

MARKET SEGMENTATION OF SOCIAL MEDIA IN INDONESIA

Heri Heryono

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Heri Heryono, English Department, Faculty of Languages Widayatama University
Email: heri.heryono@widyatama.ac.id

Abstract

The use of social media emerges various terms of its segmentation, market and demographic characteristics attached to personal attribute. Social media lead to a space where users could share things, moment and perspective. It realizes the potential for a lot of information that can be extracted from social media. This research purposes to disclose the market segmentation of several social media commonly accessed in Indonesia; it involves Instagram, Facebook and Reddit. Theories applied for this research are [1]dealing with market segmentation of social media users and [2] regarding to words choice and personality of social media users. This research purposes to observe personal characteristics of social media users and to map the coverage of social media to their users, especially in Indonesia. It involves 102 participants came from various level of age and different background of interest. Results of the research shows that the most social media regularly opened and accessed by younger-aged participants is Reddit for 77%; while Instagram is commonly accessed by participants aged 27-35 for about 22%; and Facebook has loyal users commonly aged 40 and above for 11%. It can be concluded that Reddit relates to younger users as its market segment; in other words, the contents represent contemporary and modern topics interesting for younger users.

Keywords: market segmentation, social media, Reddit

INTRODUCTION

Indonesia is one of the countries with the largest number of social media users in the world. People tend to access Facebook, Twitter, Instagram, Reddit, TikTok and others platform of social media. Large number of massive population also affects to the social media users. It is reported that in the previous years, Facebook and Twitter became the most accessible social media in Indonesia; and it occupied the 4th largest Facebook users after USA, Brazil, and India [3]. In the digital era 4.0, technology encourages people to do various activities and online transaction since it is considered to be more effective and efficient in time, cost, or location, as well as easier in obtain the required information. Internet technology is progressing and flourishing; it provides a new world for public. Significant use of internet helps the public to obtain information without having physical interaction, gives direct interaction by virtual, including provide space for consumers to express opinions related to products, thus enabling companies to reach a wide audience and use the internet as a medium of promotion [4]. New media leads to media that using the internet, technology-based online media, flexible character, potential interactive, and can function privately or publicly. Recently, social media is something that is regularly discussed. Social media turns to be a space to share things about everything. A

number of researches that overview social media as the object has been conducted; since it is observable to the potential of the large amount of information that can be extracted from social media. It is including research about personality, characteristic, segmentation and prospect market. Various methods are implemented in obtaining the best accuracy and model results; it is especially to find out the personality classification based on social media. Previous research explained about personality classification by utilizing social media, obtained result that social media can be a tool identification of a persons' personality. Furthermore, obtaining the best accuracy results require further study, in case of various variables involved. The development of social media has also affected to the social life of the community. They find convenience abounds from entering integrated media as internet. Information is increasingly accessible for having interaction with each other. They communicate, behave, work, and think as a society digital. Virtually, all assignments can be carried out independently, practically and instant. Internet usage by modern society has overstepped through paradigm of transformation for people to do all their activities without the limits of space and time. The results of a survey conducted by APJII (Association Indonesian Internet Service Provider) in 2017 showed the growth of internet users in Indonesia is increasing specifically every year. 2017 became a year with the highest number of internet users, for as many as 143.26 million people from the total population Indonesia. The figure increased by 10.56 million, when compared to the user internet in 2016. Number of the highest internet user was on Java, exact calculation for as many as 86.3 million people or around 58.08%. Media usage duration for social media per-day was about 1-3 hours (43.89%), 4-7 hours (29.63%) and more than 7 hours (26.48%). Frequently visited social media according to the survey of the Service Providers Association Internet Indonesia (2016) was Facebook (54%), Instagram (15%), Youtube (11%), Google (6%) and Twitter (6.1%).

Social media can be accessed by various the communities, one of which is teenagers who are the highest users' of social media by the total percentage 75.5%. They are in the phase of various changes both biologically, cognitively and socio-emotional. This creates virtual required-space to express their insecurity to others. By this condition, social media breaks the rules; that initially it was purposed to people with social skill in communicating through media, to media for everyone. This is more concerned with their peers and problems arise with parents [5]. This causes adolescence is relatively getting turbulence situation compared to other developmental periods. This causes adolescence becomes very essential to note. The memory of someone's experience will be told to others and guide individual behaviour. People simply express good experiences to people around them. Vice versa, when someone has disappointed by the experience of interacting with a product or service offered, that person be reluctant to recommend the goods or services, or even give a bad review about certain products/services to the surrounding environment. Furthermore, the digital era makes community easier to leave a review (comment) as direct assessment of the product/service offered, regardless of the positives or negatives the content of the review [6]. Other research proves that social media has a significant effect on social behaviour; means that without any control, it does not rule out the possibility that the use of social media has negative impacts for everyday social life. Statistically, there is an effect of social anxiety on dependence on media social significantly and in a positive direction. This means that if social anxiety is up, the dependence on social media is also high.

