



## MARKETING INNOVATION IN NEWSPAPERS THROUGH DIGITALIZATION (GALA NEWSPAPER CASE STUDY)

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### Abstract

*The study in this research examines the digitalization of the marketing innovations in one of the newspapers published in Bandung, Gala Newspaper. Gala Newspaper is running under PT Motekar Atra Media. The research aims to comprehend and contribute the global picture of the Gala Newspaper marketing innovations in increasing the promotion and the sale digitally. In this research, the writer uses the theory stated by Cooper that a new product superiority is highly important in a competitive environment. The superiority cannot be separated from the development of the product innovations produced hence they actually have the superiority which then will make them win the competition. The method applied is the descriptive qualitative case study method to generate data from the competent source person. The data collection is done by doing the deep interview technique, the field observation and the literature study. The core of this study is for the Gala Newspaper marketing innovations to sustain through the digitalization of the marketing strategy innovations (product, price, promotion, distribution).*

**Keywords:** Media Innovations, Digitalization, Marketing Strategy

### Introduction

The existence of newspapers is currently experiencing quite strict competence with the advancement of technological developments in the world of information and communication today. Newspapers are considered to be ending soon because they are considered to be no longer influential. It is different in the past where newspapers became information materials for all circles. According to the Nielsen Consumer and Media View (CMV) survey in the third quarter of 2017 conducted in 11 cities, currently print media (including newspapers magazines, and tabloids) has 8% penetration and is read by 4.5 million people. Of these, 83% read newspapers. The main reason readers still choose newspapers is because of their trustworthy news value. With the advancement of technology, print media readers also use new media such as movies, radio, television, and the internet in their daily lives. These media have the advantage and ease of accessing information compared to print media.

This research is focused on examining matters related to the marketing innovation of the Gala Newspaper which, among other things, will discuss the objectives in detail and directed according to the actual situation. And will describe or describe marketing innovation in

marketing the Gala Newspaper. The purpose of this research is to find out how the marketing innovation of the Gala Newspaper through digitalization using marketing strategies.

## **Method**

This research was conducted at PT Motekar Atra Media Bandung City. With print media called Koran Gala which is located in the Bandung area, precisely Jl. Sinom V No. 9 Bandung. In this study using descriptive qualitative methods. Where according to Sugiyono (2018: 15) is a research method based on the philosophy of postpositivism which is usually used to research natural object conditions, where the researcher acts as a key instrument and describes a situation objectively or based on the facts that appear.

In writing this research the author uses a case study method. Jaco (2010: 49) Case study is part of a qualitative method that wants to explore a particular case in more depth by involving the collection of various sources of information. Researchers use this approach to obtain information. With a case study, it can answer the objectives of the study by describing in detail the marketing innovations in Koran Gala newspaper through digitalization with the actual situation.

Data collection techniques in the form of interview information. The interview technique is information retrieval or data collection through interviews assisted by recording devices such as voice recorders and field notes.

In the interview, there were 3 informants with the first informant named Mrs. Hj. Ati Supriatin as Deputy Editor-in-Chief, the second informant Mr. S. Krisbianto as Assistant Marketing, and the last informant Mr. Sofyan as Circulation Coordinator.

## **Result**

### **Research Findings**

Digitalization makes it easier to access needs more efficiently. It is necessary to have open-mindedness in responding to technological changes that continue to develop, to be more creative and innovative in business, to overcome problems and fears of challenges and threats that occur in the future. The current era of digitalization has forced all types of media to be able to innovate, including print media. Because by following digitalization, print media such as newspapers will be able to survive and compete with competitors.

#### **Informant 1**

Based on the results of interviews with informant 1 Mrs. Hj. Ati Supriatin, who is the deputy editor-in-chief of Koran Gala for the general daily segmentation of Koran Gala, which is published every day except Sundays and national holidays, is intended for the wider community, the middle class. Where the general public starts from entrepreneurs, private, government, civil servants.

The number of pages published every day is 12 pages where the rubric made by the editor is as follows:

Table 1.

