

The Role of Outdoor Media and "Solo Berseri" Magazine in Enhancing the Effectiveness of Surakarta Municipal Program Promotion

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Abstract

This study aimed to provide input and evaluation for the Surakarta City Communication, Information, Statistics, and Encryption Service in measuring the effectiveness of their information dissemination work programs. Conducted as a descriptive quantitative research with a sample size of N = 30, the study assessed the media consumption patterns of Surakarta City residents and the affordability of the promotional media used by the Solo City Government. **The findings** of this study revealed that the magazine "Solo Berseri" possesses sufficient attractiveness and informational value, meeting the gratification needs of its readers. However, the limited accessibility of this magazine hampers its effectiveness as a promotional medium.

These results emphasize the importance of ensuring accessibility and distribution channels for promotional materials. Addressing the limited accessibility of "Solo Berseri" would enhance its impact as a promotional medium for the Solo City Government. Additionally, the findings suggest that the strategic placement of billboards can effectively reach the target audience and disseminate important information. Based on these findings, recommendations can be made for the Surakarta City Communication, Information, Statistics, and Encryption Service to improve their information dissemination strategies. Implementing measures to increase the accessibility of "Solo Berseri" and exploring additional affordable promotional media channels could enhance the effectiveness of their communication efforts. By incorporating these suggestions, the Surakarta City Government can enhance their communication efforts and ensure that important information reaches and resonates with the residents effectively

Keywords: Outdoor media, Magazine Solo Berseri, Promotional tools



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1. Introduction

The government is obliged to provide information related to their performance as a form of information disclosure to their citizens. Various channels are used by the government to disseminate information and interact with its citizens. The government realizes that there are still citizens who tend to choose conventional channels over new media, so the government integrates the various existing communication channels [1].

The level of internet penetration in Indonesia continues to grow every year. However, does this reflect that the internet is becoming a public source of information? [2]. At a time when there is a flood of information in contemporary society as a result of developments in information and communication technology, public information that the public needs to know is not accessible because the citizens are not aware of it. For the upper middle class and those living in urban areas with adequate telecommunications networks, of course they will not experience difficulties in accessing public information. However, for people from the lower classes, rural communities and suburban areas, the public information crisis is actually felt to be getting worse.

Surakarta City Government is one example. Various communication channels are used to disseminate information related to government programs to its citizens. Starting from the use of outdoor media such as billboards, banners, backdrops. Print media consisting of Solo Berseri Magazine, leaflets, aviation magazines, and public service advertisements in newspapers. Electronic media such as television, radio. Traditional media is also a channel for disseminating information on the Surakarta government's program, which is called the Traditional Media Communication Forum (FK Metra). All of the above media are managed by the Surakarta City Communication, Information, Statistics and Coding Service as a form of local government public information and communication management, as stated in Surakarta Mayor Regulation Number 27-C of 2016.



Figure 1. One of the Billboards (Diskominfo SP Surakarta

The information conveyed in the billboards in the city of Surakarta is information on local government, activities, culture and tourism, awards received by the Surakarta City Government, and information on community services [3]. Based on an interview with Isnain Wirhantodari, Head of the Communication and Information Development Section, he stated that billboards owned by Diskominfo SP Surakarta city can be rented free of charge for non-commercial activities for anyone that is educational and cultural in nature, provided that

no sponsor is included in the message. This billboard rental is free of charge because operations are financed by the Regional Revenue and Expenditure Budget. There are 18 points in 5 sub-districts in Surakarta City, namely:

1. Cleco Market	10. In front of Pasar Kliwon District
2. Front row of PDAM Surakarta City	11. Jurug
3. In front of Jongke Market	12. In front of Solo Technopark
4. Candle Monument	13. Pucangsawit
5. In front of Laweyan District	14. In front of Jebres District
6. Cape Anom	15. Manah
7. Front of Serengan District	16. Banjarsari Proliman
8. City Hall Complex	17. Source
9. Wetan Loji	18. Front of Banjarsari District

In addition, in the context of disseminating information, Diskominfo SP Surakarta City has an electronic dissemination activity known as Srawungpraja. Srawungpraja is an interactive dialogue broadcast live through RRI Surakarta and is relayed by 4 private radio stations, namely Radio PTPN, RadioMetta, Radio Ria, and Radio MH. Srawungpraja activities are broadcast every month on the first and second Wednesdays starting at 09.00 – 09.30 WIB. The children's segment also did not escape the attention of the Surakarta City Government with the Children's Streaming Radio, Konata. The nature of the dissemination of information on the results of regional development apart from using outdoor media and electronic media, also uses traditional media, namely FK Metra. FK Metra is an extension of the Traditional Media Communication Forum.

