

MEASURING THE EFFECTIVENESS OF SOCIAL MEDIA AT ONLINE DISCUSSION FORUM MODIFIKASI.COM

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Abstract -*The rapid growth of business process is affected by technology development at the time. Social media, which is a relatively new form of information technology development, have a potential to bring a revolution or huge changes at this time and for the future, a development which have to be noticed by the business owners so they can keep growing in this rapidly changing of business situation like today. Forums or discussion boards are the longest established form of online social media. They most commonly exist around specific topics and interest, for example cars or music. Discussion board or forum is one of the most favorable social media form by the internet users because it is the most used by some communities to gather and share in a certain interest or hobby. Modifikasi.com, or to be shortened as ModCom, is one of the biggest online discussion forum in Indonesia. It has a certain theme, which is an automotive world, and has a huge number of members. The purpose of doing this research is to analyzing effectiveness of the use of social media in online discussion forum Modifikasi.com by using the measurement of social media ROI, analyzing the position of the company at this time by using the Strategic Options for Social Media Measurement approach method, evaluating the effectiveness and the position of online discussion forum Modifikasi.com and creating marketing strategies. The research was conducted through desk research, interviews, and surveys. Respondents in this study are member of Modifikasi.com forum. Given this research, it is known the effectiveness of social media on Modifikasi.com in terms of brand awareness, brand engagement, and word of mouth, by comparing with competitors' efforts in social media, to determine the appropriate measures for the increase of the effectiveness and ROI of Modifikasi.com in the future. The purpose of the social media effort is to increase brand awareness, brand engagement, as well as word of mouth from brand Modifikasi.com*

Keywords: Social Media, Forum Discussion, Social Media ROI, Social Media Measurement, Strategic Options, Brand Awareness, Brand Engagement, Word Of Mouth.

1. Introduction

1.1 Background

Rapid growth of the internet in the last few years has brought impact to the whole world. One of the effect from the growth of internet technology is the presence of web technology which continues to grow, and until now has reached web 3.0 version. In development, web technology has given a new strength to creative industry in the internet. This trend has created some new business types like e-commerce, e-business, internet portal, and many more. Indication of the internet growth is also can be seen by increment of internet users and appearance of some sites that has different rules and objectives in almost every country in the world.

As a developing country, Indonesia has grown in every aspect, including information and telecommunication side. Rapid growth of the internet has also given impact to Indonesia. According to data from Asosiasi Penyedia Jasa Internet Indonesia (APJII), or Indonesia Internet Service Provider Association by the end of 2007, internet users in Indonesia has reach 25.000.000 people, and the number of internet subscribers was 2.000.000 people. Moreover, according to MarkPlus Insight

survey institute, internet users in Indonesia by the year of 2011 has reach 55.000.000 people, increasing from year before at 42.000.000 people.

According to GlobalWebIndex, in Indonesia almost 8% of internet users involved in social media activities like manage their profile on social network, writing a blog or using a microblogging services like Twitter, within a period of one month. Indonesia itself, according to the monitoring site SocialBakers.com, is the country with the second biggest users of Facebook in the world after the United States. And not just the global companies which driven the growth of social media in business practicality, but also the home industries take part in business progress of social media (Syed, 2011). Eric Qualman (2012) wrote in his article entitled "*Infographic: Every 60 seconds in the web*", every 60 seconds more than 100 new accounts joined LinkedIn, every 60 seconds more than 6600 photos uploaded on Flickr, every 60 seconds more than 50 articles downloaded from WordPress, every 60 seconds more than 168 millions email sent, every 60 seconds more than 60 new blog accounts and more than 1500 posts, every 60 seconds more than 70 domains registered, every 60 seconds more than 600 new videos uploaded in YouTube with more than 25 hours of total duration, every 60 seconds more than 20.000 posts on Tumblr, every 60 seconds more than 320 accounts joined on Twitter and 98.000 tweets, every 60 seconds more than 695.000 status updates, more than 79.364 all posts, and 510.040 comments on Facebook (Qualman, 2012).

According to "What Is Social Media?" book written by Anthony Mayfield (2008), social media is divided into 7 basic forms; social networks, blogs, wikis, podcasts, forums, content communities, and microblogging. Forums or discussion boards are the longest established form of online social media. They most commonly exist around specific topics and interest, for example cars or music. Discussion board or forum is one of the most favorable social media form by the internet users because it is the most used by some communities to gather and share in a certain interest or hobby. Forum is also a facility to expand the social interaction, and many bloggers use forum to exchange their blog links. By joining in a forum, we can broaden our insights from the information shared by other forum members. The contributions of forum members are important, and sometimes conflict happens just like in the real life. Forum is become an alternative networking media besides the social networking sites or services.

