The Implementation of Narrative Content Marketing Communications Strategy for Community Based E-Commerce Products

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ABSTRACT

This research focuses on an analysis of Japanese Station and Simamaung's e-commerce narrative content marketing communications strategy implementation for consumers who are part of a community, by using Ooden's concept of content marketing strategy and narrative theory as the research guidance. Although this study relates to narrative, this research was not based on the paradigm of narrative or in other words the construction of the story, but rather the analysis of narrative content marketing communications strategy. This is a qualitative study based on post-positivism paradigm and using two case studies to provide a comprehensive point of view. This study shows that a narrative content marketing communication strategy exists that may be applied through digital media to market community based e-commerce products. The strategy covers related narrative contents publication based on the interest and attraction of the target community that is able to manage and maintain the existence of the target community. Through the application of the said strategy, the owners may drive the community to make e-commerce purchases, while still being influenced by other factors related to their e-commerce businesses model.

Keywords:
Community-based products, Content Marketing Communications, Digital Marketing, E-Commerce, Narrative Marketing, Social Media.

INTRODUCTION

Nike and many other large companies such as Procter & Gamble, Johnson & Johnson, and General Motors are moving away from traditional commercial forms of advertisements and sponsoring strategy in general that have helped make their brands as widely recognized as they are no (Pulizzi & Barrett, 2009). Before the existence of the internet, information from TV and newspaper advertisements, billboards, and pamphlets were the main sources that the target consumers trust in purchase decisions. According to Kartajaya (2014), in the era of New Wave, producers must be able to position themselves as horizontal as possible by creating discourse in the consumers and non-consumers. Let them remark both positively and negatively about the product or brand, thereby a social connect is created. Therefore, in this

disruptive era, emerging are marketers who grow and adjust their business strategy to the concept of communitization in the New Wave Marketing (Kartajaya, 2008).

Regarding the creation of social connect, Frick (2010) concluded that content is "the king" in marketing communication in the digital era, wherein mentioned that a good content must be at the heart of the strategy and essential to maintain the display context of the content in the minds of aimed targets.

In Diamond (2015), it's said that the actual secret of persuading with stories is when the audience has already been truly carried away with something that's happening. As the result, the audience persuades themselves by performing transformation as the protagonist of the story. This effect can be explained by psychological contstruction called "Narrative Transport". The concept is

studied in an article in American Scientific, 18 September 2008 edition by Jeremy Hsu, a technology scholar and journalist, titled

"The Secrets of Storytelling: Why We Love A Good Yarn."

Graphic 1: E-Commnerce Services
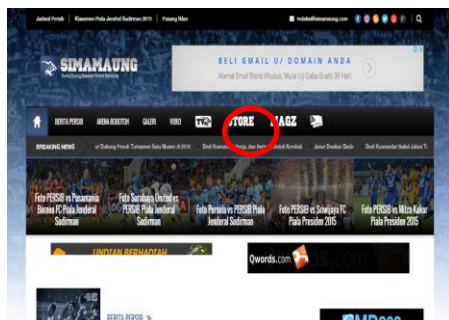
E-Commerce Services By Simamaung

E-Commerce Services By Japanese Station

In its development, the online communites who initially act as medium for sharing stories and information on interest and attraction then gave rise to community based products. The product's business then grows and synergized with existing communities, which the writers then call as community-based e-commerce products. A product that's based on community surely has a unique and identic story from the commmunity nurtured, wherein the commecialization of the said community is surely beneficial for a party or the company. Whereas, according to Littlejohn and Foss (2009) community is a group of people who shares the same interest or activity, they have developed awareness on their fellow members. It's not rare that a commercialized community is left by the community members. As what occurs in an online community, where the communication medium which was previously used only to exchange information and then sales-purchase performed, not rarely receive negative respons and left by the community. Therefore, the writers observe that a softer narrative content marketing technique by doing persuasion through stories as conducted by Japanese Station and Simamaung is very interesting to be researched.

Based on the information we gathered as the researchers, Japanese Station is an information site about Japan that is highly regarded in Indonesia. In an article published by the site www.startupbisnis.com it is said that as an answer to the rising thirst of Indonesian public on the various information and culture in Japan, www.japanesestation.com emerges as a leading news site that reports various cultural information as well as a variety of things in Japan.