LITERARY REVIEW

Social media tends to be a place for users' point of view; and word choice may reflect a person's personality [7]). There's *big five personality* theory that is commonly used in the term or area of psychology to determine a person's personality. These kinds of personalities are [8]:

- 1) Openness to Experience

This personality gives individual judging desire to seek and appreciate new experiences as well tendency to get to know something unfamiliar.

2) Conscientiousness

This personality observes individual ability in the organization, good regarding the level of regularity and motivation in achieving goals.

3) Extraversion

This personality overviews intensity of interpersonal interaction, level of dependence with others and ability to be happy.

4) Agreeableness

People who get this personality is a person who gentle, trustworthy, helpful, forgiving, obedient.

5) Neuroticism

This personality describes emotional stability with coverage strong negative feelings include anxiety, sadness, irritability and distrust.

On the use of social media, middle-age users tend to use it to satisfy the curiosity of various things on social media; while teenagers use social media because social media is becoming a trend among their peers [9]. Most of the teenagers believe that the more they get active on social media, the cooler they will be. Otherwise, for them who do not have social media is usually considered as outdated.

Market segmentation refers to the process of dividing the entire market a product or service that is heterogeneous into several segments; where each segment tends to be homogeneous in all aspects. Activity of segmentation allows the company to choose the segment that is considered the most potential and profitable, so as to develop products and marketing programs specially designed for those selected segments. Therefore, market segmentation may result in a better match between what the company offers and what the market expects. Segmentation carried out using the steps of segmenting, targeting, and positioning. As part of a digital marketing strategy using media should consider the characteristics of the digital market in the target region. As for the characteristics in question are politics, consumer behavior, and communication channels that used so that, this is important in order to achieve an effective way of communicating [10]. The measurement of the variables of using social media networks applying indicators of the level of active use of social media networks. There are three indicators that are used to measure the level of active use of social media networks; the number of accounts social media network owned, frequency of access, and duration of use. The factor of the number of social media accounts owned is based on social media "A" account ownership and social media "B", which is divided into categories, has both accounts or only one. While the active factor using social media is divided into three categories: active using both "A" and "B" social media, actively using "A" only, or actively using "B" only [11].

In general, customer experience or UX leads to whole process experience of a product or service and their response to the experience ([10]. There are several elements in an effort to get a good UX; product features and user needs; friendly accessibility, and product capabilities or services to help users complete work ([8]. Way to improve user engagement and retention is by make them comfortable when using the digital product. Convenience can be achieved in various ways, among others, by presenting users best experience (UX). A study of the site *AppsFlyer* shows smartphone users will remove three out of ten apps that downloaded in thirty days. UX is an experienced process user when interacting with a product, which means it is subjective, because it comes from on individual perceptions and thoughts relate to systems and what they are feel when using a product. Besides that, knowledge of UX counts for help define business goals and objectives groups managed in a project.

RESEARCH METHODOLOGY

This type of research is a type of comparative research by comparing demographic segmentation based on social media utilization. Variable developed the basis of demographic segmentation (gender, occupation, age, income, and religion) whose differences are seen based on the type of social media, frequency of use, and benefits obtained. This research is descriptive research quantitative which aims to find out description of the level of use of social media on a number of participants. Researchers use purposive sampling to filter out participants who observed. Criteria for participants in research are users of social media who have more than six active social media accounts, actively use social media to diverse requirements, and whose hobby to spend some of their time to surf on social media. Observation is categorized into three types; participation observation, non-participation observation, and group observation. Participant observation is an observation in which the person who make observations take part in research being observed. Based on the role of the observer, observations are divided to be participant and non-participant observations. Some observation activities are also the combination of the roles of the observer, as participant (observer as participant) and participant as an observer [8].

FINDING AND RESULT

Based on data studies and research compiled by *We Are Social* in 2019, social media users in Indonesia have reached 150 million people. This means that about 57% of the entire population of Indonesia has used and accessed various popular social media. There are at least ten most widely used social media, for example: YouTube, WhatsApp, Facebook, Instagram, TikTok, Line, Twitter, Reddit, Pinterest and Tumblr. Those social media have their specific purpose to the users, not only for socializing but also as reference for some assignments (works). There are some interesting focus to be explained related to user description social media Facebook, Instagram, and Reddit on the number of 102 respondents. First, the researchers found that users of social networks, for example Facebook, Instagram, or both, are previously assumed as the most dominant users, but in fact, those two social media get degradation in the term of users. Based on this research, there is one social media that dominantly emerges, Reddit. This site is currently blocked by government since the contents are mainly harmful. Yet, the users apply VPN to get access to Reddit; and the users slightly increase from previous year (2019-2020). The results of this study show that social network users are not only dominated by teenagers but also many older generations adults who use it. There are indications of changes in user behaviour due to technological developments are in line digital technology changing. The environment and behaviour of users (consumers) are as a result of accessibility to various technologies and devices in both online and mobile contexts. Social media user respondents in the numbers of 102 participants are users or owners of Facebook accounts dominated by those who age includes the adult generation with a total of 12 users or 11% adults who use social media. Facebook users continue to decline, the rate of decline is faster than previous. In other hand, a study from the *Pew Research Center* shows that Facebook app is being removed by young aged users. In the third quarter of 2018, 44 percent of them had removed the Facebook app from their phones. Currently, the growth in the number of monthly Facebook users comes from older users. This condition threatens the loss of 2 million Facebook users from the age of 24 and under. Because, they have moved to other social media such as Instagram and TikTok.

