

## The Utilization of Digital Marketing in Order to Increase Sales of Canary Birds

Bayu Dwi Prasetyo<sup>1</sup>

<sup>1</sup>Faculty of Economics, Pakuan University

**Abstract:** Today the business competition canary chirping increasingly heavy, with the emergence of breeders or sellers of canaries, this can be a threat that has an impact on the level of sales of the canary Crowne Canary, therefore this research will examine the benefits of using digital marketing with the aim to analyze what are the new market challenges faced by crown Canary and analyzing the use of digital marketing through social media can increase sales. This study uses descriptive qualitative methods, primary data obtained using survey methods with direct interview techniques of the owner of the Crown Canary. In addition, for market analysis the data used are secondary data from the literature. With the implementation of digital marketing the market scope becomes much broader, the implementation of digital marketing planning through the Organic Post The Week table can help the marketing process in a sustainable manner and the utilization of digital marketing through social media marketing through the stages and the right way can maximize results or increased sales.

**Keywords:** Digital Marketing, Social Media Marketing, Canary Bird

### I. Introduction

The trend of the bird business in Indonesia is quite stable and the results are attractive from year to year. Various communities of bird enthusiasts have emerged in every region in Indonesia accompanied by rampant bird chirping competitions at both the regional and national levels with spectacular prizes with car prizes such as a bird race held on Sunday (21/7/2019) at Alun-Alun Selatan Field, Kota Pagaralam was attended by 1,372 participants who love birds chirping (chirping mania), which attracts birds that win the price will skyrocket even the owner will be famous if the owner has bird captivity, the captivity will be sought by people.

Bird trends that are most discussed in the last year are four types of birds, including the canary, kacer, pleci and stone magpie, where the most popular ranking is the canary bird (Lanang, n.d.). Therefore, this study seeks to identify the canary breeding business. One of the efforts in captive breeding and buying and selling of canaries is the Crowne Canary. This business is in the city of Depok which has won several chirping bird competitions. With the tag line, customer trust & customer satisfaction are top priorities, making Crowne Canary known, but Crowne Canary has a strong desire to increase the number of sales of chirping birds which are not only in Depok and its surroundings but also able to reach outside Java.

For the chirping bird business, marketing is a difficult challenge in achieving sales targets. So far, owners have used several media to market canaries. One of the media used is through social media.

From year to year, social media users in Indonesia have increased, reaching 150 million people or 56% of the total population of people in Indonesia, as data released by Hootsuite in January 2019. While those who are active on social media using mobile devices are 130 One of the media that can reach new markets in the internet world is social media platforms, be it Instagram, Facebook or YouTube.



Figure1. Use of the internet and social media in Indonesia

Source: www.hootsuite.com

The most active trend of using social media platforms in Indonesia based on data released by Hootsuite in January 2019 is Youtube with the highest number of users by 88%, WhatsApp at 83%, Facebook at 81%,

Instagram at 80% and next is line at 59% . So the YouTube, Facebook and Instagram platforms still occupy the top four (4) social media platforms most actively used by Indonesians.

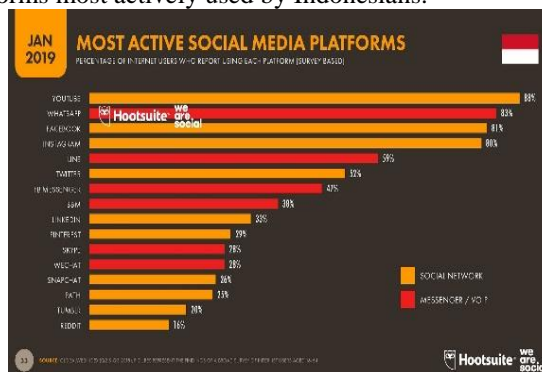


Figure2. Use of the internet and social media in Indonesia

Source: [www.hootsuite.com](http://www.hootsuite.com)

From the description above, the writer is interested in taking the title "The Utilization of Digital Marketing in Order to Increase Sales of Canaru Birds with a Case Study on the Crowne Canary which is a SME (Small & Micro Business) with the type of animal husbandry and buying and selling of birds. That there is a lack of knowledge and understanding of MSME actors regarding the importance of digital marketing for their businesses and the lack of ability of MSME players in practicing digital marketing by utilizing social networks (Purwana et al., 2017) and based on the identification of existing phenomena, this study seeks to analyze challenges new market for the Crowne Canary business and the use of social media as a marketing medium. So the formulation of the problem in this study is as follows.