The growth of online discussion forums or message boards in Indonesia is also significant. There were some discussion forums with quite big number of members, like discussion forum owned by Kapanlagi (kapanlagi.com), discussion forum owned by Plasa (plasa.com), discussion forum owned by Detik (forum.detik.com). Those websites not only provide discussion forum, but also other common internet contents. But, there were also websites provide discussion board only, without having other internet contents like KasKus (www.kaskus.co.id), and Modifikasi.com (www.modifikasi.com) Modifikasi.com, or to be shortened as ModCom, is one of the biggest online discussion forum in Indonesia. It has a certain theme, which is an automotive world, and has a huge number of members. For online discussion forum industry, the amount of members and the level of activities are critical for sustainability of the forum itself, because by maintaining those factors at the highest level will attract third parties as sponsors to cooperate with them. And to do so, the administrators of the forum need to ensure the effectiveness of their forum to attract more third parties as their partners to running the business.

1.2. Business Issue

PT Wahana Otomotif International, as the owner of online automotive discussion forum Modifikasi.com wants to make the forum to be better by giving a better service for members and sponsors. But there are few problems that Modifikasi.com needs to face, such as no measurement on the effectiveness of the use of online discussion forum Modifikasi.com, including its other social media applications like Twitter and Facebook, and also no analysis in order to determine the position of the company at this time.

1.3 Objectives

This research objective is to analyze effectiveness of the use of online discussion forum Modifikasi.com, including its other social media applications like Twitter and Facebook, by using the measurement of social media ROI which used in the MIT Sloan Management Review journal, "Can You Measure the ROI of Social Media Marketing", to be compared with other similar site. And also to analyze the position of the company at this time by using the Strategic Options for Social Media Measurement approach method. After that, the evaluation of the effectiveness and the position of online discussion forum Modifikasi.com needs to do, and then creating marketing strategies which help to increase the effectiveness and the ROI of Modifikasi.com in the future.

2. Framework

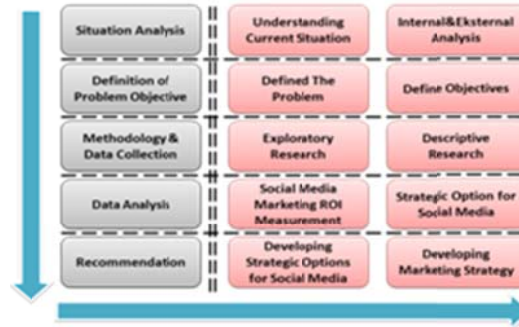


Figure 1. Framework

The main point to do is analyzing existing indicators on online discussion forum and every social media applications used by using the Return on Investment (ROI) of Social Media matrix that are grouped according to the purpose of its social media, and using Strategic Options for Social Media Measurement approach method to indicate the position of company at this time (Dead End, .Measure and Adjust, Naïve Optimist, Iterate for Success). The table below classifies various social media metrics with classifying based on the application of social media and social media performance goals. Although it is not profound, the table below is expected to provide a useful starting point for efforts to measure the effectiveness of the use of social media.

Table 1. Metrics On Social Media That Are Grouped According To The Purpose Of Social Media. (Source: Hoffman and Fodor, 2010)

SOCIAL MEDIA APPLICATION	BRAND AWARENESS	BRAND ENGAGEMENT	WORD OF MOUTH
Microblogging (Twitter)	Number of tweets about the brand Number of followers	Number of followers Number of @replies	Number of retweets
Reviews and Discussion Boards (www.modifikasi.com)	Number of page views	Number of relevant topics/ threads Number of individual replies Number of sign-ups	Incoming links
Social Networks (Facebook)	Number of members/fans	Number of comments Number of user-generated items (photos, threads, replies)	Number of posts on wall Number of reports/shares

Below are the three goals of social media:

a. Brand Awareness

Traditionally, brand awareness measured by tracking studies and surveys. However, the company has a number of ways to track brand awareness through online. One of the example of this is when in a social media environment, every time a person uses an application designed by or about the company, then the company is getting an increase of brand awareness.

b. Brand Engagement

Brand engagement can be escalate through social media in many ways, and the result can be positive. A company using social network aspect like Facebook, by encouraging customers to join and participate in online discussions. The way company tracks the success of social media campaign is by monitoring the number of memberships on their Facebook profiles. By itself, thousands of members can make a significant impact by writing on their profile, and ultimately many were motivated to join and participate in these networking sites.