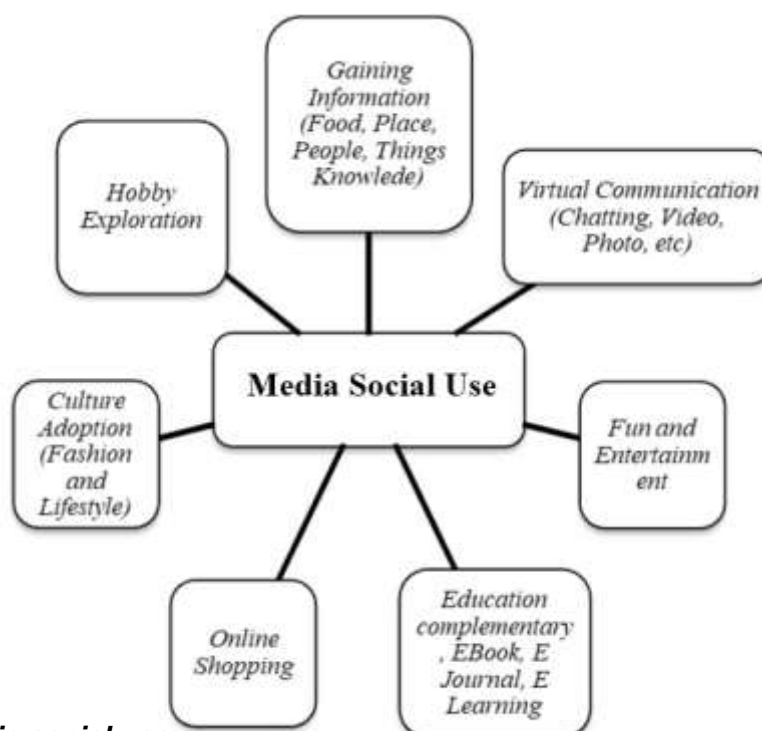


Image 1. Media social use

Based on observation, *digital native* access social media to get information, communicate virtually, explore hobbies, get entertainment, support tasks and assignments, study about something new, make online purchases, as well as the adoption of fashion and style life. Fascinating matters in using this social media are that participants can use this social media in sequential time (period). When a group of participants is working on a college assignment in front of the laptop screen, at the same time they at the same time open the Facebook site for chat, listen to music on Youtube, and discuss in Whatsapp groups. Several other make video calls via Skype while picking items to order online via Instagram. The participants actually use social media for various purposes in their daily life. Starts from clothing, food, and household appliances. Users may easily get information about food, recreational area, seek old friends, or gain knowledge about news through many applications provided in the internet feature. It's not difficult for digital natives to get every information because of the ease of internet access which has penetrated all aspects of life.

Basically, Reddit is a platform that relies on an online community. It works to decide what is newsworthy and not-newsworthy by allowing them to post their own links and information. Site users will then be responsible for voting on these posts, either up or down, to determine which information is best. The site is divided into subject sections called subreddits. Navigating this section to find the information that matters most to you is often responsible for the most bullying. The amount of information is huge and can make it very difficult if you are not familiar with the infrastructure inside. Since its blocking in 2015, many people still regret why the biggest online forum in the world is still blocked by the Indonesian government. The issue of pornography that is crowded on the internet is indeed one of the main reasons for that closing. Furthermore, several years later, Reddit becomes one of the most accessed social media (information platform) especially for teenagers. They require novelty of information, especially in modern and urban literature that can not be received from another social media that usually contain gossip and such other things.

CONCLUSION

The result of the research based on observation and evaluation method is a finding about the most accessed social media to 102 participants involved. There are three platforms of social media, Instagram, Facebook and Reddit. Implications of digital native evaluation needed ability to understand the substance of information obtained through real experience, for its best and worst experience. Based on the research, the most social media regularly opened and accessed by younger-aged participants is Reddit for 77%; even the government block and ban the website, yet the users apply VPN to access the website. While Instagram is commonly accessed by participants aged 27-35 for about 22%; they access Instagram for several requirements as reference for shopping list, interact with friends, post photos and videos. The last social media is Facebook that has loyal users commonly aged 40 and above for 11%. Recently, Facebook is identically related to outdated social media inhabited older generation, and so the content and topic.

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