Gala Newspaper Rubric

<div style="text-align: center;"> <b>KORAN GALA</b>                      Terbit Harian                 </div>						
HALAMAN	TERBIT SENIN	TERBIT SELASA	TERBIT RABU	TERBIT KAMIS	TERBIT JUMAT	TERBIT SABTU
A. 1.	Berita Utama	Berita Utama	Berita Utama	Berita Utama	Berita Utama	Berita Utama
B. 2.	GalaBendung	GalaBendung	GalaBendung	GalaBendung	GalaBendung	GalaBendung
C. 3.	GalaBendung	GalaBendung	GalaBendung	GalaBendung	GalaBendung	GalaBendung
D. 4.	GalaCorang	GalaCorang	GalaCorang	GalaCorang	GalaCorang	GalaCorang
E. 5.	GalaCitra	GalaCitra	GalaCitra	GalaCitra	GalaCitra	GalaCitra
F. 6.	GalaBendungBarat	GalaBendungBarat	GalaBendungBarat	GalaBendungBarat	GalaBendungBarat	GalaBendungBarat
G. 7.	GalaJabar	GalaJabar	GalaJabar	GalaJabar	GalaJabar	GalaJabar
H. 8.	GalaNasional + Boks Redaksi	GalaNasional + Boks Redaksi	GalaNasional + Boks Redaksi	GalaNasional + Boks Redaksi	GalaNasional + Boks Redaksi	GalaNasional + Boks Redaksi
I. 9.	GalaFoto + Nian Baris	GalaFoto + Nian Baris	GalaFoto + Nian Baris	GalaFoto + Nian Baris	GalaFoto + Nian Baris	GalaFoto + Nian Baris
J. 10.	Sambungan + TTS	Sambungan + TTS	GalaPersib	Sambungan + TTS	Sambungan + TTS	Sambungan + TTS
K. 11.	GalaSport	GalaSport	GalaSport	GalaSport	GalaSport	GalaSport
L. 12.	GalaPersib	GalaPersib	GalaPersib	GalaPersib	GalaPersib	GalaPersib

KETERANGAN:  
 HALAMAN 1-12 (12000)  
 HALAMAN 2-11 (1000)  
 HALAMAN 3-10 (1000)  
 HALAMAN 4-9 (1000)  
 HALAMAN 6-7 (1000)

Source: Gala Newspaper Data (2022)

Of the several editorial sections that are made in general with the topic of news news every day, according to informant 1, there is one that is made specifically on Wednesday page 12 with the name rubik gala hobby where the rubik is made for those who have a hobby in the bird community, where the community that likes birds is very much and wherever it is, so that from there it also attracts many Gala Newspaper readers from the bird hobbyist community who will look for the information they need. In addition, many are being developed such as the rubic of Hajj on Friday and Umrah as well as a special culinary rubic published on *weekends* which is very much in demand and can attract many readers of the Gala Newspaper.

Informant 1 said that innovation is very important for the editorial staff, especially now in the era of digitalization, the editorial staff of the *Gala Newspaper* makes a unique rubric to attract many readers, apart from having an *epaper* or electronic newspaper in the form of a pdf which makes it easier for *Gala Newspaper* readers to get information not only through print media directly, the *Gala Newspaper* also makes a kind of *barcode*, for some news that is *news or viral* in the *Gala Newspaper*, a *barcode* is also made on the news, to make it easier for readers to obtain information or news even if they don't get the printed newspaper or *epaper*. Simply *scan the barcode* then the news will appear on the readers' gadgets. As shown below



Figure 1. News Barcode Display  
Source: Gala Newspaper Data (2022)

## Informant 2

The results of interviews with informant 2, namely Mr. S. Krisbianto as Assistant in the field of marketing which includes the fields of *advertising* (*Advertising*), marketing (Newspapers), and promotion, expressed his opinion regarding newspaper marketing through digitalization.

Advertising is a promotion at a certain cost, through various media carried out by a company, institution, and also individuals.

