and encouraging customer communication with the company.

The Instagram account of Jawa Pos Radar Solo has an attractive profile with visual content in the form of pictures and short videos about news around Greater Solo to national news. Jawa Pos Radar Solo Instagram account has an irregular posting schedule due to the nature of the news that is always updated. In addition to an attractive profile and content, the comment column in each upload is also important in the application of digital marketing communication. However, in its implementation, the interaction between Instagram followers and Jawa Pos Radar Solo is still lacking. Apart from uploading feeds and reels, Jawa Pos Radar Solo also often utilizes the Instagram Stories feature to spread the news. The Instagram Story contains daily digital newspaper updates.

Jawa Pos Radar Solo utilizes TikTok to spread the news and become one of the methods for the implementation of their digital marketing communication. In TikTok Jawa Pos Radar Solo with the account name Radar Solo displays an attractive profile and interesting and innovative content. The content is in the form of news coverage footage and advertisements in the form of short videos. Jawa Pos Radar Solo's TikTok account has an irregular posting schedule due to the nature of the news that is always updated.

In utilizing Facebook, Jawa Pos Radar Solo has an attractive and professional Facebook page with logo, informative description and link to their website. Jawa Pos Radar Solo's Facebook posts feature current and interesting news by including pictures and videos with clear captions.

Jawa Pos Radar Solo utilizes Twitter to share current news content. Jawa Pos Radar Solo can utilize this by sharing links to blogs within their website. The Twitter upload, displays short, concise, and interesting content with pictures inserted about the uploaded news. In each of these uploads, Jawa Pos Radar Solo always uses hashtags that are relevant to the news topics they cover. This will help their uploads to be found by users who are interested in the same topic.

In utilizing YouTube under the name Radar Solo TV to spread news and advertisements either live or not. The content presented is in the form of videos, YouTube Short, and YouTube live. YouTube Jawa Pos Radar Solo has an irregular posting schedule due to the nature of news that is always updated and advertisements that are not certain every day.

To implement digital marketing communication, the digital marketing communication model used by Jawa Pos Radar Solo is AIDA model. Where the AIDA model is a digital marketing communication model consisting of Attention, Interest, Desire, Action. Jawa Pos Radar Solo implements the AIDA model by:

First, Jawa Pos Radar Solo focuses on the Attention step by creating interesting and relevant content to attract the attention of potential audiences. They have used catchy titles, attractive images, and enticing descriptions to draw users' attention to the content and news they upload on their website and social media accounts. An example that has been implemented is the design of news that is interesting and informative for consumers.

Then, they seek to generate Interest by presenting content that is informative, useful and interesting to the audience. This has been done by presenting the latest news or special offers that invite user interest and involvement in placing advertisements.

Furthermore, in the Desire step, Jawa Pos Radar Solo ensures that they communicate the added value and benefits of their products or services interestingly and convincingly way. Through relevant and persuasive content, they can build desire in potential consumers to own or use the products offered. Jawa Pos Radar Solo has used strategies such as presenting special offers that make potential customers more interested. This is done by providing promo prices for advertising in the Jawa Pos Radar Solo media.

After that, Jawa Pos Radar Solo encourages Action from users by providing a clear call to action and directing them to interact further. This can be done through clear calls to action, links to destination pages, or invitations to participate in contests or discussions. One of the implementations that Jawa Pos Radar Solo has done is by providing an advertisement offer on their website by simply clicking on the column provided.

By applying this AIDA model, Jawa Pos Radar Solo has planned and implemented their digital marketing communication more structured and effective. This model helps them in driving the audience from attention to action stage. Thus, they have expanded their digital marketing reach and increased engagement and interaction with audiences at Jawa Pos Radar Solo.

Digital Marketing Communication Methods at Jawa Pos Radar Solo consist of online marketing, social media marketing, word of mouth (WOM), and mobile marketing. Online marketing conducted by Jawa Pos Radar Solo is delivered through online media, either paid or unpaid. Online marketing can be done through Jawa Pos Radar Solo Website, Display Ads Jawa Pos Radar Solo, and E-mail Jawa Pos Radar Solo.

Jawa Pos Radar Solo utilizes the blog in their website as a platform to publish the latest news. Through this blog, they present the latest information on various topics including national news, football news, regional news around Greater Solo, economic news, entertainment, travel and culinary news, technology and automotive news, and foreign news

relevant to their readers. By using blogs as a communication tool, Jawa Pos Radar Solo can provide actual and useful content to their website visitors.