SP Kominfo Office of Surakarta City also publishes a Surakarta City Government tabloid entitled Solo Berseri. The Solo Berseri tabloid contains information on the activities of the City of Solo which is published 4 times a year.



Figure 2. Tabloid Solo Berseri editions I – IV 2018
(Diskominfo SP, 2019: 31)

The Solo Berseri tabloid is sent to RT, RW, Linmas, PKK, Karang Taruna, and Kelurahan, Regional Apparatuses in the City Hall Environment; Regional Apparatuses outside the City and District Halls, as well as Banks, Hotels and Hospitals each edition. As well as the Solo Berseri tabloid which is also distributed to the public every week at the Solo Car Free Day event. Conventional media, which in many studies has begun to be abandoned because they are considered not to keep up with the times, can be put to good use by the Surakarta Government in disseminating information to its citizens. Like billboards, this study has been largely abandoned. Outdoor advertising is now at a crossroads as a result of the manifest development of digital technology. In 2003, digital advertising only accounted for 1% of

outdoor advertising spending. In 2010, digital advertising increased to 11%, and by 2020 is expected to increase 25% of outdoor advertising revenue. It is even predicted that promotional media and advertisements are formats that can die one of them, and adjust the media according to the development of the times (available) [4] [5]. Meanwhile, magazines are considered no longer a promising medium in conveying information because many commercial magazines have migrated to digital due to eroding of time. The thing that makes this topic interesting to study is because researchers want to see the effectiveness of these two channels for the promotion of Surakarta City Government programs in this digital era.

Based on the description above, the problems in this study can be formulated as follows: (1) What is the description of the pattern of media consumption in the city of Surakarta? (2) How is the affordability of Solo Berseri magazine as a media promotion for the City Government of Surakarta? (3) What is the description of the attractiveness of the content of Solo Berseri Magazine in the eyes of Surakarta residents as readers? (4) How affordable is the billboard owned by the Surakarta City Government managed by the Surakarta City Diskominfo in promoting the Surakarta City Government Program?

The purpose of this research is to see the effectiveness of using outdoor media and the magazine "Solo Berseri" as a means of promotion for the Surakarta City Government program. The practical benefit of this research is to provide input and evaluation for the Surakarta Municipal Office of Communication, Information, Statistics and Coding in measuring their work programs in information dissemination.

The theory used in this research is of two kinds, namely uses and gratification to explain the pattern of media consumption, the usefulness and satisfaction obtained from magazines for readers. Meanwhile, the concept of selective exposure is used to explain the attractiveness of a billboard for audiences who see it as a measure of affordability.

The uses and gratification theory considers audience members as individuals who actively use the media to meet their needs. Media users try to find the best media sources in an effort to meet their needs. That is, the uses and gratification theory assumes that audiences have alternative choices to satisfy needs [6]. Elihu Katz, Jay G Blumler and Michael Gurevitch as the figures who developed the uses and gratification theory explained that there are psychological and social needs that give rise to desires, hopes and needs from mass media consumption, or other sources which are drawn from patterns of media exposure. Every human being has different motives due to differences in experience, background, and environment that influence the choice of media consumption.

1. The audience is considered as an active figure, not passive. So that the mass media is used for the desired goals of each individual
2. Initiatives to use mass media are often associated with means of satisfying audience needs, the decision of which is in their hands.
3. Various information dissemination media compete with each other to fulfill the human need for information.

Therefore, the uses and gratification theory can be used to see the effectiveness of the use of promotional media from the level of acceptance of mass media to audiences. Does the media have answered the needs of audiences or not? If it is not in accordance with the needs of the audience, then the media is considered ineffective in conveying the message because of the low level of acceptance.

Moving on to the second theory used in this study to measure the effectiveness of using billboards as a promotional medium for the Surakarta City Government, namely the concept in Selective Exposure derived from reinforcement theory developed by John T Klapper [7] in his book entitled the effect of mass communication which focuses on the limited effects of the media. The audience is considered as a collection of active individuals who select which messages to accept, reject, or filter. As an active audience, there are at least four stages in receiving a media message, namely:

1. Selective attention occurs when audiences choose to pay attention to certain messages;

2. Selective Perception If there are cognitive factors; interests and beliefs, knowledge, attitudes and needs, values in accordance with those of the audience;
3. Selective Recall Occurs when only certain messages are remembered;
4. Selective Actions Occurs when he feels interest or emotional involvement in the benefits or harms of the message received.