The analysis of data in www.similarweb.com, a traffic analysis site, shows that www.simamaung.com, that is only a Persib (a Bandung footbal club) community-based site, is able to compete in the number of website visitor with the other sites. The existance of ww.simamaung.com, in the soccer category for Indonesia area, has been able to enter the top ten site of that category (the data changes periodically).

Based on that phenomenon, the aims of this research are:
1. To explore how to the narrative content is built and managed in the community-based e-commerce product marketing of www.japanesestation.com and www.simamaung.com
2. To understand the implementation of the narrative content marketing

communications strategy for community-based e-commerce product's in www.japanesestation.com and www.simamaung.com .

THEORITICAL OVERVIEW

One of the functions of the communication strategy conducted is for the message conveyance efficacy so that the communication purpose can be reached optimally. Communication strategy purposes according to Pace, Peterson and Burnet (Ruslan, 1997), are:

1. To secure understanding, to ensure that comprehension in communication happens;
2. To establish acceptance, how to maintain acceptance well;
3. To motivate action, to strengthen the motivation;
4. The goals which the communicator sought to achieve, how to achieve the goal which the communicator wish to achieve from the communication process.

Pulizzi (2009) said that content marketing terms seemed to be the most understood by markerters in its development. The result from case by case in marketing strategy where a combination between content and marketing is found shows that content encourages customer behaviour. Inline with the understanding of content marketing, it is said that consumers tend to be involved with information that is the most interesting, on time and relevant for them. Marketing content is not as simple as publishing and distributing what is perceived to be desirable for the prospective consumer. There needs to be some kind of consistency and strategy to achieve desired result (Ooden, 2012). Ooden mentioned that there are several communication methods that need to be comprehensively considered in planning a content, which are:

1. Awareness
   Public relations, advertising, word of mouth, social media.
2. Consideration
   Search marketing, advertising, social media, webinars, product and service reviews, blogs, direct response.
3. Purchase
   Website, social commerce.
4. Service
   Social media, social CRM, online messaging, E-mail, search.
5. Loyalty
   E-mail newsletter, webinar, blog, social network, forum-community.

According to a report in 2012, Content Marketing Institute found that 9 out of 10 market organizations with content, and 60 percent of survey respondents reports their intention to increase spending on content marketing in the future years. According to Ooden (2012), there are six steps for better content marketing strategy:

1. Objective
   Identifying business goals comprehensively for marketing content.
2. Audience
   Conducting customer segment research and develop profile that represents consistent characteristic.
3. Content Plan
   Understading about the customers needs and businesss goals.
4. Promotion
   To show what started from content planning, production, and then optimation.
5. Engagement
   The growth of social network and community after listening, participating and sharing contents which then give knowledge for future contents.
6. Measurement
   Assessment to improve the next content marketing measures and answer questions and challenges.

With the ever increasing competition in digital marketing communication, a content needs to be assembled, produced and marketed in the internet medium so that it will then be consumer word of mouth. In The Visual Marketing Revolution, Diamond (2012) concludes that the power of a great content is the one consisting of Educational, Entertaining, Persuading, Telling A Story, Sharing and Finding.

Eriyanto (2013) concludes that Narrative is the representation of events or chain of events. Therefore, a new text could be considered a narrative if there are several events or chain of events. Hence, the characteristics of narrative based on Eriyanto's elaboration are:

1. The presence of chain of events. A narrative consists of more than two events wherein one event is crafted with the other event.
2. The chain of event is not random but following certain logic, order or causality so that the two events is logically connected.

Narrative has been related with legends, folklore or other fictional stories (novel, poetry, and drama). Therefore, narrative analysis has been widely used to study fictional stories. When narrative can also be related with stories based on facts as the news. Many communication and media experts said that the news not only conveys information but also a drama. The news is a symbolic process wherein reality is produced, altered and preserved (Eriyanto, 2013).

Krippendoff in Diamond (2012) elaborates useful structure to narrate a business story:

1. Introduce the current reality: how the time, place and people in the site are?
2. Conflict arises: What is the story that influenced the existing situation?
3. A struggle that happens next: what is done by the characters to solve that problem?
4. Conflict resolved: how is the conflict resolved?
5. A new reality emerges: how has the character changed as a result of that action?