Where in the field of advertising marketing a program called *Advertising Mix* is created, where advertisers are not only published in print media but also assisted in publishing with digital media both online and on social media, the program was created to attract advertising consumers to facilitate *advertising media* in one place published in print and online media.

For media orders for advertising installation, it is also made digitally through *google form*, so for consumers it is more effective and efficient not to be fixated by distance and time if they need media *advertising* in Gala Newspapers, including the transaction process is also very practical because it has collaborated with several banks as well.

Informant 2 also stated that digitalization in promoting Koran Gala is not only conventionally collaborating by distributing copies of Koran Gala in several government agencies, companies as well as several crowded places in the city of Bandung, for areas that are not reached by conventional distribution, it is also done through *Epaper* or electronic newspapers that can be distributed via gadgets or also through *scanning barcodes* on online media [koran-gala.id](http://koran-gala.id), and social media.



Figure 2. Epaper of Gala Newspaper  
Source: Gala Newspaper Data (2022)

Promotion with external parties that we are currently processing with other promotional media, in addition to collaborating with media partner promotions with several radios in Bandung for Koran Gala *branding*.

### Informant 3

Interview with informant 3 with Mr. Sopyan as the coordinator of the circulation (distribution) section at Gala Newspaper, he stated that in distributing Gala Newspaper using digitalization in addition to distributing through agents in various regions.

This circulation handles Gala newspaper print media customers by making people who do not know our products, become aware, besides making a map of the distribution of the Gala newspaper through agents. The circulation team sends customer offer letters in a conventional way by offering to housing or business places directly by distributing Gala Newspaper sampling, and can also be digital by *directing* via email or telephone.

With the digitization process through conventional distribution or there is a circulation team that offers via email from the available database, where a *google* form is also attached which is easy to fill in for subscription data. So that consumers also do not need to meet directly with the circulation team, which makes the newspaper subscription and distribution process faster and more efficient. Because it is not fixated with the limitations of conventional marketing distance.

With the digital marketing method, the distribution or circulation for the Gala Newspaper is also expanding. Besides that, the network or *network* that is created is also expanding faster. Said the third informant.

For the price itself with competitors with other print media. Koran Gala provides an affordable price of only Rp.3000, - for one copy and includes retail prices that can be purchased at every newsagent or at intersections that sell newspapers. Besides that, we apply a subscription promo price that is more economical than the daily retail price of IDR 70,000 for one month, and if it is longer, IDR 100,000 for 3 months, with an attractive promo price program, it is hoped that it can increase Gala Newspaper subscribers. The advantage of the subscription price is that the newspaper is delivered directly to the consumer's place according to the address of the agreement that the consumer has filled in the registration *form*.

For print media and online media itself, we create a *barcode* to make it easier for consumers who will subscribe to Gala Newspapers, by simply scanning the barcode, a *google form* will come out for registration. With a display like the following.



Figure 3 Gala Newspaper Subscription Form  
Source: Gala Newspaper Data (2022)

## Discussion

### First, Innovation Media

Everett M Roger in Jondri (2021: 43) Innovation is an idea, idea, object, and practice that is based on and accepted as new by a person or group to be applied and adopted.

Print Media is a rather commonly used term referring to media that disseminates printed matter. In everyday life we refer to print media as an industry associated with printing and mostly with the distribution of news through media networks such as newspapers and journals. Therefore, print media also tends to be called part of the mass media whose role is to collect information, process, print and disseminate.

In this Gala Newspaper, which was originally only in the form of print media with technological advances, many innovations through digital marketing were developed so as not to lose to existing competitors. Where these innovations are both from the editorial products made, the promotional prices offered to consumers, promotions made digitally, and also circulation innovations made so that the distribution of print media is increasingly widespread.

### Second, Digitization

Digitalization is a term or terminology used to explain a transition process. The transition in question is the transition from print, video, audio media into digital form with the aim of creating an archive or document into digital form.

Some of the digitalization developments that exist in the *Gala Newspaper* print media with the existence of *epapers*, with the existence of online media *koran-gala.id*, existing Social Media such as Instagram, Facebook, Twitter, tiktok and even *podcasts*.