1. What are the new market challenges faced by Crown Canary?
2. How can the use of digital marketing through social media increase sales?

Based on the problem formulation above, this study aims as follows:

1. To analyze the new market challenges faced by crown Canary.
2. To analyze the use of digital marketing through social media to increase sales

## II. Theory

### Digital Marketing

Marketing products and services using digital channels to get new customers and build customer preferences, promote brands, retain customers, and increase sales. This definition is also in line with what was stated by AMA (American Marketing Association), namely mentioning that digital marketing can be seen as an activity, institution, and process facilitated by digital technology to create, communicate and provide value to customers and other stakeholders (Kannan et al, 2017) One form of digital marketing is marketing that is done online through the internet or electronic media so that digital marketing is often also known as internet marketing, e-commerce, or online marketing. Following previous research by the Digital Marketing latent variable, several indicators that were used as references in our investigation according to (Geissinger et al., 2018) indicators include:

1. digital profiling
2. segmentation
3. website
4. search engine marketing
5. content management
6. social media

### The Utilization of Digital Marketing

Digital marketing in terms of its form of planning is similar to direct marketing, in which interactive marketing uses a variety of communication media to enhance responses that are specific and measurable. According to Tjiptono, Chandra, Adriana, (2008: 364 - 365) present digital marketing designed for the following alternative purposes:

1. Encourage leads or product trials  
Digital marketing is used to expand the customer base companies by attracting target consumers and as well seize customers from other companies
2. improve the quality of relationships with customers

With the development of a customer database about purchases buyers in buying products, companies can select targets consumers clearly, and can develop business additional.

3. Retaining Customers

Many programs that can be designed for retain customers, including using target discount and frequency program, the target discount is offer coupons to customers and the second frequency program that is maintaining target consumers by doing membership.

4. Reactivate former customers

This marketing program is designed to activate and seize back to previous customers.

Digital marketing as a vehicle for gathering information, entertainment, social interaction, communication, purchasing products / services, sharing ideas and building community. The specific advantages of using digital marketing include:

- a. Target marketing, which is to target the target consumer and very clear group.
- b. Message tailoring, which is the message you want to convey accordingly with the wishes and in accordance with the target consumers who are made target
- c. Interactive capabilities, which can enable levels high customer engagement. On many specific sites who visited are customers who are interested in a product
- d. Information access, which means that site visitors get clear information of a product.
- e. Sales potential, which can affect high sales where the internet is a direct response medium.

### III. Methodology

The method used in this research is descriptive qualitative. Bogdan and Tailor, as quoted by Moeleong, define qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words or from the form of policy action (Moeleong, Lexy J. 2002: 112). The data used in this study are primary data. The research data were obtained using a survey method with interview techniques. To obtain comprehensive data, the informant was the owner of the Crown Canary. In addition, for market analysis the data used were secondary data which comes from the literature.

The data analysis method in this study is content analysis, which is a research technique aimed at making conclusions by identifying certain characteristics of messages in a systematic and objective manner (Indonesia, 2002). The stages of analysis used in this research are data collection on canary trends, analysis of new market challenges, analysis of the use of social media for marketing, discussion and conclusions.

### IV. Result

#### Canary Trend Data Collection

Data on bird species that are trending is an important thing in order to see the existing market, in Figure 3. Data on 5 Most Trending Bird Species in Indonesia, it can be seen that there are five birds that are trending in Indonesia, including: magpie stone, love bird / labed, canaries and pleci, so the canary species in the Crown Canary are the birds that have the highest trends in Indonesia, this means that the demand for this type of canary is also great.