So not all stories can be turned into a business story. Diamond (2012) said that there are four categories which can be combined into a story and can be used as reference in making narrative content of digital marketing which are the story told by customer, story about the company, story about the industry and the people in it and the stories from inspiring leaders and mentors.

Related to community, the concept of community can be understood differently by every researcher. Kozinets in Ardianto (2008) defines community as personal relationship network. According to Fridmen etc., community is a relations between someone with other person who has the same character. In line with Fridmen etc., Lee and Conroy think that community is the interaction with other person who have the same interest on certain topic, whereas Cova explains community is the search of network between individuals by individuals (Ardianto, 2008).

Different from other community in the society, online community is a community who interacts all the time with interesting topics according to their taste. From the explanation, we can conclude that communities are formed because there's a similarity in values and interest inside as well as close personal relation because there are the said similarity in value and interest. The forms of communication that can be used using mediums like mailing list, blog, social media, etc. According to Kozinets (1999), there are four types of online communities, which are:

1. Devotee, refers to those who are very high interested in a certain topic but the network of relation between them is low-dimensioned.

2. Tourist, they are less interested in a certain topic and the relation network between them is low-dimensioned.
3. Mingler, they are less interested in a certain topic, but the relation network is strong-dimensioned.
4. Insider, they are really interested in a certain topic and their relation network is strong-dimensioned.

Based on the e-commerce definition according to Kalakota and Whinston (1997), it can be observed in 4 perspectives, which are communication perspective, business process perspectives, service perspective and online perspective.

In this research, we conduct research from the communication perspective that observable when someone wants to purchase something, the web is almost always becomes the first place that the person visits prior to them making a purchase. Pulizzi (2009) said that individuals do not go to the web to look for advertisment; they have the desire to look for contents. By giving information when they need it, marketer can start a long connection and a mutually beneficial relation. An editor and publisher are obsessed to get readers, so an e-commerce business marketer should be.

Graphic 2: Conceptual Framework
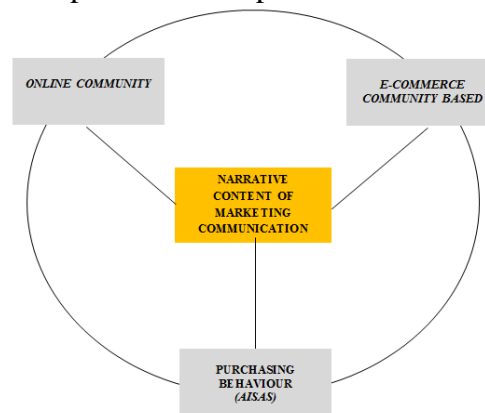
RESEARCH METHOD

Eventhough this research is related to the narrative of content marketing, the writers did not conduct the research ased on narrative paradigm. In this research we use the post-positivism paradigm to know deeply about the management of narrative content marketing in digital marketing communciation strategy by community-based e-commerce producta. By knowing th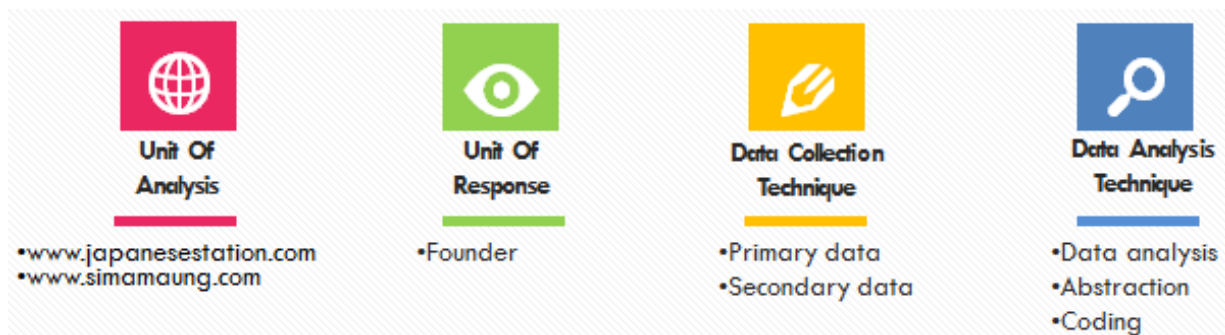e management, it is noticable what kind of communication pattern that has been formed between the community-based e-commerce product through website and social media medium to their consumer target. Qualitative approach used in the study with a descriptive study and examine two case studies as shown below.