It is very possible to make a commitment on the part of customers, strengthening customer loyalty to the brand and make customers more likely to undertake additional efforts to support the brand in the future. The achievement that needs to be underlined in this engagement can be observed through increased sales indirectly. Traditionally, the company measures the engagement through customer surveys. Through online, companies are able to use one visit compared with the interaction of repetitive or active participation compared to the social media passive consumption as one of the measurements.

c. Word of Mouth

Once customers are aware and involved, they are in a position to communicate their opinions to other customers. Customers who are satisfied and loyal will communicate their positive attitude towards the brand itself or in the direction of social applications that are created by the company (example: Facebook application or group, the presence of Twitter, blog or YouTube) to potential new customers both online and offline. Customers who are not satisfied can also share their negative attitude towards the brand or social applications.

Traditionally, companies can estimate word of mouth through a survey that measures the likelihood of customers gives recommendations or can use customer satisfaction, loyalty and a possible purchase in lieu of word of mouth. But through online, word of mouth can be measured directly. A more sophisticated methodology is needed to be able to measure word of mouth, because a significant amount can ocured either offline or online through personal communication, where direct measurements are not possible. User generated content can also bring up the customer's favorite brand (such as in a video on YouTube or photos posted on Flickr) and contributes to word of mouth and the company can provide that kind of experience to their satisfaction.

After the company set a goal that would be achieved on their social media efforts and understand that customers are motivated to invest in the company's social media efforts through their interactions with your brand, your next step is to take into a number of strategic options for the measurement of social media. This framework is very simple, with the assumption that a company has a social media effort under way, regularly summarizes the choices faced by the company along with their efforts to develop a social media strategy and suggests steps that are better (and worse) success through social media.

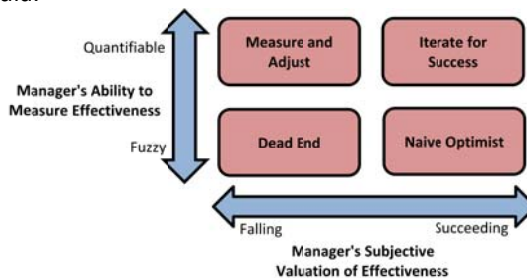


Figure 2: *Strategic Options for Social Media Measurement.*
(Source: Hoffman and Fodor, 2010)

- Dead End

The purpose of the "dead end" in this scenario is where companies have only a limited ability to measure their social media efforts and believes that their efforts are not working. Companies that are in this position are the impact of strategies that are less well planned and do change abruptly without calculating the impact of the decision. Because the measurement was unclear and the effectiveness of the efforts made in vain, the company only has a bit of insight or ideas what to do

next. The results are fairly easy to predict, the company will give up their efforts on social media or continued efforts involving adjustments randomly without any data supporting the effort.

- Measure and Adjust

In this scenario, the company has a reasonable attempt to measure social media they already do, and these measurements led them to believe that his efforts were in vain. This is clearly different from the scenario of "dead end", because even though the company does not believe it will work, at least it makes some attempt to measure the effectiveness of social media. At a time when all the components are measured, maybe there will be some clues about what went wrong in its implementation. This means the company can evaluate and customize social media strategies accordingly. If the company can do this well, then the company can move into "iterate for success" quadrant. In that state, the company has both a reasonable ability to measure his social media efforts (quantitative) and the belief that it is working (successfully). After each component can be measured, the company can easily repeat it to enhance the performance of social media are better than ever. It is hard to do, but it certainly worth to try.

- Naive Optimist

The meaning of "naïve optimist" here is when the company only had a limited ability in measuring its social media efforts, but they believe that such efforts will be successful. Most of the company started its social media efforts through this stage. They believe that social media deserve to be supported, but they're not quite sure how best to measure their efforts. This quadrant is very difficult because although this is a reasonable place to start social media efforts, but the company certainly wants to move away from this situation as soon as possible so that the company will not be stuck here in a long time.