### Third, Marketing Strategy

According to Kotler and Armstrong (2016: 47 in felisa et al) the *marketing mix* includes four (4) main things and can be controlled by companies which include *product (product)*, price (*price*), place (*place*) and promotion (*promotion*). The marketing mix itself is a tool that can be controlled and used by players to influence consumer responses in their target markets which include product, price, location, and promotion. Conceptually, there are basically three types of communication channels or media, namely: *inter-personal* channels, *mass media*, and media forums which are intended to combine inter-personal channels and *mass media*. Judging from the nature of the innovation, it can be divided into intrinsic properties (which are inherent in the innovation itself) and extrinsic properties (which are influenced by the state of the environment). (Mardikanto in Felisa 2021: 110)

In the implementation stage in the print media, Koran Gala uses 4 company-controlled items that include the *marketing mix*, such as: (1) Products, for Koran Gala print media products in terms of editorial, have been developed by creating several sections to attract many readers through certain communities, besides that a kind of electronic print media or *epaper* and *barcode* is made to make it easier for consumers or readers who are not only fixated on the physical form of print media. (b) Price, at Gala Newspapers, apart from the same retail price as competitors, a promo price is also made for subscriptions where the longer the subscription, the cheaper the price. Where with the promo program, it is one of the efforts to attract consumers to choose a longer subscription in addition to increasing revenue for Gala Newspapers. In addition, a *barcode* is made that is connected to the registration *form* which will facilitate marketing and also make consumers who will subscribe to newspapers more effective and efficient assisted by online transactions. (c) Promotion, besides conventionally, Gala Newspaper also uses digital innovation strategies in the form of *epapers* and *barcodes* through several currently owned media platforms such as online media koran-gala.id, social media, such as Instagram, Facebook, Twitter, podcasts. Besides that, it also cooperates with outside media partners such as radio. (d) Distribution / Circulation, In addition to using conventional agents that have been running in several distribution places, Gala Newspapers are also assisted by the existence of *epapers* with digital technology that can be distributed easily via gadgets so that the circulation of Gala Newspapers is easier and wider.

### Conclusion

Based on the results of the research conducted, there are several conclusions that can be described, among others:

Media Innovation. Koran Gala has several platforms, thus printed newspapers are still the main choice, realtime online with the name koran-gala.id, social media, Instagram, Facebook, Twitter, and for the latest there is a podcast.

Product Innovation. Gala Newspaper is a newspaper that is the same as usual by having various rubrics that can enter all circles of readers but the most characteristic of Gala Newspaper has a hobby rubric where certain hobby communities can get information in Gala Newspaper. For

example, the Gala Hobby section of the bird community is in great demand so that it can attract readers and can also increase the income of the Gala Newspaper and is now being developed as well as the Hajj and Umrah and culinary sections. Where the digital market is through epapers and also barcodes that are created and connected directly to the news to be read.

**Price Innovation.** From the results of interviews with Koran Gala informants, it can be concluded that Koran Gala Newspaper is competitive with other newspapers in Bandung City and provides a price of Rp.3000 / copy for retail per day while for a subscription of Rp.70,000 / month and for epaper is priced at Rp.100,000 / month. For price innovation, there are more economical package prices offered to attract customers to subscribe for a longer duration. With a digital market using google form to facilitate transactions with consumers to be more effective and efficient.

**Promotion Innovation.** Koran Gala newspaper uses digital epaper and barcode promotions that are easily distributed and accessed by readers who are not only in the form of print either through online media and social media by personal or owned by Koran Gala, besides that it also collaborates with several media parter such as radio, online media.

**Distribution/Circulation Innovation.** From the results of interviews with the circulation section of the Gala Newspaper, in addition to being distributed through several agents in various regions directly, it will also be distributed through the digital media of the Gala Newspaper with a barcode which will indirectly be connected to obtain newspaper consumer data that can be used for company purposes, in addition to offers via email.

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