

PROMOTIONAL BLOGS FOR [NEW] BOLD MUKU PROJECT

Tansy, H.S.¹ and Riyanto, T.J.²

^{1,2} English Department, Faculty of Letters, Petra Christian University, Siwalankerto 121-131, Surabaya 60236, East Java, INDONESIA

E-mails: sung_mei_yuu@yahoo.com; jokri@petra.ac.id

ABSTRACT

Promotional blogs for *[NEW] Bold MUKU Project* were inspired by the current situation when Indonesian teenagers have no big interest in reading books because of the digital media. In 2011, a book-sharing movement, *Bold MUKU Project*, tried to track back Indonesian teenagers' reading interest and yet did not work successfully due to the unspecific target market, the lack of planning, sources, and member structuring. Therefore, the promotional blogs must be created based on the interest of the target audience and relevant concepts. The results of the surveys and the concepts of Internet consumer behavior and theory of copywriting by Rob Bowdery are considered to create promotional blogs for *[NEW] Bold MUKU Project*, that is, the main blog and an Instagram account. The main blog provides information and discussion among the community. The second promotional blog is Instagram as a place to attract viewers to open the main blog. In conclusion, in order to have successful promotional blogs, the contents of the promotional blogs must fit to the target audience's interests and needs.

Keywords: *[NEW] Bold MUKU Project*, promotional blogs, main blog, Instagram, tags, hashtags.

The project is created to improve a book-sharing movement called *Bold MUKU Project* to a community by providing a new promotional idea aimed for teenagers in Indonesia. In this project, the promotional blogs were created as a means to build *Bold MUKU Project* as a strong reading community. The reasons are because generally teenagers nowadays are fond with digital media, teenagers in Indonesia have a very low interest in reading, and *Bold MUKU Project* as a movement had tried and yet failed. Teenagers these days are addicted to digital media because teenagers are exposed with much more media compare to teenagers back then. They spend more time on their smart gadgets than they were in the past. In 2014, teenagers in Indonesia are very likely to access Internet, based on a national survey made by UNICEF together with Indonesian Communication and Information Ministry, The Berkman Center of Internet and Society (Broto, 2014). However, they have a very low reading interest. According to research held by *Badan Pusat Statistik (BPS)*, only 17,66% of teenagers in Indonesia likes to read daily newspapers, books, and magazines. Most likely, this is because Indonesian society does not really cultivate the culture of reading. In 2011, *Bold MUKU Project* appeared as a book sharing movement founded by Meilinda S.S., M.A. and Stefanny Irawan S.S., M.A. Unfortunately, due to unspecific target market, lack of planning, sources, and members structuring, it did not work successfully. Two theoretical frameworks were used in creating this project; the concept of Internet consumer behavior and copywriting as the main theory. Furthermore, to find out why *Bold MUKU Project* did not successfully, researches were done in the forms of interviews and questionnaires.

The concept of Internet Consumer Behavior is essential in my project because researches by Kaiser Family Foundation had proved that online media have begun making significant inroads in teenagers' lives. Researches by Kaiser Family Foundation showed that the development of compelling new applications such as social networking have all contributed to the increase in the amount of media teenagers' consume each day (Roberts & Foehr, 2010). Hence, the concept of Internet consumer behavior is considered to make questionnaires, which are used to discover the wants and needs of the target market in this project. Secondly, in order to create an interesting promotional blog and micro-microblog (Instagram) for *[NEW] Bold MUKU Project* that is able to reach the target market, copywriting is one of the most crucial things to be considered. According to Rob Bowdery (2011), simple and straightforward messages are powerful and able to deliver a straight-talking approach, which is capable to get people trust the product. The copywriting theory is applied in the content of both promotional blogs. Because the target market is teenagers in

Indonesia, the tone and language style are reused in both *[NEW] Bold MUKU Project*'s main blog and Instagram. Based on data collection and data analysis, the promotional blogs for *[NEW] Bold MUKU Project* are created. The methods are done by interview with the founders of *Bold MUKU Project* and two surveys to the target audience. For the second step, the data analysis was based on the data collection. The results of interviews and surveys indicate that there must be *[NEW] Bold MUKU Project*. It will appear as a community that has more specific target market, specified from the result of both surveys. Furthermore, to popularize *[NEW] Bold MUKU Project*, promotional blogs are created in the forms of main blog and broaden social media, Instagram, as micro-microblog. Both promotional blogs are embedded with interesting contents, language styles, and tones, based on the results of both surveys.

