

## ADVERTISEMENT MEDIA STRATEGY FOR SLIWAR-SLIWER SUROBOYO AS MERCHANDISE TOURISM IN SURABAYA

**Guguh Sujatmiko**

Universitas Surabaya (UBAYA)

Fakultas Industri Kreatif, Raya Kalirungkut gedung PE.Lt.2 Surabaya

guguh.sujatmiko@staff.ubaya.ac.id

### ABSTRACT

*Sliwar-Sliwer Suroboyo is a toys that has been made as a souvenir of Surabaya. As a newly created product, the toys requires promotion to introduce themselves. It is very important as a launching products on the market. The purpose of this study is to find out which media has the best providing information for Sliwar-Sliwer Suroboyo, also what kind of communication has easily accepted by the community. This research uses qualitative and quantitative methods. First of all, some media used to promote this product such as social media, as well as mass media in East Java such as newspapers and television. After all the community's reaction to the product identified to know how far they know about the product. The results show that the television with educative talkshows is a good medium in providing product information.*

**KEYWORDS:** *Tourism, Souvenir, Promotion, Media, Communication, Toys.*

### 1. INTRODUCTION

Surabaya City Government inaugurated Sprakling Surabaya as Surabaya Promotion Board since 2006. According to Surabaya Tourism Office Surabaya, tourism data has increased significantly by 18,019,628 tourists until 2015. So it needs to be accompanied by an increase in business, one of which is souvenirs, as Tourism industry actors. (Pitana, 2009).

According to Nurnitasari (2009), Souvenir is an identic object with a certain area, concise, petite, and has artistic value. In improving the tourism business in Surabaya, Sliwar-Sliwer Suroboyo made by Florentina Tiffany, students of Product Design and Management Universitas Surabaya (UBAYA), that will be sold as typical souvenirs of Surabaya.

Sliwar-sliwer Suroboyo has an advantage other than as a souvenir that can be displayed, he was biased to be a toy. This toy is a new product in Surabaya tourism, made of Balsa wood with laser cutting technique. This technique is able to create attractive and detailed forms in every corner detail.

Sliwar-sliwer Suroboyo represents popular places in Surabaya such as Tugu Pahlawan, Suroboyo Statues, Balai Pemuda, Bambu Runcing, Surabaya Zoo, Siola and Taman Bungkul. These places are able to provide memories for tourists when visiting Surabaya. Each set of games is sold separately, so each product sold can be put together as one game entity.

How to play Sliwar-Sliwer Suroboyo is quite unique. This game takes two to four people to play. Players will get pawns in the form of icons of workers in Surabaya like tantara, nurses, teachers, office workers and so forth. The player selects one of the pawns and throws the direction dice used as a determinant of the direction of the pawn on the board.



Source: <https://photo.sindonews.com/view/26148/mahasiswi-ubaya-creating-board-game-sliwar-sliwer-suroboyo>

Figure 1: Sliwar-Sliwer Suroboyo

In marketing strategy, promotion is an important tool for encouraging existing purchases, to provide information about the product, and persuading potential buyers to get the product. The whole purpose of the promotion is to get a response.

This paper uses qualitative and quantitative methods. First of all Qualitative Method used to make segmentation, targeting, positioning, and product differentiation of Sliwar-sliwer Suroboyo to determine what communication strategy is appropriate for promotion, and determine what media is appropriate to deliver the communication process. The second step is to apply the communication strategy by entering the information into the selected media. Quantitative methods are conducted by collecting all responses from people who have been exposed to the media. The response is calculated to get the data of the most informed community. Finally, the most appropriate interview and media analysis are conducted.

The purpose of this study is to obtain the most appropriate media information to introduce the souvenir products Sliwar-Sliwer Suroboyo, also what kind of communication has easily accepted by the community.

## 2. THEORY

### 2.1 Segmentation, Targeting, Positioning, Diferentiation

We use segmentation, targeting and positioning as commonly used in modern marketing. The purpose of determining STP is to classify the community and determine the communication strategy in the proper delivery of the right message in marketing the product.

### 2.1.1 Segmentation

Demographic: Gender: unisex; early adulthood; Revenue: 5 million and above; Education Level: High School, Vocational College, Bachelors Degree, Masters Degree, phd; Businessman, Marketing worker, Teacher.