Figure3. Data on 5 Most Trending Bird Species in Indonesia.

### **Analysis of New Market Challenges**

Based on the results of observations, information search, there are several things to consider, why digital marketing needs to be done, including the following.

1. Sales of Crowne Canary Birds have not yet increased, namely the monthly average is still around 4-6 birds that are sold per month.
2. There is sales competition among bird sellers / breeders.
3. The absence of digital marketing planning.

### **Types of Birds for Sale**

The birds that are sold or marketed are the most popular canaries by the public, which is known from the Google digital traces of trends for the last 3 years, namely 2016-2019. The selection of these birds is to avoid losses due to not many enthusiasts. from own farms or the results of buying from sellers with quality birds that have potential champions (going).

### **Price**

The price varies according to the quality of the birds. Usually birds that have won a competition in price will skyrocket and the factor of whose captivity can also affect the price of birds

### **Target Market**

The target market is the target where prospective buyers will be targeted either in terms of demographics or from the side of the prospective buyers' hobbies which can be detected or seen from their social media profiles, demographically the target market is located in Jakarta, Bogor, Depok, Tangerang and Bekasi, with a male gender who has an age between 25-55 years.

### **Analysis of Social Media Marketing Plan Design (Social Media Marketing Plan)**

In making this digital marketing planning design there are several things that need to be considered and in order for the results of this social media marketing to be successful, it is necessary to have a Social Media Marketing Plan that is creative, systematic, reliable, and implicative so that when used or implemented it really helps the marketing process, as for the things- things that need to be done from the results of this research are as follows.

1. Creating a Facebook Social Media Account in the form of a group / business, Instagram and Youtube.
2. Creating Creative and Interesting Marketing Content (Creative Contents) regularly and continuously.
3. Photo shoot and video / vlog production of Crowne Canary activities.
4. Making a Posting Schedule.
5. Prompt and appropriate response to questions or comments on social media.
6. Monitoring, Measurement and Evaluation of Marketing Activities.

### **Promotion Channel Selection**

Selection of communication channels can be through the 3 most relevant and most potential social media platform channels, namely Facebook, Instagram and Youtube.

### **Organic and Non Organic Methods**

In optimizing the use of social media (Social Media Optimization / SMO) as a means of marketing with the popularity and visibility of social media accounts by adding the number of followers, fans, views, likes and leads. In this Social Media Optimization, there are 2 terms, namely organic and non-organic. Organic is a method of promoting a product or service on social media by relying on self-promotional content and managed independently on social media platforms, while non-organic is a method of promoting a product or service on social media by relying on self-made promotional content. and managed / promoted by social media platforms and charged / paid according to the reach of the number of accounts that are viewed (reach). The advantage of using this non-organic method is that it has a wide range and can be mass promoted to people who match the criteria we want, both demographically and in terms of behavior.

### **Marketing Content Creation**

The content or content of promotional materials plays a very important role in promotion on social media, the content of creative promotional materials will make people interested in seeing or reading it. The content of promotional material on social media is not just text but usually a combination of images and text or in the form of videos that are visualized creatively and attractively so that people unwittingly want to see or want to read them.

This promotional content is not only one, but the number varies according to the bird that will be promoted or campaigned so that people don't get bored seeing it.

**Use of hashtags**

The use of hashtags or hashtags plays an important role in making it easier for people to find the birds we are promoting. Some things that need to be considered in the use of hashtags are the hashtags that are used in accordance with the key words in bird search and usually these keywords are popularly used by people as keywords to find information on bird sales. The use of this hashtag must be done consistently in every post we post in order to make it easier for people to find the birds that Crowne Canaries are selling. Analyze whether the usage of the hashtags that we have used is correct, one indication of the hashtags that we are using is correct is the number of people who see the post which can be seen how many reach, impressions and post engagements that can be like, share or comment.