- Iterate for Success

The company has two best options and one bad choice to move from "naïve optimist" to "iterate for success". A poor choice will be discussed first. If the company doesn't change anything, there is a chance they will move into a "dead end" state. This is due to the lack of measurements that will lead to a decrease in the effectiveness of efforts from time to time, especially competitors who's able to do it better

3. Business Exploration & Solution

a. *Does Modifikasi.com already have the ability to measure its social media efforts?*

According to the interviews that have been conducted, modifikasi.com already has the ability to measure its social media efforts, especially its discussion forum. Indicators used in measure it is the sentiment given by the members and sponsors. They did the comparison of sentiment goes, whether positive or negative, and see its development in a period of time. They got the sentiment itself from the posts on discussion board, then it sorted out by using special applications and also manually, but it is limited to the information, because that kind of posts are randomly occur. Until now, they never take a particular moment to do some valuation to its members and sponsors, and ask their opinion about the service given by modifikasi.com. Although they already have a 'suggestions, critics, and questions' sub-forum, but it is not effective enough, because most members use it only for questioning what administrator or moderators did to them.

b. *Does XL can already assess subjectively the effectiveness effort toward social media, whether it will be successful or not?*

According to the interviews that have been conducted, modifikasi.com believe that their social media applications used needs to be supported, although they are not sure in what way they have to support it. They believes their social media applications, especially their discussion forum, will be successful and be like they want it to be.

From the results of the interviews can be drawn the conclusion that modifikasi.com currently has already done the measurement of the effectiveness of its social media efforts. Also, modifikasi.com has the confidence of his social media efforts, but the measurements are carried out tend to blur, which has not yet been able to determine which measurements can contribute in increasing the effectiveness of its social media efforts. Looking at the framework of strategic options for social media measurement, modifikasi.com are in the scenario "naïve optimist" at the moment, where they need to do assessment subjective about the effectiveness of its social media efforts periodically to

each account that runs. Most of the company started its social media efforts through this stage. They believe that social media deserve to be supported, but they are not quite sure how best to measure their efforts are. This is very difficult quadrant because although this is a reasonable place to start social media efforts, but modifikasi.com would like to move away from this situation as quickly as possible so the they will not be stuck here in a long time.

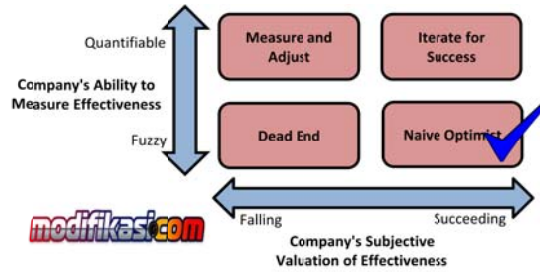


Figure 3: Scenario of modifikasi.com on strategic options for social media measurement.

Here the author will try to provide a clear measurement recommendations and focusing on the objectives to be achieved by modifikasi.com in his social media efforts. Subjective assessment of the effectiveness of social media efforts on modifikasi.com by looking at the data obtained, so they may be moving towards a scenario of "iterate for success".

After knowing the strategic position of modifikasi.com in the strategic options for social media, then the next measurement is to measure the benefits of using social media at modifikasi.com that are divided based on 3 variables; Brand Awareness, Brand Engagement, and Word of Mouth.

Indicators collected are fairly limited due to some data from Facebook account Modifikasi.com, discussion forum at www.modifikasi.com, and Twitter account @modifikasicom could not be issued by the company. This policy was taken by them and become limitations in analyzing the data.

Table 2. Comparison between three social media applications used by three websites.

Website	Application	Indicator	Value
kaskus	Twitter	Brand Awareness	Number of tweets about the brand: 171.899
		Brand Engagement	Number of followers: 590.973
		Word of Mouth	Number of @replies: 12.284
		Word of Mouth	Number of retweets: 31.260
	Forum and Discussion Boards	Brand Awareness	Number of page views (globally): 0.03439%
		Brand Engagement	Number of relevant topics/threads: -
		Brand Engagement	Number of individual replies: -
		Word of Mouth	Number of sign-ups: -
	Facebook	Brand Awareness	Incoming links: 9.544
		Brand Engagement	Number of members/fans: 191.604
		Brand Engagement	Number of comments: 0
		Word of Mouth	Number of user-generated items (photos, threads, replies): 1.611
detik.com	Twitter	Brand Awareness	Number of tweets about the brand: 172.899
		Brand Engagement	Number of followers: 32.116
		Brand Engagement	Number of @replies: 504
		Word of Mouth	Number of retweets: 2.184
	Forum and Discussion Boards	Brand Awareness	Number of page views (globally): 0.00265%
		Brand Engagement	Number of relevant topics/threads: 485.484
		Brand Engagement	Number of individual replies: 41
		Word of Mouth	Number of sign-ups: 12.285
	Facebook	Brand Awareness	Incoming links: 3.133
		Brand Engagement	Number of members/fans: 17.560
		Brand Engagement	Number of comments: 158
		Word of Mouth	Number of user-generated items (photos, threads, replies): 65
modifikasi.com	Twitter	Brand Awareness	Number of tweets about the brand: 37.674
		Brand Engagement	Number of followers: 34.827
		Brand Engagement	Number of @replies: 364
		Word of Mouth	Number of retweets: 1.001
	Forum and Discussion Boards	Brand Awareness	Number of page views (globally): 0.000547%
		Brand Engagement	Number of relevant topics/threads: 333.774
		Brand Engagement	Number of individual replies: 45
		Word of Mouth	Number of sign-ups: 6.273
	Facebook	Brand Awareness	Incoming links: 1.019
		Brand Awareness	Number of members/fans: 11.344
		Brand Engagement	Number of comments: 349
		Word of Mouth	Number of user-generated items (photos, threads, replies): 0
			Number of posts on wall: 368
			Number of reposts/shares: 289