DESIGN CONCEPT

To maximize the promotion of *[NEW] Bold MUKU Project*, two promotional blogs were created as virtual promotional tools, that is, the main blog and Instagram for *[NEW] Bold MUKU Project*. The design concept of this project refers to the results of interviews and questionnaires, and the theoretical concepts on Internet Consumer Behavior and Copywriting.

The Main Blog of *[NEW] Bold MUKU Project* as the first promotional blog

The main blog of *[NEW] Bold MUKU Project* has five Pages. They are *A Bold Home*, *What We Did*, *What We Do*, *Be Bold*, and *Bold's Diary*. The word 'Bold', which means confident and courageous, in some pages, is considered as *[NEW] Bold MUKU Project*'s branding, in order to promote *[NEW] Bold MUKU Project*. There are five pages in *[NEW] Bold MUKU Project*'s main blog because the content of the pages are different and specified. These specified pages are intended to make users understand the contents of each page. All the pages are in the form of hyperlinks. Hyperlinks are references to data that the users can directly follow either by clicking or by hovering.

Page one is *A Bold Home*. *A Bold Home* is the homepage of *[NEW] Bold MUKU Project*'s. This page gives general information on *[NEW] Bold MUKU Project*'s activities and events. In this page, there is a big tagline '*The Books Swappers*', which represents short and straightforward message on *[NEW] Bold MUKU Project*'s activities, that is, swapping or exchanging books among members. Furthermore, *A Bold Home* contents are separated to three columns showing the upcoming-event, schedule, and the past-event preview. These columns are made as in reading chronological order, from left to right. Therefore, the upcoming-event is showed in the most left column, followed by the schedule, and finally the preview of the past-event. In each column, there shall be images and or words and images to attract users visually, also some short information about the events' dates. In this page only admins can update information because this page only provides informational messages.

Page two is *What We Did*. *What We Did* is one of *Bold MUKU Project*'s profiles, specifically, the old profile of *Bold MUKU Project*. In this page, only admins can update the information, since this page is informational rather than discussion. This page gives information about what *Bold MUKU Project* was in the past, thus includes its founders, the old activities, which vary from its activity in present. This page exists in *[NEW] Bold MUKU Project*'s main blog to give comparison and broaden knowledge of what *[NEW] Bold MUKU Project* activities to users. Two pictures from the previous events of *Bold MUKU Project* are attached in this picture in order to give users pictures of what *Bold MUKU Project* was not only through the text provided, but also from the real-event pictures. A quote from famous work is added in between the pictures and this quote is intended to inspire users. Furthermore, there is a copy in this page, which is intended to attract, encourage, and inspire users.

Page three is *What We Do*. *What We Do* is basically *[NEW] Bold MUKU Project*'s new profile. It presents *[NEW] Bold MUKU Project*'s current-activities, which was not available in *Bold MUKU Project*. The purpose of presenting this content is to inform and attract users to join *[NEW] Bold MUKU Project*. In this page, a picture of reading is presented; this is to show users that reading books is basically part of *[NEW] Bold MUKU Project*'s activities. At the bottom of the page there is a hyperlink written as '*Interested? Be BOLD!*' that leads to *Be Bold* page. The function of the hyperlink is to make it easier for users to access *Be Bold* page once they are interested in joining after they have finished reading the new profile of *[NEW] Bold MUKU Project*. Similar to *A Bold*

Home and *What We Did* page, in this page, only admins can update the information because this page also has informational messages.

Instead of presenting current-activities, the page also offers rank achievements for *[NEW] Bold MUKU Project*'s members. The rank achievements are titles given to the community members whenever they achieve the targets of reading and commenting on their personal journals. The terms are taken from 10 unique words or terms that can be applied to book lovers. They are, *Epeolatry*, *Bibliophile*, *Literarian*, *Ultracrepidarian*, *Morosoph*, *Book-Bosomed*, *Bibliobibuli*, *Incunabula*, *Bibliosmia*, and *Bibliophagist*. Each of these 10 unique terms has each meaning. The words were taken variously from French, Greek, and old terms made by authors. By mentioning some of these terms in *What We Do* page hopefully can increase users curiosity and attract them to join *[NEW] Bold MUKU Project*.

Page four is *Be Bold*. *Be Bold* is a page in *[NEW] Bold MUKU Project*'s promotional blog that consist of a form. In other words, this page is provided for users to fill once they are interested in joining the community. In this page, contact information, like e-mail and address, of *[NEW] Bold MUKU Project* are provided for users, so that users may send questions to the e-mail provided. Furthermore, in this page, several columns, *name*, *e-mail*, *subject*, and *message*, are provided for users who want to join. Because this page is intended to make it easier for users to become members, step-by-step information of how to become a member is also provided for users to guide users.