Research Paradigm	Research Approach	Research Nature	Research Strategy	Research Validity
•Post-Positivism	•Qualitative	•Descriptive	•Case Study •Instrumental case study extended	•Engaging with setting •Member checking •Peer briefing •Alternative explanation •Trial audit •Triangulation

Graphic 3: Case Study 1

Content marketing strategy concept from Oooden and Narrative Transport were applied as research guidance in outlining narrative content marketing. And then the writers use deductive approach in qualitative project, wherein the researchers determine conceptual framework that positions narrative content as a part of the marketing communication strategy in digital medium (website and social media) on community-based e-commerce products.

This research uses instrumental case study extended (Denzin & Lincoln, 2000). In it, there are two case studies in this research which are Japanese Station and Simamaung both of which use community-based website that also provides e-commerce service. Eventhough both has different communities and are not related, but with the said differences the writers aim at finding factors related to narrative content marketing communication strategy in general. Considering that thought, we hope a comprehensive and stronger perspective on narrative content marketing communication strategy as well as relevant to apply on other community-based e-commerce products.

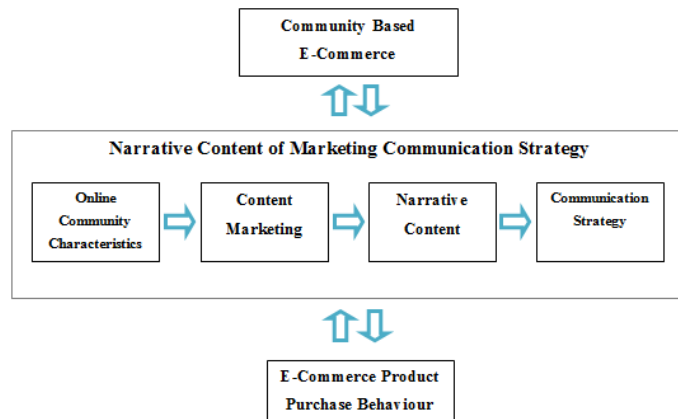| Unit Of Analysis	Unit Of Response	Data Collection Technique	Data Analysis Technique
•www.japanesestation.com •www.simamaung.com	•Founder	•Primary data •Secondary data	•Data analysis •Abstraction •Coding

Graphic 4: Case Study 2

Diagram 1: Research Simulation

In conducting this research analysis of the marketing communication strategy in narrative content for community-based e-commerce products, we the writers analyze the communication strategy performed and then categorize content so that an understanding on narrative content in website. After conducting analysis on the content, the writers then analyze and try to understand the narrative content marketing performed that it is acceptable to its online communities.

RESEARCH RESULTS

Japanese Station Digital Assets

Digital Assets			Growth (May 9th 2016)
No.	Channel	Account	
Information Media			
1.	Website	Japanesestation.com	158.850 monthly visitors (via statshow)
2.	Facebook Fanpage	Japanese Station	781.658 fans
3.	Twitter	@JapaneseStation	75.95 followers
4.	Instagram	@japanesestation	22.054 followers
5.	Youtube	Japanese Station	6.642 subscribers
E-Commerce & Social Commerce			
6.	Website	shop.japanesestation.com	176.100 monthly visitors (via statshow)
7.	Facebook Fanpage	JS Shop	4.673 fans
8.	Instagram	@japanesestationshop	678 followers
Short Messaging Application			
9.	Line		
10.	Whatsapp		
11.	BBM		

Source: online (2016)

Simamaung Digital Assets

Digital Assets			Growth (May 9th 2016)
No.	Channel	Account	
Information Media			
1.	Website	simamaung.com	111.840 monthly visitors (via statshow)
2.	Facebook Fanpage	www.simamaung.com	263.296 fans
3.	Twitter	@Simamaung	790.934 followers
4.	Instagram	@simamaungcom	156.862 followers
5.	Youtube	Simamaung	15.031 subscribers
E-Commerce & Social Commerce			
6.	Website	Simamaung Online Store	5.297 monthly visitors (via statshow)
7.	Facebook Fanpage	Simamaung Online Store	5.297 fans
8.	Instagram	@simastore	12.477 followers
9.	Twitter	@Simastore	13.407 followers
Short Messaging Application			
10.	Line		
11.	Whatsapp		
12.	BBM		