In this study, we aim to conduct a comprehensive gap analysis to identify areas where the utilization of outdoor media and the "Solo Berseri" magazine can be improved to enhance the effectiveness of Surakarta Municipal Program promotion. One key gap lies in the understanding of the target audience. It is essential to have a deep understanding of the preferences, demographics, and media consumption patterns of the target audience to ensure that promotional messages are tailored and delivered in a manner that resonates with them. By addressing this gap, we can optimize the content and delivery strategies for outdoor media and "Solo Berseri" magazine to effectively engage the intended audience.

Another significant gap is the underutilization or ineffective utilization of outdoor media channels. This includes the selection, placement, and design of outdoor advertisements. It is crucial to assess whether the current selection of outdoor media channels aligns with the target audience's behavior and preferences. Furthermore, evaluating the effectiveness of the placement and design of these advertisements will help ensure that they capture the attention of the audience and convey the intended messages. By bridging this gap, Surakarta Municipal Program promotion can maximize the potential of outdoor media to effectively reach and engage the target audience. Additionally, there is a gap in leveraging the potential of the "Solo Berseri" magazine. This publication holds significant potential as a promotional tool, given its attractiveness and informational value. However, there may be areas that need improvement, such as limited accessibility. Addressing this gap will involve exploring ways to enhance the distribution and accessibility of the magazine to reach a broader audience. By doing so, Surakarta Municipal Program promotion can tap into the full potential of "Solo Berseri" as an effective medium for disseminating program information and engaging the city's residents.

By conducting a thorough gap analysis, we can identify these critical gaps in the utilization of outdoor media and "Solo Berseri" magazine in Surakarta Municipal Program promotion. This analysis will provide valuable insights to guide strategic improvements in communication strategies, ultimately enhancing the effectiveness of program promotion and increasing engagement with the target audience.

2. Research Method

The research method contains the type of research, subject or object of research, collection techniques, data analysis, and data validity.

The research entitled "Effectiveness of Using Outdoor Media and the Magazine "Solo Berseri" as a Promotion Tool for the Surakarta City Government Program" is an evaluative research because it evaluates the work programs of the Surakarta City Communication, Information, Statistics and Coding Office. This evaluative research is in the form of descriptive quantitative research because it describes the description of population characteristics related to the pattern of media use by Surakarta residents and the level of affordability of promotional media used for promotion (magazines and billboards) by the Surakarta City Government in disseminating information on Government programs.

The population in this study were Surakarta residents of productive age consisting of youth groups, PKK women, village heads, and related agencies:

Table 1. Population Surakarta

Subdistrict	Man-Man	Woman	Amount
Laweyan	43 296	45 958	89 254
Serengan	21 848	23 427	45 275
Kliwon Market	37 994	39 033	77 027
Jebres	69 167	74 013	143 180
Kliwon Market	37 994	39 033	77 027
Banjarsari	79 467	83 684	163 151

"Solo Berseri" magazine sample size and outdoor media billboards/information billboards for the Government of Surakarta City are determined using the Slovin formula:

$$n = \frac{N}{(1 + N \alpha^2)}$$

n = Number of samples
(jumlah sampel)

N = Total population
(jumlah seluruh anggota populasi)

A = Error tolerance
(toleransi terjadinya galat taraf signifikansi; untuk sosial dan pendidikan lazimnya 0,05²)

$$n = \frac{517.887}{(1 + 517.887 \times 0,05^2)}$$

$$= \frac{517.887}{(1 + 517.887 \times 0,0025)}$$

$$= \frac{517.887}{(1 + 1.294,7175)}$$

$$= \frac{517.887}{1295,7175}$$

$$= 399,691291$$

$$= 400 \text{ sampel}$$

- From a total of 400 samples, researchers will divide them into 6 districts, namely 66 samples per each district. Observations (one-stage cluster).
- From a total of 66 samples per each sub-district in the one-stage cluster, the researchers selected 5 sample elements in each sub-district at random (simple random sampling). So that the fulfillment of the sample elements becomes:
(multistage clusters)

$$n = 5 \text{ sample elements} \times 6 \text{ districts} = 30 \text{ people.}$$

3. Results and Discussion

3.1 Media Consumption Patterns of Surakarta Residents

This research was conducted by collecting data through a survey method using a questionnaire as an instrument. In the questionnaire we provided 25 questions related to the use of outdoor media and SOLO BERSERI magazine for the people of Solo City. The questionnaire was divided into 3 parts, namely (1) the pattern of media consumption in the city of Solo, (2) the affordability and attractiveness of the solo serial magazine, and (3) the visibility of the media outside of billboards.