Geographic : Area of residence: Indonesia and outside Indonesia

Psychographic: Conscientious, Neat. Spiritual Art, Collector, Love to socialize, Hobbies, Reading, Playing

### 2.1.2 Targetting

Demographic: gender: unisex; 25-35 years old; revenue: 5-10 million; high school, vocational college, bachelors degree, masters degree, phd; businessman who often visit surabaya for the purpose business, event owners, and event organizers

Geographic: residential area: indonesia

Psychographic character: examine in small tasks and life daily, neat and organized in work, has an interest in craft goods, Likes to meet and gather to discuss or do work, hobbies, read books, playing puzzles, sudoku, chess.

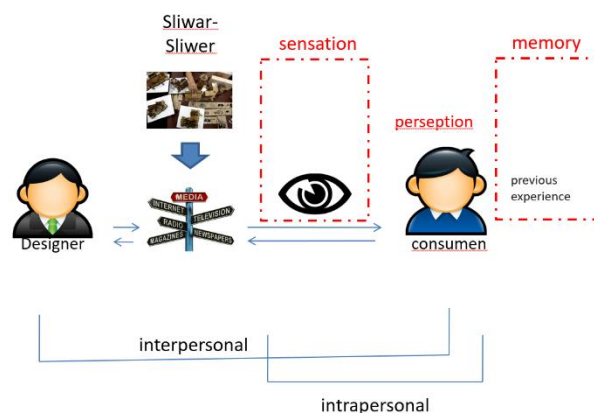
### 2.1.3 Positioning

Sliwar sliwer Suroboyo provides souvenirs, The icon of Surabaya in the form of board game with 3 types of games in 1 board. Sliwar sliwer surabaya has spirit to help drive surabaya tourism by providing board game that is able to educate players about city tourism surabaya. This is the main form of the game's game and write down the uniqueness of the city's tourism surabaya on board game card.

### 2.1.4 Differentiation

Using the form of buildings and tourist attractions in surabaya as game board form, packaging has the function of educating, there are 3 games in 1 board game.

## 2.2 Theory of Communication



Source: author, 2018

Figure 2: Chart of Sliwar-sliwer Suroboyo communication process

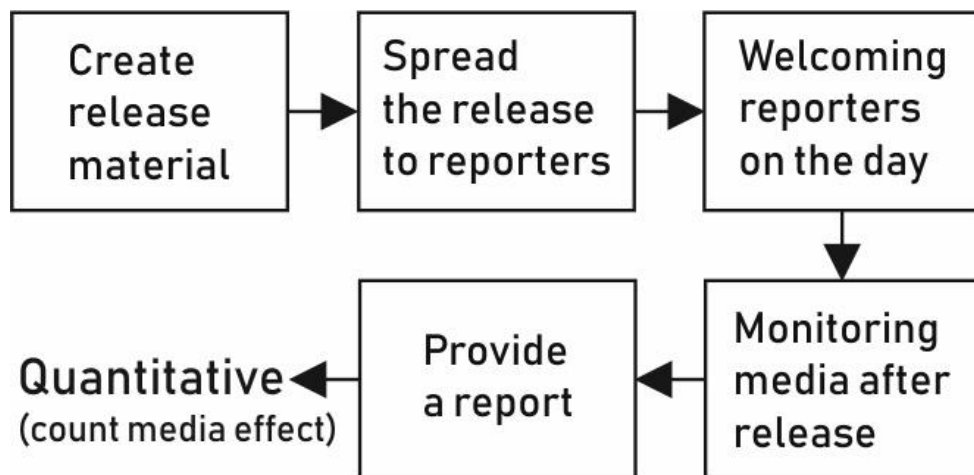
Communication theory is used to determine the type of communication to be delivered, and what media to use. This is necessary for the delivery of messages to the public / consumer can run well and effectively. For that communication analysis based on the above chart and the type of media to be determined needs to be done.

In accordance with the above chart, designers need communication media to be introduced to the public. According Rhenald Khasali (1998), that in the process of launching the product, the newly emerging products still need to be introduced first to the public. The second stage, just invite people to buy. So in this case, in the process of communication, what to say in the communication process is to introduce Sliwar-Sliwer Suroboyo to the public.

This communication process will cause the sensation of the human senses, especially in visual. Media in based on STP can grow the perception of society when the sensation comes from media. The print media need a good headline that can evoke the visual sensation for readers such as *Promosikan Potensi Wisata dengan Board Games, Souvenir, 'Board Game' Bisa Bongkar Pasang,ect.*Sentences are customized with Bahasa Indonesia.

### 2.3 Media Strategy

In accordance with the target market that has been described in the previous section, the media selection in print media are Jawa Pos, Surya, Metro News, Radar Surabaya, television media are Net TV, Metro TV and Trans 7, in addition online media are Antara Foto, Antara Jatim, beritametro.news, bhirawaonline, bianiakini.com, inews.id, and koran-sindo.com.