Source: online (2016)

www.japanesestation.com Content Themes	
Theme	**Sub-Theme**
Entertainment	48world, Dorama, Music, Movie, TV Show.
Otakuarena	Anime, Cosplay, Games, Hobby, Light Novel, Manga, Tokusatsu, Vocaloid.
Lifestyle	Culinary, Fashion, Life, News, Place & Travel, Technology.
Culture	Art, Festival, Figure, History, Myth & Urban Legend, Sites, Traditional.
Wakarimasenlol	-
More	Events (concert, event coverage, upcoming events), Local (Band, Brand, Community, Fame Idol, Profile), Review, Learn Japanese.
Network	JS Navigator, JS Shop, JS Social, JS Travel
Info	About Us, Advertise, Media Partner, Contact Us.

Source: www.japanesestation.com (May 2016)

Simamaung Content Themes
Content Themes
Berita Persib
Arena Bobotoh
Galeri
Video
TV
Store
Magz
Member

Source: www.simamaung.com (May 2016)

Table 1: Results of Theme

When seeing content presented by Japanese Station and Simamaung comprehensively, not all of them can be categorized as narrative content. Aside from content containing information, Japanese Station and Simamaung also notice service or activities which will be done in planning contents. The said service or activity covers information from activation or other promotional forms.

Both builds and manages content on the said online media in several types of content format and a variety of types of content themes. Each said that the contents were built and managed to increase traffic, both to get income from information media, direct e-commerce service purchase, commerical placement to other services given by informant to clients like Japanese Station who has JS Navigator (some kind of Japanese Station ambassador).

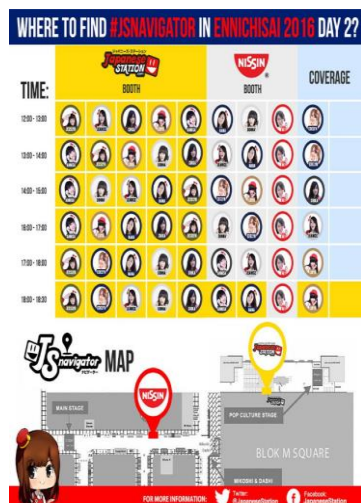Graphic 5: Narative and Non-Narrative Content

Narrative Content: Japanese Station

Narrative Content: Simamaung

Non- Narrative Content: Japanese Station

Non-Narrative Content: Simamaung

Based on the statement and opinion of Informant 1 (the owner of Japanese Station), the content presented always contains a story, at least caption of an image. While Informant 2 (the owner of Simamaung and Strategic Director in Digital Marketing Consultant) gave statement and opinion that there is content that consists of only images without caption that tells a story that's usually presented in gallery. And then, in stucture standardization/content writing, Informant 1 did not give a certain standardization in plot making or story structure of a content. Not much different from Informant 1, Informant 2 only gave standardization that information conveyed must be acccurate, verifiable, new and relevant to what is going on; not standarization on plot and content writing/making.

Basically, although not made/written based on plot or story structure standardization, the content made/written still goes through a process, not spontaneously but through a system and working pattern. Content making until it's finally publicized through a process, Informant 1 and Informant 2 both reveals that a content must go through editing and drafting so not all available content will be published. But there is a little difference with Simamaung who prioritizes more on content update. Informant 2 said that if

there's a match or coverage, then field team and office team will cooperate and work side by side. Such is done to keep up with publishing a new content.

When related with Narrative Journalism, Japanese Station and Simamaung both state and think that the content they present are not based on Narrative Journalism. Informant 2 thinks that narrative content needs in-depth information whereas the information presented by Simamaung is not as in-depth. For in-depth contents, Simamaung has other medium which is e-magazine that's also still incorporated in the www.simamaung.com website. The e-magazine is published every month and during match seasons. And also, it's downloadable for free. Whereas for regular content relies on speed and eyewitness account.

Related with Narrative Content whose plot and structure has conflict in its story, Informant 1 and Informant 2 give their respective perspectives and opinions. Informant 1 thinks that content that contains conflict or debate will show higher number of respons. But, in content planning, a conflict is presented not because it's deliberately so or created, but depends on existing information and accidentaly the information has conflict.