In this section, we provide 10 questions to respondents related to the media that respondents most often access and the type of information they access the most. The following are the results of the respondents' answers that we collected:

a. Television Consumption Patterns: Duration and Types of Content

How long do you watch television in a day

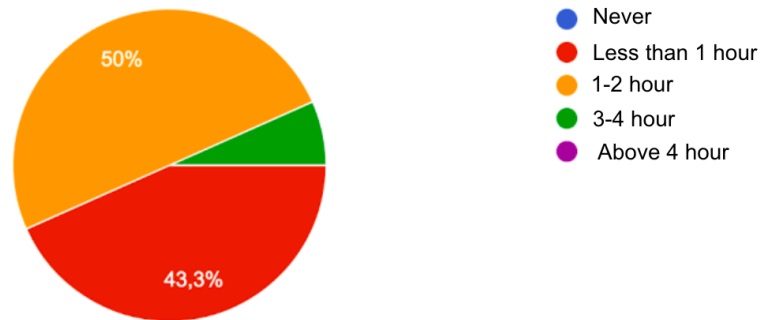


Figure 1. Duration of Watching Television for Surakarta Residents

What programs do you consume while watching television

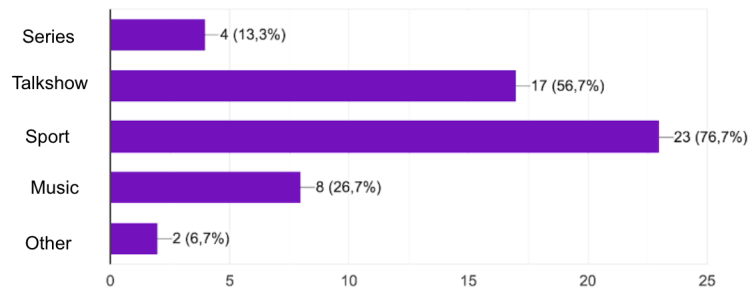


Figure 2. Television Content Consumed by Surakarta Residents

In Figure 1. It can be seen that most of the respondents consume television media with a duration of 1-2 hours, as shown by the percentage of 50%. Then followed by less than one hour as much as 43.3% and the least portion was in the duration of more than 4 hours. The average duration of television media above shows that television media is no longer the main source of information for citizens of the city of Surakarta with the number of answers that the majority of respondents consume between less than 1 hour, and only 1-2 hours.

Furthermore, regarding program content, graph 2. shows that when consuming television the most preferred content choices are news and sports content, followed by talk shows, music, and soap operas.