By utilizing the blog as a communication tool, Jawa Pos Radar Solo also allows readers to share article or news through their personal Facebook, Twitter, and WhatsApp. This creates a dynamic discussion space and strengthens the engagement between Jawa Pos Radar Solo and its readers.

Table 2. Number of followers of Java Online Media Account Post Radar Solo

ONLINE MEDIA JAWA POS RADAR SOLO	NUMBER OF FOLLOWERS
Instagram	9.066
TikTok	1.400.000
Youtube	1.300
Twitter	1.110
Facebook	4.600
Website	237.655

Source: Author's observation, 2023

Jawa Pos Radar Solo in implementing social media marketing communication predominantly uses various social network platforms. The various platforms used by Jawa Pos Radar Solo are Instagram, TikTok, YouTube, Twitter, and Facebook. The explanation related to Social Media used by Jawa Pos Radar Solo is as follows:

1. Instagram of Jawa Pos Radar Solo

In utilizing social media as a form of digital marketing communication, Jawa Pos Radar Solo has optimized the use of Instagram with the account name radarsolo as a broad media to reach diverse audiences. Instagram is a popular application and is used by various groups, including teenagers and adults. The existence of this application is one of the reasons why Jawa Pos Radar Solo chooses to reach a wider market.

On the Instagram account of Jawa Pos Radar Solo, they consistently update the latest news about Greater Solo. In addition, Jawa Pos Radar Solo also uses this media to publish advertisements for its customers who use advertising services from Jawa Pos Radar Solo.

In terms of the number of followers, Jawa Pos Radar Solo's Instagram account has managed to gather 9,476 followers. However, overall, the average number of likes received in each upload reaches 43, with only 1 average comment per upload from a total of 51 uploads during the research that the author conducted in February.

Jawa Pos Radar Solo's use of Instagram as one of their digital marketing communication strategies proves their efforts in expanding their reach and interaction with their audience. However, to achieve a higher level of engagement, it may be necessary to evaluate and refine the content and interaction strategies to better attract the attention of Instagram users and encourage active participation from them.

2. Facebook Jawa Pos Radar Solo

In the strategy of implementing digital marketing communication, Jawa Pos Radar Solo has taken a smart step by utilizing Facebook media with the account name Jawa Pos

Radar Solo as one of the tools to win consumers. Facebook, as one of the largest social networks, offers various opportunities for Jawa Pos Radar Solo to increase its presence and interaction with their audience.

Facebook provides various interactive features such as comments, likes, and shares that allow Jawa Pos radar Solo to interact directly with users. This allows them to get more active feedback, responses, and interactions from their consumers. Jawa Pos Radar Solo can utilize these features to answer questions, gather opinions, and build closer relationships with their audience.

Jawa Pos Radar Solo has followers on its Facebook account with a fairly large number of 4.7 thousand users. In addition, the number of likes of 4.2 thousand for all their posts shows the popularity and influence that Jawa Pos Radar Solo has.

3. TikTok Jawa Pos Radar Solo

TikTok is a video-based social media that has achieved tremendous popularity around the world, including in Jawa Pos Radar Solo. TikTok users actively share and consume short video content, making it a potential tool for digital marketing strategies, especially in the Greater Solo area.

One of the factors that makes TikTok an attractive choice for marketing in Jawa Pos Radar Solo is that the TikTok account of Jawa Pos Radar Solo which has the account name Radar Solo has achieved significant achievements. With a follower count of 1,400,000 followers the account has great potential to reach a wide audience in the region. In addition, the average number of likes reached 6,099, and the average number of comments was 94, and the average views reached 218,211 per upload from a total of 12 uploads. This shows a high level of engagement from users in the uploaded content.

By looking at these numbers, it can be concluded that Jawa Pos Radar Solo's TikTok account has a strong appeal to TikTok users in the region. In the context of digital marketing, this opens a big opportunity for businesses in Jawa Pos Radar Solo to use the account as a means to promote their products or services.

4. Twitter of Jawa Pos Radar Solo

Jawa Pos Radar Solo also utilizes Twitter with the account name RADARSOLO_ as one of the tools in their digital marketing communication implementation. Twitter is one of the most popular and widely used social media around the world, including in Jawa Pos Radar Solo. By using Twitter, Jawa Pos Radar Solo can utilize the features and advantages of this platform in their digital marketing strategy.

One of the main advantages of using Twitter in digital marketing communication is its ability to deliver messages quickly and directly. With the limitation of the number of characters in each tweet, Jawa Pos Radar Solo has to deliver their message shortly and concisely manner by uploading news links from the Jawa Pos Radar Solo website. This allows them to grab the audience's attention quickly and deliver relevant information regarding the products, services or promotions they offer.