Meanwhile, according to Informant 2, basically Simamaung does not "sell conflict", but Informant 2 does not deny that there's conflict in the Persib team that can also be a part of the content that's presented without having to be "spiced up". But Simamaung who also has User Generated Content (content made by the community) feature, thus it's not impossibile that there's someone's writing which has a certain conflict which then published by Simamaung.

Further, Informant 2 said that in Simamaung case, content which has a concflict does not have more significance to traffic. According to its community's need, content with fastest and most updated information turns out to be the one getting higher traffic. That is in accordance to priority previously stated by Informant 2 that is in running online media Simamaung basically prioritize updated and speed of information. Content that gets high traffic is usually content around match result both on-going or completed. Meanwhile, regarding the opinion of Informant 2 that the content which also has high traffic is contents about strange things in Japan.

Initially both of the community-based e-commerce established online media that gives information related with its communities interest. But the emergence of e-commerce service is not unintended. Aside from performing monetization (making the system to gain income) by giving commercial space services and other cooperation products with advertising client (brand) and both Informant 1 and Informant 2 have had vision to bring e-commerce when first establishing that online media.

Aside from running online purchase transaction through e-commerce service, both are also runing social commerce that is purchase transaction through social media in marketing its e-commerce product. That is performed to open the possibility of bigger purchase transactions. If a purchase transaction in e-commerce can be completed on website, the social commerce transaction is supported with short text messaging (chat) applicatio to complete the transaction process.

Basically, the e-commerce run by them have their own respective website but still a part of each online media community managed. Japanese Station has its e-commerce service that is JS Shop whereas Simamaung with Simastore e-commerce. JS Shop and Simastore e-commerce services also has social media accounts separate from the social media accounts of the online community but the online media accounts and e-commerce accounts are integrated.

Based on the concept of media and e-commerce websites that also has respective social media accounts that is separate but integrated, Informant 1 and Informant 2 said that an awareness has been made between visitor/viewer/followerfans/subscriber that the online media www.japanesestation.com and www.simamaung.com as well as their social media assets also provide e-commerce services. Informant 1 said that the conversion from Japanese Station visitor who finally become buyer in JS Store is considerable.

Informant 1 and Informant 2 said that the community-based online media concept and digital concept consisting of separate accounts do not ignite different responses when compared to when it was only community-based information media. When the e-commerce appeared and managed seriously through website and integrated social media accounts, response of the link is positive: *visitor/viewers/followers/fans/subscriber* is positive.

Aside from performing promotional forms through website and social media, ,the most integrated between digital media asset and e-commerce digital service asset, Informant 1 and Informant 2 said thatt they also perform offline promotion. But that is performed no as a part of the main strategy

of e-commerce service promotion. E-commerce service promotion still relies on digital medium. For offline promotion, Informant 1 performs it more towards the utilization of JS Navigator in events involving Japanese Station. Whereas Informant 2 said that in the e-commerce service management, offline promotion is performed not to achieve awareness again, but to increase loyalty. For awareness on e-commerce service is basically still reliant on Simamaung online media content to direct the buyer to Simastore.

Content publishing is a part of the measures to increase online media traffic thus increasing the possibility to direct visitor to enter the e-commerce service. The technique that needs to be noticed according to Informant 1 are content selecting technique, because not all content has the possibility to be booming. In such case, then the content must be primed first. While Simamaung who on the previous data explanation is more reliant of updated and information speed in its content prioritize heavily on content presentation technique. The content selection techniques are then supported through the utilization of social media asset owned as content distribution tools.

In terms of content distribution both Japanese Station and Simamaung do not use paid ads to optimalize a content. This community-based online media, according to Informant 1 gives organic response and growth. Although according to Informant 2 there are running paid ads, that is not a part of the optimalization of publicized content information but for paid ads with the objective of increasing the purchase growth. And then Informant 1 said that they use email marketing for content distribution, but rarely does so. Whereas Informant 2 does not use it at all. Regarding the involvement and utilization of other digital forums for content distrubution, Informant 1 also rarely uses it. They usually use it when there's a certain campaign. Whereas informant 2

never uses it but establish connection with other forums both online and offline. Informant 2 also said that content which has been published by Simamaung may be published by other party without coordination first with Simamaung. Aside from noticing content selection, both Japanese Station and SImamaung also routinely perform effectivity of a published content. According to Informant 2, such is performed in order to find pattern and then duplicate as well potimize the other content.