Page five is *Bold's Diary*. In *Bold's Diary* there are postings of *[NEW] Bold MUKU Project*'s events, information about book fairs, and online quizzes. In this page featured posts, recent posts, and tags categories are displayed. The function of featured posts is to display users the pinned postings, which can be important postings, for instance posting like information and complete schedule of the upcoming events. Recent posts feature is to make easier for users to help users to notice other recent posts and also to access the most recent post while entering the older posts. *Bold's Diary* page is important because this page is created mainly to get users updated and to participate in discussions. In *Bold's Diary* posting there are also comment feature added. This feature is created for users to participate actively in this page because through this page, admins can get comments from users and thus can help the community better in term of building the promotional blog and also the community. Postings in this page are made and updated by admins; users can only participate in the discussion and give feedbacks through comment.

Instagram as the Second Promotional Blog

The second promotional blog is Instagtam. In *[NEW] Bold MUKU Project*'s Instagram viewers will find daily postings, because *[NEW] Bold MUKU Project*'s Instagram posts daily by varying the theme every day. Some of the postings on Instagram are going to be quotes from books and some of them are memes. This is to make the viewers interested in the words that may lead them to read the books related to the quotes. On Monday until Saturday *[NEW] Bold MUKU Project*'s Instagram is going to post interesting quotes from sci-fi, drama/romance, mystery, horror, fantasy, and finally comedy books without mentioning the title of the books. On Sunday, there shall be answer key for the quotes posted. However, four times in each month and different days, except Sunday, there is going to be posts, featuring *[NEW] Bold MUKU Project*'s members that loves to read the books based on the genre per day. For example, a member likes to read drama/romance books, then he/she may be featured on Tuesday. In *[NEW] Bold MUKU Project*'s Instagram, hashtags plays important role for each posting. Hashtags help specified pictures uploaded on *[NEW] Bold MUKU Project*'s Instagram. Hence, can help the posts to get more 'like' and increase the postings' popularity. In short, Instagram is going to hook the target market by providing daily postings that vary from interesting quotes and memes with the help of hashtags. Moreover, the strategy to make the postings in *[NEW] Bold MUKU Project*'s Instagram popular among its viewers is to use hashtags. Then, once *[NEW] Bold MUKU Project* is noticed by more viewers, *[NEW] Bold MUKU Project*'s Instagram account might as well follow its followers, because based on the survey I made for target audience, they are more likely to comment on their friends' Instagram accounts. In this case, a popular page who is also considered as target audience' friends (followers) make the target audience feels welcome and this act can also take their interest to get to the community.

THE PROMOTIONAL BLOG PROJECT FOR [NEW] BOLD MUKU PROJECT

The contents of the two promotional blogs are put in as promotional tools to attract the target audience of *[NEW] Bold MUKU Project*. They were created based on the design concept that refers to the results of surveys done for *[NEW] Bold MUKU Project*. The main blog contains of *[NEW] Bold MUKU Project* homepage, community profiles, online forms, and discussion page. As for the micro-microblog (Instagram) contains of postings about famous quotes to hook teenagers to open the main blog.

The Main Blog of *[NEW] Bold MUKU Project* as the First Promotional Blog

There are two promotional blogs for *[NEW] Bold MUKU Project*. They were created in the forms of main blog and micro-microblog (Instagram). The main blog is entitled “[NEW] Bold MUKU Project.”; and it can be found in every page of the blog. *[NEW] Bold MUKU Project*’s main blog has five pages; and those five pages are *A Bold Home*, *What We Did*, *What We Do*, *Be Bold*, and *Bold’s Diary*. All pages are separated and are accessible once clicked. Whenever users access *[NEW] Bold MUKU Project*’s main blog, users will firstly enter the first page of *[NEW] Bold MUKU Project*’s that is *A Bold Home*. In addition, when users click on one of the pages, they will automatically access the page and do any possible actions on that page. The following picture shows one page, *A Bold Home*, in *[NEW] Bold MUKU Project*’s main blog:



Picture 1. *A Bold Home* Page

The second page of *[NEW] Bold MUKU Project* is *What We Did* page. This page presents *Bold MUKU Project*’s activities in the past, supported by some pictures from the previous event. In addition, a quotation from a famous book is presented on this page in order to inspire and attract users to read books more. For the first, a quotation is taken from *The Fellowship of the Ring* book and it is put in between two pictures of the previous events. Furthermore, this page also contains a big tagline ‘*Let Your Books Travel to Broaden Horizon*’ reflecting the idea of *Bold MUKU Project*. This tagline presents the spirit of sharing and travelling books; and, the *Bold MUKU Project*’s profile describes the tagline.