Modifikasi.com was not utilize their Twitter account well, because it is far behind its competitors. In Forum and Discussion Boards, modifikasi.com needs to find a way to get their forum more effective to compete with others. While in Facebook, Modifikasi.com leads almost in every indicators measured, except on the number of fans and number of user-generated items.

4. Conclusions and Recommendation

From the result of interviews, can be drawn the conclusion that Modifikasi.com has already done the measurement of its effectiveness of its social media efforts. Company has the confidence of their social media efforts, but the carried out measurements are tend to blur, which has not yet been able to determine which measurements can be contributed to the improvement of social media effectiveness efforts. They are also has not been able to do the subjective assessment of the effectiveness of social media efforts on every social media accounts that runs.

Looking at the framework of strategic options for social media measurement, the Modifikasi.com are in the 'Naive Optimist' scenario at the moment, where the company need to do subjective assessment about the effectiveness of its social media efforts periodically to each account that runs. The company believes that social media deserve to be supported, but they are not quite sure how best to measure their efforts are. This quadrant is very difficult, because although this is a reasonable place to start the social media efforts, the company need to move from this position as quickly as possible, so they will not be stuck here in a long time.

Table 3. Subjective assessment of Modifikasi.com's social media effectiveness metrics.

Social Media Account	Goals	Status		Actions
		Achieved	Not Achieved	
Twitter @modifikasicom	Brand awareness		X	Tweet more often Find interesting topics to be discussed with followers
	Brand engagement		X	
	Word of mouth		X	
Discussion board & forum www.modifikasi.com	Brand awareness		X	Intensify the posts on Facebook/tweets about forum. Hold a contest/games for members and involve their friends
	Brand engagement		X	
	Word of mouth		X	
Facebook Modifikasi.com	Brand awareness		X	Allows fans to post on wall, but keep it under control.
	Brand engagement	✓		
	Word of mouth	✓		

Subjective assessment needs to be done to any social media accounts run by Modifikasi.com, whether it is running properly and achieve the objectives assigned to each account or not. Table 3 is the subjective valuation metrics the effectiveness of social media on Modifikasi.com, by doing the assessment then the company may be moving towards a scenario of "Iterate for Success". The "Iterate for Success" scenario is where Modifikasi.com can already measure and assess social media effort that they did, and know what is next step needs to be done. Based on table V.1 the actions that need to be done by Modifikasi.com are:

- Make Twitter @modifikasicom more active by tweeting more frequent, but not too excessive because it will harm Twitter @modifikasicom itself. Internet users are always on war against SPAM. By doing some excessive tweet will make the followers disturbed, and it is possible that they will click unfollow button and make Twitter @modifikasicom lose its followers.
- In order to pull followers attention to interact with Twitter @modifikasicom, the administrator can find interesting topics to be discussed with the followers. Make some friendly atmosphere between followers and Twitter @modifikasicom, so they will feel like talking with friends. Interactive session with followers can be held in particular times, so the two-ways communication will be created.
- By posting on Facebook Modifikasi.com regularly can create brand awareness for Modifikasi.com itself. At current condition, Facebook Modifikasi.com and Twitter @modifikasicom are not utilized well, so it seems like the result was minimum. Raising the level of current condition may have a positive result for Modifikasi.com.

- Hold a contest or a game involving members and their friends to increase brand engagement and word of mouth of Modifikasi.com. Create an environment that can make members feels like they are involving in the discussion forum.
- By allowing fans or members to post on Facebook Modifikasi.com can increase its brand engagement and word of mouth. But make sure that it is controlled, because if there is no control, Facebook Modifikasi.com's page will looks messy and untreated like Facebook Kaskus.

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