From effectivity assessment and pattern analysis of a content, Informant 1 and Informant 2 are able to predict the characteristics of its community from digital assets owned. On average, Informant 2 said that the characteristic of Japanese Station visitors/viewers/followers/fans/subscriber reaches until the share stage. Whereas Informant 2 more comprehensively explains that the characteristics of its community depends on each mediums or channels which used (platform). The involvement of visitors/viewers/followers/fans/subscriber from Simamaung digital assets depends on the characteristic of each platforms and cannot be generalized.

Continuing on the above mentioned characteristic, informant 1 said that the online community of Japanese Station and all of its digital assets, in majority are fans. Having said that, three other types of online communities is also present in Japanese Station and all of its digital assets. Like Informant 1, Informant 2 also said that all four types of online communities present in Simamaung and all of its digital assets but the majority is fans. Next, Informant 1 said that the contents with the highest response and/or share haven't been analyzed through in-depth data whether or not they have influence on the purchase behaviour of e-commerce products in JS Shop. But Informant 1 thinks and said that the possibility of

purchase mostly comes from the conversion result of Japanese Station visitors. And then Informant 2 also said more or less the same thing, that on the e-commerce case, according to Informant 2, whether or not an e-commerce product is sold-out is highly influenced by the products' freshness and in Simamaung case is also highly influenced by whether or not a match is present. So the purchasing character is not directly influenced by content.

Both of informants also think and said that basically the e-commerce concept that is a part of communit-based

DISCUSSION

Based on the summary of the analysis presented in each table below, there are a few important results that need to be observed, as follows:

1. Narratives Content: The series of stories to give meaning to the brand and be an attraction to raise community, because when the content indicates of a commercial tone and is not narrative feared visitors dodge or run away from this online community.
2. Communication Srategy: The separation and integration of media and e-commerce service indicates a positive impact, that the online community can be stabilized.
3. Content In Digital Marketing Communication: Need to be understood, different communities it will be different patterns of digital communication.
4. Content Marketing Communication Strategy: Required a thorough analysis of Ooden's concept objective, audience, content plan, promotion, engagement and also measurement to create a comprehensive strategy.
5. Content Category: Six categories for content by Diamond should be based on community interests in order to create the appropriate interaction.

online media that they run is effective because of the relevance between e-commerce product offered and the attitude of the community-based online media managed. Informant 1 also thinks that should it not be a part of the community-based online media, e-commerce service is still possible to run like most e-commerce, that is by doing promotion through advertment. Informant 2 also thinks that the route will be much slower if not integrated with Simamaung community-based online media.

6. Characteristic of Online Media Communities: Need to know the type of communities to understand them and adjust strategies.
7. E-Commerce: Through the management of community media, it can maintain and direct the community to e-commerce service, however there are other factors that affect the purchasing.

CONCLUSION

1. *Narative Transport*
Narrative Transport is built and managed through digital information media asset owned by the actor of community-based e-commerce www.japanesestation.com and www.simamaung.com. Whereas *Narative Transport* gives potentials to direct the communities to e-commerce services. This means a story becomes the means to give values and meanings to an e-commerce product of Japanese Station and Simamaung. Eventhough from the analysis result not all the existing content on www.japanesestation.com and www.simamaung.com can be categorized as narrative content, but narrative content is the core of the content published by digital information media asset owned by both of them.
2. Formulation of Community-Based E-Commerce Product Narrative Content

Marketing Communication Strategy. Japanese Station and Simamaung whose initial establishment was as information media, through the application of separate digital media asset found the inexistence of negative response in the community on e-commerce service presence. Media website as well as its social media asset are separate from the e-commerce website and its social media asset. Digital asset of information media is used to direct the community to e-commerce digital asset and it is integrated with one another. Community-based e-commerce products actors do not have difficulty in identifying their consumers, communities built and managed directly become the target of the marketed e-commerce products.

Academically, the next research is expected to be able to conduct in-depth analysis or evaluation and analysis on how effective the narrative contents are on the purchase of e-commerce products. So that it's also clearly visible how far the influence is on the purchase decision.