b. Print Media Consumption Patterns: Newspapers and Magazines

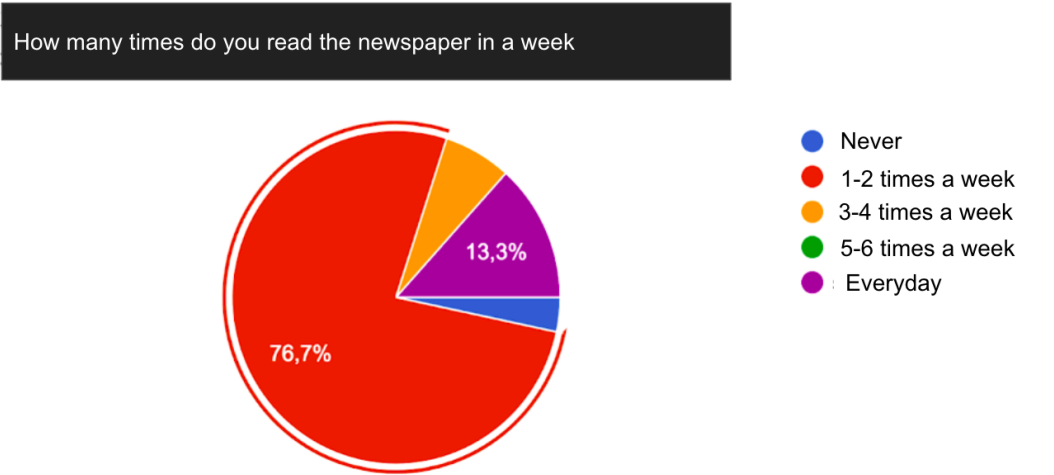


Figure 3. Frequency of Consumption of Surakarta Citizen's Newspaper in a Week

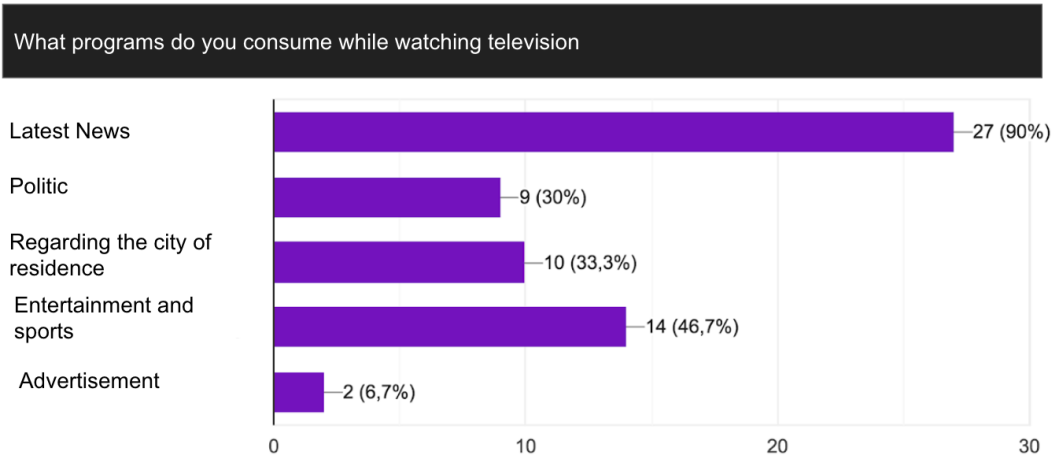


Figure 4. Types of Newspaper Content Consumed by Surakarta Residents

How many magazines do you subscribe to in a month?

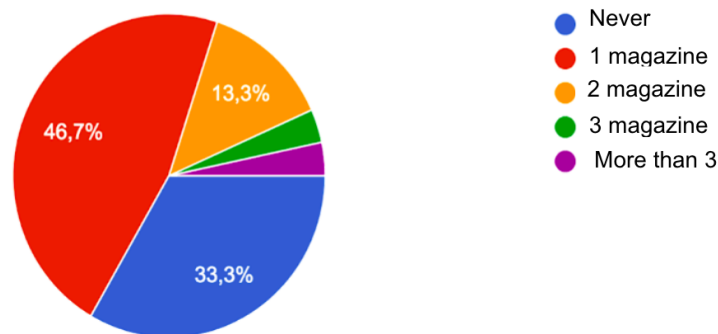


Figure 5. The Number of Magazines Consumed by Surakarta Residents' Newspapers in a Month

The topic of the magazine you are reading

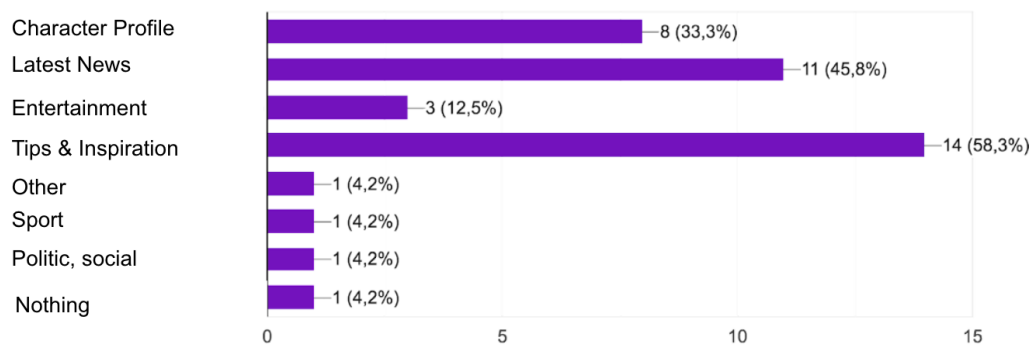


Figure 6. Types of Magazine Content Read by Surakarta Residents

Figure 3. explains that newspapers which are generally known as dailies because most of the publishing period per day are no longer consumed on a daily basis. This is illustrated by 76.7% of respondents who live in Surakarta consume newspapers only 1-2 times a week, while only 17.7% of respondents consume them every day. The level of trustworthiness of newspapers is also still high for residents of the city of Surakarta, this is shown that the majority of the selected content when consuming newspapers is the latest news in figure 4.

The senjakala of the magazine can be felt here, because based on the data collected, it shows that the level of citizen subscriptions Surakarta in a month ranges from 1 to none as shown in figure 5. The character of the magazine as a light source of information has not been replaced until now. It is evident from the choice of Surakarta residents in consuming magazine content dominated by tips/inspiration as much as 58.3% as the first place, followed by the latest news, and profiles of figures as much as 45.8% and 33.3% as shown in figure 6.