Source: author

Figure 2: Media Release Strategy Chart.

First of all we make a writing text (how to say) about Sliwar-Sliwer Suroboyo as a new news. This new news was made using the 5W + 1H formula to give a detailed description of the product. Furthermore, news content sent via email to all selected media journalists. The news will be read and processed by the editor, if the news has a good value or content. The journalist will come to shoot and conduct the process of interviewing. The results of this reporting process will be received later editorial and will be selected that the news written feasible for airing or not.

After the shooting and interviewing process, monitoring with the keyword Sliwar-Sliwer Suroboyo we are searching via internet and buy printed media for the next day. For television, we confirmed different shooting schedules with print media and online media. The next stage step is to do a recap of all media that contains Sliwar-Sliwer Suroboyo news.

### 3. RESULT

Table 1. Recap media containing Sliwar-Sliwer Suroboyo.

Inovasi Mahasiswa	Surabaya	17/1/2018	Jawa Pos	18/1/2018	Promosikan Potensi Wisata dengan Board Games
			Surya		Souvenir, 'Board Game' Bisa Bongkar Pasang
			Berita Metro		Sliwar Sliwer Suroboyo Jadi Souvenir Khas
			Radar Surabaya	22/1/2018	Balai Pemuda hingga Siola Hadir dalam Board Game
			Antarafoto	17/1/2018	Sliwar Sliwer Suroboyo
			Antarajatim		Mahasiswa Ubaya Buat Souvenir "Board Game" Khas Surabaya (Video)
			beritametro.news		Sliwar Sliwer Suroboyo Jadi Souvenir Khas
			bhirawaonline		Sliwar Sliwer Suroboyo Produk Souvenir Board Game Surabaya
			bianiakini.com		Sliwar Sliwer Suroboyo
			gurukuhebat.id		Kenali Destinasi Wisata Kota Pahlawan Lewat Permainan
			inews.id		Promosi Wisata dengan Board Game Sliwar Sliwer Suroboyo
			koran-sindo.com		18/1/2018
			NET TV	16/1/2018	Sliwar Sliwer Suroboyo
			Metro TV		
			Metro TV	17/1/2018	Sliwar Sliwer Suroboyo (LIVE)

Source: Directorate Marketing and Public Relation Universitas Surabaya, 2018.

Table 1 shows various types of mass media containing news about Sliwar-Sliwer Suroboyo. There are 4 print media, 8 online media, and 2 television stations with 3 times. The introduction of Sliwar-Sliwer Suroboyo through mass media is done within 3 days, plus 1 day on the 22nd in addition to the local newspaper, Radar Surabaya.



Source: jatimantaranews.com

Figure 3: Sliwar-sliwer Suroboyo news in online media



Source: Directorate Marketing and Public Relation Universitas Surabaya, 2018.

Figure 4: Sliwar-sliwer Suroboyo news in NET TV

## Promosikan Potensi Wisata dengan Board Games

**SURABAYA** - Florentina Tiffany ingin sekali mengenalkan potensi wisata di Kota Pahlawan. Caranya dengan membuat *board game* Sliwar Sliwer Surabaya dengan ikon-ikon wisata. Ide kreatif tersebut dipamerkan di ruang seminar lantai 2 Gedung International Village Ubaya kemarin (17/1).

Ide tersebut berawal dari rasa penasaran Tiffany. Saat itu dia pernah mengikuti seminar persiapan UN Habitat. Dalam seminar tersebut, narasumber menyebutkan bahwa Surabaya memiliki banyak potensi wisata. Padahal, selama ini yang paling dikenal adalah pusat bisnis, jasa, dan industri. "Memang ada wisata yang menarik di Surabaya? Saat itu juga saya langsung mencari literatur," katanya.

Perempuan 22 tahun itu mendatangi satu per satu wisata yang ada di Surabaya. Kemudian, ter-

cetus ide untuk mengenalkan tempat-tempat wisata ikonik di Surabaya lewat permainan. "Saya memilih *board game* karena saat ini sangat *happening*," ujarnya.

*Board game* bukan sekadar permainan, tetapi juga bisa menjadi hiasan rumah. Ada sembilan ikon yang dibuat. Yakni, Taman Bungkul, Siola, Balai Kota Surabaya, Monumen Kapal Selam, Tugu Pahlawan, Kebun Binatang Surabaya, Balai Pemuda, Museum 10 Nopember, serta gabungan

Monumen Bambu Runcing dan Patung Sura-Baya. Setiap *board game* terdiri atas miniatur bongkar pasang, papan, dadu, 2 pion, 50 koin, dan kartu bergambar wisata-wisata di Surabaya.