Practically, it is known that the influence of information technology opens opportunity to anyone who can take advantage of online media and run e-commerce or social commerce business, both the community-based or the general one. Through community development and management, an e-commerce business will be easier to run because it already has a clear market and can decrease expenses on advertisment. But to establish an online community digital asset it is necessary for a similarity of interest between the actors and the communities targeted to exist so that the online community can continue to grow. And then if someone is planning to developing community-based business through online community, the factor that needs to be noticed then is the relevance between the business and the community.

RECOMMENDATIONS

Concept Researched	Analysis Result
Communication Strategy	1. Communication strategy aim is achieved by the separation of digital information media asset and e-digital e-commerce service asset. 2. With different community, the content planning is also different.

Concept Researched	Analysis Result
Characteristics of Online Media Communities	1. Based on the four types online communities according to Kozinets, Japanese Station and Simamaung have all four types of communities. 2. However because both basically cover community people interacting online then they tend to be more to the devotee type, that is the one that's highly attracted to a certain topic but the connection network between them is low-dimensioned.

Concept Researched	Analysis Result
Content Marketing Communication Strategy	1. Objective : Japanese Station and Simamaung perform overall business aim identification for content marketing thus affecting the strategy of separation and integration of information media digital asset and e-commerce service digital asset. 2. Audience: Japanese Station and Simamaung conduct segmentation research on their communities and develop profiles with consistent representative characteristics. 3. Content Plan: Japanese Station and Simamaung understand about the customer's needs and business purpose that's translated into special content planning. 4. Promotion: These community-based website acquire easiness by only relying on social media as content distribution tool. But for e-commerce service digital asset content promotion, online ads usage is possible to perform. 5. Engagement: Japanese Station and Simamaung social media asset are content distribution tools that grow as important social network and community to listen, participate, and share content which then give knowledge for future content. 6. Measurement: Japanese Station and Simamaung digital asset are routinely assessed to improve the next marketing content measures and to answer questions from strategies performed.

Concept Researched	Analysis Result
E-Commerce	1. Basically there is no in-depth research conducted by Japanese Station and Simamaung yet to see whether the contents with the highest responses and/or share have influence on e-commerce purchase behavior. 2. In e-commerce business trend, product freshness, concept to the moment of product's release are the main things that influence purchase. 3. By performing narrative content management, Japanese Station and Simamaung are able to manage as well as direct communities to e-commerce products service. 4. Online consumer behavior as explained by Dentsu through AISAS (Attention, Interest, Search, Action, Share) is able to be established so that the existence of online communitis can give impact on the existence of community-based e-commerce product.

Concept Researched	Analysis Result
Content in Digital Marketing	With different community, the expected behavior on community, assessment whether or not an information is important, whether or not a marketed content is strategic and the content target will be different too.

Analysis Results Of Communication Method of Content Plan

Communication Method of Content Plan	Japanese Station	Simamaung
Awareness	Public Relations, word of mouth, social media.	Public Relations, word of mouth, social media.
Consideration	Social Media, product and service reviews, blogs, direct response.	Social Media, product and service reviews, blogs, direct response.
Purchase	Website, social commerce.	Website, social commerce.
Service	Social Media, online messaging.	Social Media, online messaging.
Loyalty	Email newsletter	Blog

Source: (April 2016)

Concept Researched	Analysis Result
Content Category	1. Simamaung that is an information media of Persib club has content about match scores that acquires high traffic. 2. Whereas Japanese Station that covers all things Japanese has contents about strange things in Japan that acquires high traffic. 3. As a whole, the six types of a great content according to Diamond owned by Japanese Station and Simamaung which are educative, entertaining, persuading, telling a story, sharing and finding types. 4. But based on the characteristics of their communities Japanese Station is better in entertaining content and telling a story.

Concept Researched	Analysis Result
Narrative Content	1. Narrative publication by Japanese Station and Simamaung are a measure to communicate with their respective communities. 2. The content is not always narrative in nature. 3. Story category in Japanese Station and Simamaung are narrative on the industry and the people in it. 4. The story becomes a mean to give value and meaning in a brand. 5. JS Store and Simastore consumers are horizontal in nature thus easily identify themselves as a part of a community product.

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