In this digital era, it is not surprising that the internet consumption level of respondents in the city of Surakarta is quite high, namely more than 4 hours in the first position or 73.5% of the answers. The functions of social, information, and entertainment are still dominant for

Internet users in Surakarta City Seen in the 3 main choices with the most number of 80% for accessing social media, 70% for accessing news, and 66.7% for accessing entertainment in the form of music and videos. During this pandemic, the other option that most often appears is the use of the internet as a learning tool due to restrictions on direct physical contact that occur in face-to-face learning.

c. Media Consumption Patterns: Media Character, Gratification Sought and Media Planning

The pattern of media consumption is strongly influenced by the underlying individual motives. There are five basic assumptions of the uses and gratification theory (1) The nature of audiences who are active in media use. The use of media is done based on the purpose. (2) The initiative in consuming media is related to the satisfaction as well as the needs of the audience when selecting media. (3) Media competes with other sources. (4) There is high awareness of the audience when using the media, interests and motives become an accurate picture of usage. (5) Evaluation of media content can only be done by audiences [8] [9] [10]. Audience satisfaction can be seen from certain aspects, such as Gratification Sought (the search for satisfaction) and Gratification Obtained (obtained satisfaction).

Table 2. Comparison of Media Consumption Patterns

	Television	Newspaper	Magazine	Radio	Internet
Duration	1-2 hours (50%)	1-2 times/week (76.7%)	1 month (46.7%)	<1 hour (43.3%)	> 4 hours (73.3 %)
	< 1 hour (43.3%)	Every day (13.3%)	Never (33.3%)	1-2 Hours (43.3%)	1-2 hours (13.3 %) 3-4 hours (13.3 %)
Content Type/ Activity Type	News and sports (76.3%)	Latest news (96%)	Tips/Inspira- tion (58.3%)	Music (75.9%)	Social Media (80%) News (70%)
	Talk shows (56.7%)	Entertainment & Sports (46.7%)	Latest news (45.8%)	News (31%)	Video/Music (66.7%)

Gratification soughtWhat audiences do is more or less influenced by the character of the respective media. This can be seen from the total duration and frequency of mass media for respondents who are residents of the city of Surakarta which are summarized in table 3.1. on. There are differences in the amount of duration and frequency of media consumption based on the mainstay character and type of content for each mass media they choose.

In television media, the majority are consumed with a duration of less than 1 hour to 2 hours per day. The type of content chosen was news and sports with 76.5% and talk shows with 56.7%. This is inseparable from the character of television itself as a medium. Television designs programs based on the type of content that sells best for advertising spending. Based on Nielsen data, entertainment programs and series absorbed the largest television spending, namely 23% and 22% of total spending of 143 trillion at the end of 2019. Furthermore, entertainment programs that absorbed the largest advertising spending came from variety

shows and talk shows [11] [12] [13]. It is not wrong if the audience seeks gratification through television with entertainment programs as its mainstay. Besides that, the physical characteristics of television are not portable and can be accessed in groups, making television characters a form of family entertainment that cannot be accessed anytime, anywhere because you have to spend a certain amount of time to access it. In addition, when watching television, the audience must focus on the media. It is not surprising that television is accessed in a short period of time considering the working hours and activities of today's society.

Likewise for newspaper consumption, the most selected content for respondents who are residents of the city of Surakarta are the latest news and sports. Newspapers or newspapers as the oldest form of mass media have the character of a high level of trustworthiness, although newspapers have various types, from yellow press, political press, jazz journalism, tabloids to news analysis. However, in general newspapers are known for their good level of depth of news so that they are more trusted by the public [14] [15]. Unfortunately, in the digital era, newspapers are increasingly reading less and less, which should be illustrated by the consumption of newspapers by the majority of respondents only 1-2 times a week. Three quarters of money with newspapers or newspapers, other print mass media - magazines are also starting to lose their audience as indicated by the migration of various magazines to e-magazine. Magazines rely on visual characters and long life span so that their content tends to be light, informative and inspirational. This is what makes respondents like magazine content in the form of tips and inspiration as their gratification seeks. On the other hand, its beautiful visuals and long-life span topics make the production costs of the magazine expensive, but the demand for it in print has decreased over time. Even so, the magazine has remained focused on specific and niche audiences [16] [17]. This is what makes respondents like magazine content in the form of tips and inspiration as their gratification seeks. On the other hand, its beautiful visuals and long life span topics make the cost of producing the magazine expensive, but the demand for it in print has decreased over time. Even so, the magazine has remained focused on specific and niche audiences. This is what makes respondents like magazine content in the form of tips and inspiration as their gratification seeks. On the other hand, its beautiful visuals and long life span topics make the cost of producing the magazine expensive, but the demand for it in print has decreased over time. Even so, the magazine has remained focused on specific and niche audiences [18] [19].