Tiffany mengatakan, untuk membuat pro-

duk tersebut, dirinya membutuhkan waktu kurang lebih satu tahun. Sebab, dia harus mendatangi satu per satu wisata yang akan dijadikan tema. Setelah foto-foto wisata tersebut terkumpul, baru dia membuat desain produk dari kayu sungkai. "Saya bikin sketsa dulu, baru membuat produk. Kurang lebih tiga bulan," ujar mahasiswa semester VII itu.

Putri pasangan Soebagio Kusumo Widagdo

dan Rini Artijati Pribadi tersebut menambahkan, produk itu bisa menjadi suvenir khas. Apalagi, *board game* saat ini digemari anak-anak muda. "Bisa sekaligus mengenalkan wisata Surabaya. Saya ingin tidak hanya di Indonesia, tetapi juga mancanegara," tandasnya.

Dalam pembuatannya, dia mengatakan tidak mudah. Khususnya, dalam mendesain konsep permainan. Uji coba dilakukan hingga berulang-ulang. "Saya uji coba terus agar sistem permainannya benar-benar tepat dan menyenangkan," katanya.

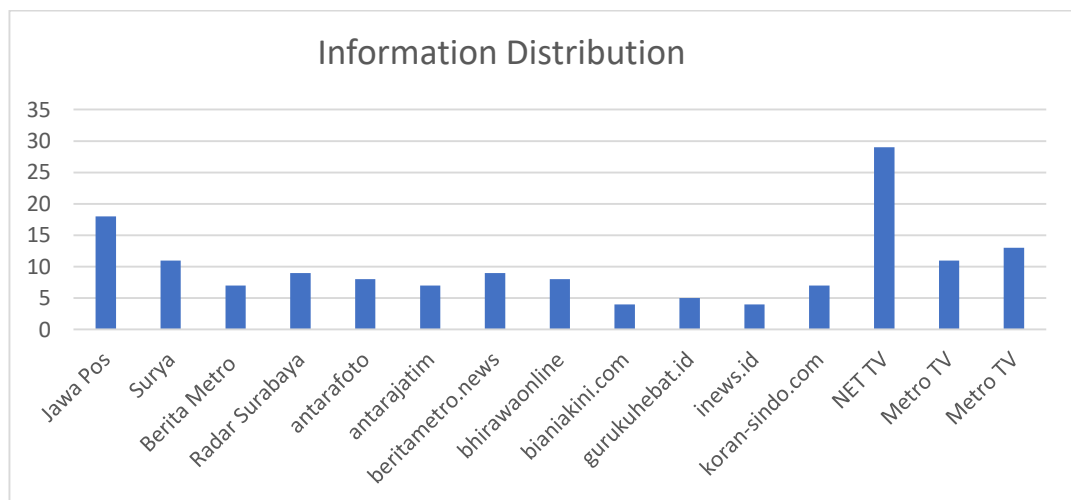
*Board game* tersebut dapat dimainkan maksimal empat orang. Kini, produk tersebut siap dipasarkan. (ayu/c7/dio)

**SUVENIR:** Florentina Tiffany bersama karyanya yang bernama Sliwar Sliwer Surabaya saat dipamerkan di kampus Ubaya kemarin.



Source: Jawa Pos, January 18, 2018  
Figure 5: Sliwar-sliwer Suroboyo in mass media.

Total, more than 150 respondents were randomly collected to obtain data awareness about Sliwar-Sliwer Suroboyo products. Each respondent is given a basic question such as, do you know this product? The question is a closed question with two answers, yes or no. If the respondent answers yes, the question continues where they know this product. If the respondent mentions the media then we ask to specify the name of the media. Media groupings were conducted based on media containing news about Sliwar-Sliwer Suroboyo from after-release monitoring data.



Source: author  
Figure 6: Awareness result

Figure 6 shows data that television media such as NET TV has the highest number, while inews.id as online media ranks lowest. Subsequently followed by print media such as Jawa Pos received a second high after NET TV, followed by Metro TV as television media and Surya as print media at the fourth highest position.

#### 4. CONCLUSION

Overall television is able to cover a wide audience in Indonesia. People at home now has its own television. Television also has a strong impact, because television has combination of two senses at the same time, sight and hearing. In addition, the programe on NET TV exactly in line with the target audience. NET TV has an educative talk show in the morning segment at 05.00wib till 06.00 . It is the time that the audience prepares to go to work or go to college. The right media strategy can improve product awareness.

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