**Post The Week**

From observations on the Crowne Canary social media, the posts displayed look like they do not use post planning, therefore posting scheduling is needed by using Post The Week, which is an activity to post information in the form of text, images or videos on social media. Managing the information to be posted is an important thing to do so that posts are made in a planned and sustainable manner, people don't get bored and the information or campaigns that will be delivered are easy for people to remember, as shown in Table 1. Organic Post of the Week Crowne Canary below.

Table 1. Organic Post of the Week Crowne Canary

ORGANIC POSTS THE WEEK OF CROWNE CANARY

Weekday or Weekend	Best Time of Day	How often to Post	Post #	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Weekdays	1pm-4pm	2 times per day	1	Foto/Video & Text Pemasaran Burung Juara	Foto/Video & Deskripsi tentang Burung Juara	Foto/Video & Deskripsi tentang Burung Juara	Foto/Video & Deskripsi tentang Burung Juara	Foto/Video & Informasi Burung Di Indonesia	Foto/Video dan Text Pemasaran Kegiatan Lomba Burung	Foto/Video dan Text Pemasaran Kegiatan Lomba Burung
Weekends	12pm-1pm		2	Foto/Video & Text Pemasaran Suasana Crowne Canary	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video dan Text Pemasaran Kegiatan Lomba Burung	Foto/Video Burung & Quote
Anytime	EXCEPT 3pm - 4pm	1 to 2 times per day	1	Foto/Video & Text Pemasaran Burung Juara	Foto/Video & Deskripsi tentang Burung Juara	Foto/Video & Deskripsi tentang Burung Juara	Foto/Video & Deskripsi tentang Burung Juara	Foto/Video & Informasi Burung Di Indonesia	Foto/Video dan Text Pemasaran Kegiatan Lomba Burung	Foto/Video dan Text Pemasaran Kegiatan Lomba Burung
			2	Foto/Video & Text Pemasaran Suasana Crowne Canary	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Foto/Video dan Text Pemasaran Kegiatan Lomba Burung	Foto/Video Burung & Quote
Weekdays	2pm-4pm	2 to 5 times per day	1	Video & Text Pemasaran Burung Juara	Video & Deskripsi tentang Burung Juara	Video & Deskripsi tentang Burung Juara	Video & Deskripsi tentang Burung Juara	Video & Informasi Burung Di Indonesia	Video dan Text Pemasaran Kegiatan Lomba Burung	Video dan Text Pemasaran Kegiatan Lomba Burung
Weekends	9am - 11am		2	Video & Text Pemasaran Suasana Crowne Canary	Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Video & Informasi Transaksi Penjualan Burung di Crowne Canary dan Testimoni Pembeli	Video dan Text Pemasaran Kegiatan Lomba Burung	Video Burung & Quote

**Analysis of Relationship Nurturing**

Responses to potential consumers from each post on Crowne Canary's social media are carried out without going through the stages so that relationship nurturing is needed which is the stage where you maintain the Crowne Canary relationship with customers, potential customers or leads (people who show interest / potential buyers) through several channels including , by phone, email, WA (WhatsApp) or via social media platforms. This stage is one of the important keys in convincing potential buyers to buy birds from Crowne Canary. Reliable marketing communications are needed.

**V. Conclusion**

The use of social media in Indonesia is currently undergoing a more productive change, not only for personal expression but also for marketing purposes, as was done by Crowne Canary in its canary marketing process.

Based on the research results of The Utilization of Digital Marketing in Order to Increase the Sales of Canary Birds (Case Study of the Crowne Canary) that has been carried out, it can be concluded that the Digital Marketing carried out by the Crowne Canary is as follows.

1. Digital marketing can reach buyers who are located far from the Crowne Canary by utilizing freight forwarding services and also opening new markets or new consumers.



2. The use of digital marketing through social media through the correct stages and methods can maximize results or increase sales.
3. Digital marketing planning through the Organic Post The Week table can help the marketing process on an ongoing basis.

This research can be further developed by measuring the success or failure of the application of digital marketing that has been done by utilizing digital marketing analysis tools / software so that the accuracy or accuracy of the analysis results becomes easier and more measurable.

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