In addition, Twitter also allows Jawa Pos Radar Solo to have direct interaction with their audience through reply, retweet and like features. Through this interaction, they

can respond to questions, feedback, or comments from users, as well as maintain a closer and more personalized relationship with their audience. This is important in building consumer trust and loyalty.

Jawa Pos Radar Solo's Twitter account has 1,110 followers, with the potential to increase audience engagement through relevant content and effective marketing strategies. Although the number of likes and comments is still small, Jawa Pos Radar Solo can focus on improving content quality by analyzing audience preferences. Average views reached 1,174 per upload out of a total of 443 uploads, showing the potential to increase visibility through the use of hashtags, interesting images or videos, and appropriate publication timing. Consistency in sharing content and regular data analysis will help build strong relationships with followers and improve content quality. With effective marketing strategies and quality content, Jawa Pos Radar Solo can increase interaction, engagement, and follower growth on their Twitter account, optimizing the potential of digital marketing at Jawa Pos Radar Solo.

5. YouTube of Jawa Pos Radar Solo

Jawa Pos Radar Solo utilizes YouTube with the account name RADAR SOLO TV as a form of digital marketing communication implementation. The YouTube account of Jawa Pos Radar Solo has 1,300 subscribers with an average number of likes of only 1 in 10 video uploads. Although Jawa Pos Radar Solo has a relatively low number of subscribers and the average number of likes is still minimal in 10 video uploads, they can optimize the use of YouTube as a digital marketing communication channel. By understanding audience preferences, creating engaging content, utilizing relevant YouTube features, maintaining consistency, and actively interacting with users, Jawa Pos Radar Solo can increase engagement and growth of their YouTube channel as well as expand their digital marketing reach in Jawa Pos Radar Solo.

Jawa Pos Radar Solo relies on employees as word-of-mouth marketing in their surrounding domain, such as family or colleagues outside the office to choose the Radar Solo portal as a reference for finding information. This is proven by the increasing number of followers on social media accounts of Jawa Pos Radar Solo. In addition to increasing the number of followers on social media accounts, the purpose of word of mouth is to increase the number of newspaper sales, both printed newspapers and digital newspapers that can be accessed through Jawa Pos Digital Edition.

Jawa Pos Radar Solo also conducts Mobile marketing, by cooperating with an application called myedisi that can be downloaded by Android users and for iOS (iPhone) users. With the application, users can read the print version of Jawa Pos Radar Solo.

Besides cooperation with media application, Jawa Pos Radar Solo also disseminates its news through an application called Koran Jawa Pos Digital. This application is an application owned by PT Jawa Pos Multimedia Group. In the application, there are various digital newspapers from various other city radars, including Jawa Pos Radar Solo. The application is also data accessed through the following link: <https://digital.jawapos.com/> for consumers

who do not want to install the application but want to subscribe to Jawa Pos Radar Solo newspaper.

CONCLUSION

Based on the discussion about digital marketing communication in Jawa Pos Radar Solo, it can be concluded that they have implemented various channels, pathways, models, and methods in digital marketing communication. The implemented digital marketing communication channels include online public relations, online partnership, interactive advertising, opt-in email marketing, and social media marketing. In implementing digital marketing communications, Jawa Pos Radar Solo uses a one-way communication approach with full control of their website, as well as a two-way communication approach on social media. They follow the AIDA (Attention, Interest, Desire, Action) digital marketing communication model in their marketing communication strategy by presenting interesting content and current news to attract users' attention and interest. Jawa Pos Radar Solo also applies various online marketing methods such as website, display ads, email, and social media, as well as utilizing word of mouth and mobile marketing to expand reach and engagement with their audience. Jawa Pos Radar Solo uses a comprehensive digital marketing strategy that includes Online Public Relations, Online Partnership, Interactive Advertising, Opt-in Email Marketing, and Social Media Marketing. The integration of these instruments is in line with the AIDA model, creating a structured and effective communication strategy that covers multiple digital channels. The company's commitment to constant evaluation and adaptation through data analysis ensures a dynamic and impactful digital marketing presence in Solo Raya. The strategy of using various social media platforms such as Instagram, TikTok, YouTube, Facebook, and Twitter helped increase the brand reach of Jawa Pos Radar Solo among the people of Greater Solo and beyond. The use of various interactive elements in the content, such as links, videos, and invitations to participate, can increase user interaction and engagement on social media.

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