Continuing on radio consumption patterns, radio was chosen by the majority of respondents as much as 75.9% to provide entertainment in the form of music. While 31% of them like news content on radio. The duration of listening to the radio per day for the majority of respondents ranged from less than one hour to one hour. The nature of familiarity makes radio a friend to its listeners. So that radio listeners have special programs or hours to enjoy the radio so that the duration chosen is not too many. Even though other alternatives have emerged in the digital world such as podcasts, the role of radio is still prominent in providing local and national information. Local information penetration for radio listeners is still very strong [20]. The radio coverage, which is only dozens to tens of kilometers, makes its own strength in penetrating local listeners, although there are so-called networked broadcasts (relay) and streaming radio. This is what makes the information conveyed closer in proximity to the listener.

New media or the internet cannot actually be said to be a single medium, because the internet encapsulates various existing conventional media and is transmitted digitally. The accessibility of the internet which can be done almost anywhere, via mobile means that the duration of daily internet use for Surakarta residents is quite high compared to other conventional media which ranges from 1-2 hours, 1-2 times a week, and 1 magazine per month. Daily internet usage of more than 4 hours itself is divided into various kinds of activities while surfing. Starting from social media (80%), news (70%), and video/music (66.67%). These three activities cover almost all of the audience's reasons for consuming media according to [21]. According to McQuail, there are 4 main reasons an individual consumes media, namely (1) information,

Regarding public communication of government programs, media planning is a must so that the message conveyed can reach the intended audience. The emotional perspective and motivation of the audience also need to be considered in media planning [22]. Media planning action plan communicates the message through the right media at the right time and frequency. The main goal of media planning is efficiency. Gratification sought synonymous with the needs and desires of audiences, as well as the character of the media

In media planning, there are three types of media that need to be considered and integrated; (1) paid media, (2) owned media, and (3) earned media related to the character of the media and the target audience [23]. Paid media is paid media. Paid media means organizations, in this study the Surakarta City Government buys paid space in newspapers, tv, magazines, radio, and other media. Whereas owned media is media that is built by a brand, or here the Surakarta City Government and its content are determined and controlled by the owner. Examples of owned media are government websites, microsites, blogs, social media: Facebook, Twitter, Instagram, LinkedIn, fanpage, Solo Berseri magazine, and billboards belonging to the Surakarta City Government at strategic points.

Earned media is another form of gratification obtained, media user satisfaction has been achieved because their needs and desires are fulfilled. Earned media occurs when a user shares information that he finds interesting, this response is generally considered positive if the nature of the message being shared is positive and neutral. This response is said to be positive because there is a call to action based on the personal wishes of the audience which shows satisfaction with the media content. The most important thing, why is it said "earned", is because brands, organizations, institutions, or here the Surakarta City Government don't pay at all in promoting their programs because they are assisted by satisfied audiences to disseminate the information.

Even though in this digital era, it seems that new media users are at the forefront, it does not mean that conventional media can be forgotten as a means of promoting government programs. Differences in the character of the target audience also need to be considered in the implementation of media planning, what kind of psychographic and demographic audiences are compatible with conventional media, and which audiences are targeted by focusing on the use of new media. The essence of media planning is integrating the two and choosing the most efficient media for the target audience.

d. The Effectiveness of "Solo Berseri" Magazine: Audience Affordability and Media Attractiveness