Picture 2. *What We Did* Page

The third page is *What We Do* page, where users find ‘*Be BOLD, Be Bibliophagist!*’ as the profile’s title. This page introduces *[NEW] Bold MUKU Project*’s activities. In this page, there is also a big picture, picturing someone reading book because books are part of *[NEW] Bold MUKU Project*’s. Furthermore, in order to create a cheerful and positive image of the community, a small quote inspired by the famous work of Jane Austen’s, *Pride and Prejudice*, is inserted in this page. Moreover, whenever users want to join the community through *Be Bold* page, users can click the provided hyperlink. This following picture is *What We Do* page:



Picture 3. *What We Do* Page

The fourth page is *Be Bold* page, containing *[NEW] Bold MUKU Project*’s e-mail, address, and telephone numbers. This information is presented for users who have inquiries about the community. In addition to *[NEW] Bold MUKU Project*’s contacts, a form is also provided for users to fill whenever they want to become part of *[NEW] Bold MUKU Project* as members. A procedure can be read below the form to help users fill the form.



Picture 4. *Be Bold* Page

The last page is ‘*Bold’s Diary*’ page providing up-to-date postings to discuss. In this page, users will find posting preview, featured posts, recent posts, and also the tags categories. All the postings in this page are added with the tags feature to make easier for users to search for the old postings. The following is the example of ‘*Bold’s Diary*’ page with a posting on it:



Picture 5. *Bold’s Diary* Page

Instagram as the Second Promotional Blog

The second promotional blog is the micro-microblog (Instagram). In *[NEW] Bold MUKU Project*’s Instagram, pictures with inside and outside pictures’ hashtags are posted to attract the viewers visually. The following picture presented a posting in *[NEW] Bold MUKU Project*’s Instagram account:



Picture 6. Posting in *[NEW] Bold MUKU Project*’s Instagram

CONCLUSION

Creating *[NEW] Bold MUKU Project* to fulfill the target audience wants and needs, leads two important things to notice. First, the target audience wants and needs influence much on the contents of the proposed promotional blogs. Second, the target audience’s specific needs on the language style, inspires the project designer to pay much attention on the their taste of language style. This is to help the community achieve its goals, that is, to motivate and attract the target audience to read printed books.

Consequently, the promotional blogs for *[NEW] Bold MUKU Project* are designed in order to improve the *[NEW] Bold MUKU Project* community, to make teenagers believe that reading activity is also joyful, also to inspire teenagers to be more innovative and creative in using various

media to promote any kind of activity. As the promotional blogs for *[NEW] Bold MUKU Project* are provided, teenagers are going to use them as places to discuss books and to grow and develop together as book lovers. In other words, improving the voluntarily movement, from *Bold MUKU Project* to *[NEW] Bold MUKU Project* as a community, strengthens the membership of *[NEW] Bold MUKU Project* through virtual places provided due to the fact that teenagers nowadays are very fond of digital media. Furthermore, *[NEW] Bold MUKU Project* motivates teenagers to see that reading activity and book sharing can be carried out joyfully in the era of digital media. Additionally, these promotional blogs will stimulate teenagers to be aware of the possible opportunities given by social media. In other words, this project can trigger and also inspire them to become more innovative and creative in maximizing the usage of any kinds of social media to improve any kinds of communities and organizations. By enhancing the performance of *[NEW] Bold MUKU Project*, teenagers might find that reading activity is enjoyment past time. Expectantly, *[NEW] Bold MUKU Project* encourages teenagers to be able to improve a reading community by being innovative and creative in creating various media as means of promoting any kinds of activities.

REFERENCES

Broto, S. G. D. (2014, February 18). *Siaran Pers Tentang Riset Kominfo dan UNICEF Mengenai Perilaku Anak dan Remaja Dalam Menggunakan Internet*. Retrieved from: http://kominfo.go.id/index.php/content/detail/3834/Siaran+Pers+No.+17-PIH-KOMINFO-2-2014+tentang+Riset+Kominfo+dan+UNICEF+Mengenai+Perilaku+Anak+dan+Remaja+Dalam+Menggunakan+Internet+/0/siaran_pers#.VQPkJEKttAf.

Roberts & Foehr (2010). *Generation M² Media in the lives of 8- to 18-year-olds: A Kaiser Family Foundation Study 2010*. Retrieved from: <http://files.eric.ed.gov/fulltext/ED527859.pdf>.

Bloomsbury Visual Arts. (2011, 1 March). *AVA Talks to... Copywriter Rob Bowdery*. Retrieved from: <http://blog.bloomsburyvisualarts.com/2011/03/01/ava-talks-to-copywriter-rob-bowdery/>