Consumer Perception Analysis on Social Media of Private Telco Industry through Social Media Monitoring Utilization:

Literature Study at Social Media Measurement Mediawave Agency Bandung

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Abstract—**The development of industrial technology is now one of the phenomenon of the cause of the birth of an agency that offers social media monitoring services that are currently used by some of Indonesia's leading industries, one of which is Mediawave Indonesia. Services offered in the form of social media monitoring, social media analyst, digital marketing & public relations, digital development and political wave. In this research where the biggest Telco industries in Indonesia are the subject research, researcher choose one of the Telco Industry which a client from Media wave. And why it become interesting to being some research subject? Because one of biggest Telco company in Indonesia, there're still have some complain from customer especially in social media and how the company will handling complain after they had some analyze from social media monitoring that had been measured by Mediawave agency, it will be one of main concern that will do in this research. The research method used is literature study where the data used in the results of this study in the form of data collection taken only from one main data source is Mediawave .biz website and also some of literatures such journal and books. The resulted of this research are some analyze about customer perception in Telco company social media that related to Influence on the media, Influence on your target audience and Influence on your business by the utilization of Social Media Monitoring.**

Keywords—customer perception; literature study; social media monitoring

I. INTRODUCTION

How technology has developed rapidly can be seen by media development which are now became publication media of rising companies especially in Indonesia. Media is not as traditional as before, unlike traditional media or conventional mass media like newspapers, magazine, tabloid, and other conventional media which have limitations in delivering information to the audience. Conventional mass media also has limited time release or certain schedule which makes it difficult for the audience to access information at any time.

The weakness of media such as limitation of place, time, or pages, can be covered by online media which is accessible anytime, anywhere. This time, media has transformed into a 'new media' technology, known as social media [1]. Social media is a tool for company in publication process of products they offer through social media such as facebook, twitter, instagram, whatsapp, Blackberry Messenger, Path, MySpace and others,. In other words, it is now easier for a company to do publications with only internet connection and website, accounts, or fanpage in those social medias.

Social media is the media we use to be social. The story is in the tactics of each of the hundreds of technologies, all of the tools that are available for you to connect with your customers and prospects, and the strategies necessary to use these tactics and tools effectively [2].

Social media is an online media, which its users can easily participate, share, and create posts such as blog, social network, wiki, forum, and virtual world. Blog, social network, and wiki are the most common forms of social media used by people all over the world.

Social media defined as "an internet based application group which is built upon basic ideology and technology Web 2.0, and which makes it possible for creating and sharing of "user-generated content" [3].

In carrying out the operational activities of an industry, especially the industry that leads to profit oriented, consumer perceptions need to be paid attention to its existence, whether the consumer perception that appears in the positive or negative direction. Today, consumers can very easily write down everything that is felt after a consumer feels the effects of purchasing a product (after sales). If a consumer feels satisfaction with a product and easily consumers can spread the positive news either in a chain through social media or word of mouth (word of mouth). It can be a positive thing for an industry if the news written by the consumer was good towards the positive, but if the consumer is writing negative news and

will very quickly the news is widespread because of the ease of spreading the news through social media, then it will be that will be boomerang for an industry.

On this occasion, the researcher who has just run his research up to the observation stage by using the available review literature is interested to examine consumer perceptions delivered through positive or negative messages on social media instagram of a large Telco company in Indonesia (we call Private Telco) through social media monitoring. One Telco company uses the services of Social Media Monitoring company is to maximize to know the language sentiment contained in Instagram from Private Telco where the brand owned by Private Telco is quite a lot and consumers who form consumer perceptions can be said a lot. Private Telco classmates feel that they still need social media monitoring services because it is easy to mapping consumer perceptions formed from each brand that the company has, so it can be a plan / strategy design so Private Telco will remain good and have a positive image in the eyes of consumers .

In a language mapping that appears in a Private Telco instagram the consumer's average talking about signal complaints, as well as packet activation and if not mapped may be the discussion of the brand will expand and on the social media platform there is no gate keeper in filtering a message, all consumers and social media users can freely write down whatever the satisfaction or even complaints. One of the goals of net sentiment mapping is to better illustrate and shape a better understanding of consumers' expectations of the brand.

By doing social media monitoring on a social media platform an industry will be able to know the topic or issue in real time related to related industries, besides it will be able to map the insight of the competitors and also insight about consumer behavior that will be able to cause consumer perception. By analyzing the conversations of a social media platform will be a consideration in mapping, planning or developing a marketing strategy based on consumer perceptions of the industry.

II. RESEARCH METHOD

Based on the book Research Methodology in Computer Science and Information Technology, there are 3 (three) types of literature study, and in this research type of method used is qualitative literature review system [4]. There are 3 (three) main aspects in doing research by using the literature review of these types, namely:

Survey some articles related to the phenomenon raised:

- Make some evaluation

- Compare similar research from previous research

Steps to review literature. There are several steps concerning the literature review steps commonly used by researchers, such as:

- Problem formulation

- Search for literature

- Evaluate the data

- Analysis and Interpretation

The most important thing to make a research using literature review method is to build theory and compare the theory with the concept, theory and hypothesis in previous research.

III. RESULTS AND DISCUSSION

In this section, the interim results obtained from literature studies obtained by researchers through the main data source is the website mediawave.biz (research subject) and also one social media platform Private Telco (Instagram) [5]. Based on the results of the research found that one of the utilization of an industry in doing social media monitoring is to monitor all conversations in social media and present it in the form of visual graphs that are easy to understand. By using a dashboard that can be used to perform online media monitoring and social media in real time based on relevant keywords then the mapping of the language that the consumer perceptions of a brand can be mapped whether leading to a positive or negative.

By doing social media monitoring can record various conversations on social media owned by Private in real time so that it can support the dynamics of business competence competition related to consumer perception. Conversations in social media are absorbed based on keywords that are relevant to the brands of each industry under the auspices of Private Telco. With the development of cutting edge technology is enough to support social media monitoring activities and data presented quite integrated so as to cause a fairly high level of accuracy, with accurate information then the results of these measurements of social media monitoring can sharpen the handling of the management of the emergence of consumer perceptions, especially the resulting perception consumers towards negative feedback.

From the results of a provisional analysis found that the results of conversations leading to the negative side more than the response of consumers on the perception to the positive, it's possible that positive consumer perceptions actually more but it is not an issue conveyed by consumers on social media platform so that appears only feedback which leads to negative perceptions. With the mapping of consumer perceptions generated on a Private Telco social media platform, Private Telco can find a way to minimize the emergence of negative consumer perceptions on social media platforms, as social media can spread in real time and its spread will be so fast that it becomes a boomerang or loss for Private Telco.

IV. CONCLUSION

Utilization of Social Media Monitoring in the mapping of consumer perception on social media instagram in real time, relevant and accurate, can be used to minimize negative content arising from negative consumer perception, it can be a consideration in formulating strategies in overcoming the spread of negative consumer perceptions rather than positive consumer perceptions.

Suggestions that can be offered in industries that use social media monitoring services are routine measurements can be done at least monthly once or even 2 weeks considering the

consumer perception, especially that creates a negative perception will quickly spread on social media platforms, and measurements made not only on one social media platform only but all social media owned by related industries

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