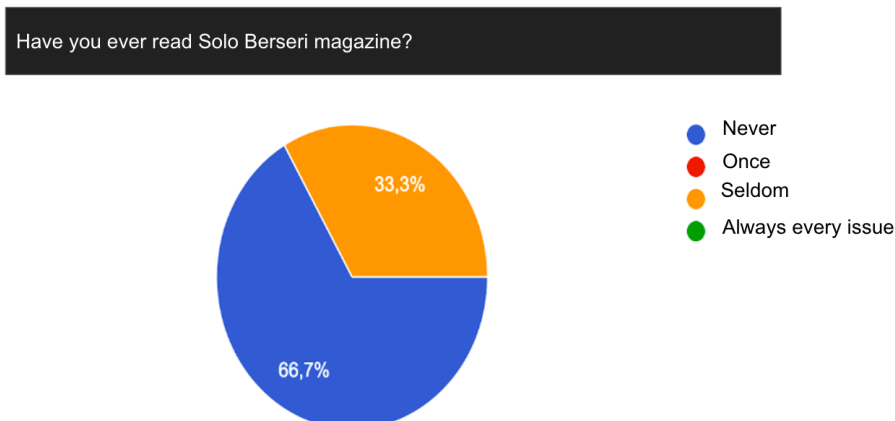


Figure 7. Readability Level of "Solo Berseri" Magazine

Where do you get the Solo Berseri magazine

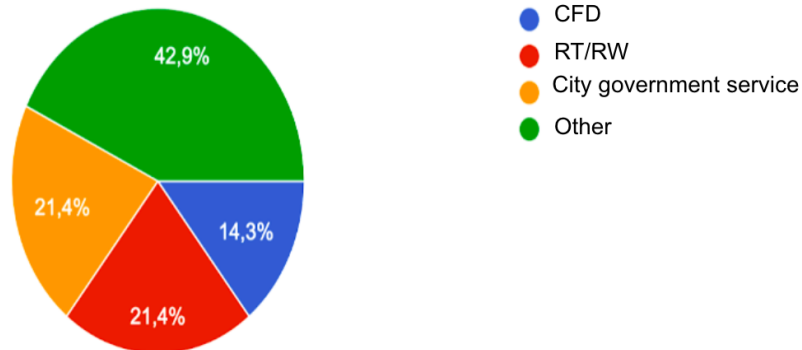


Figure 8. The Level of Affordability of "Solo Berseri" Magazine

Figure 7 and 8 illustrate that the majority of respondents from Surakarta City have never read, which is indicated by a number of 66.7%, followed by a rare choice of 33.3%. Furthermore, when asked a question regarding how to get the magazine "Solo Berseri" 42.9% of respondents answered other things by filling in information they did not know. Respondents who had read the magazine "Solo Berseri" asked questions related to the attractiveness and satisfaction obtained regarding information about the city of Surakarta from the magazine "Solo Berseri". The results were quite good. In terms of design, content, fulfillment of information about the city, and growing a sense of pride in Surakarta, it has been achieved according to the answers of the majority of respondents in graphs 3.12 to 3.15 below.

The design of the discover magazine Solo Berseri is already interesting

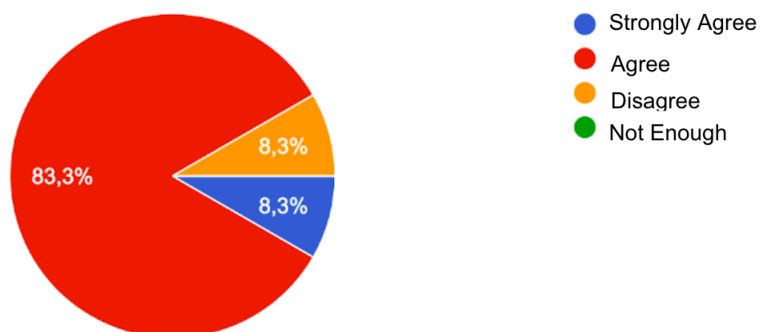


Figure 9. The Appeal of "Solo Berseri" Cover Page

The content of the discover magazine Solo Berseri is already interesting

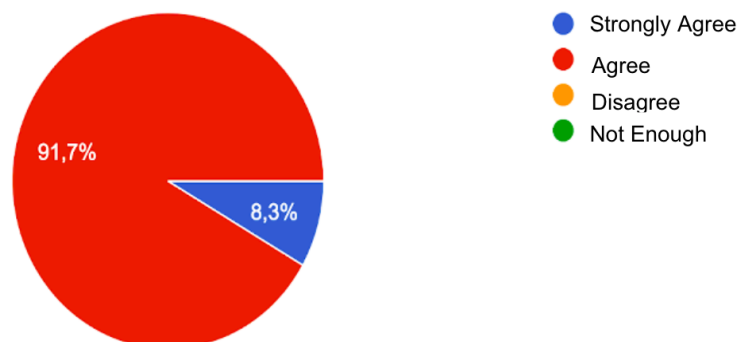


Figure 10. Choice of Language in "Solo Berseri" Magazine

The selection of magazine cover designs, easy-to-understand language, increasing knowledge regarding the city of Surakarta and government programs, as well as fostering a sense of pride for the city of Surakarta shows that the magazine "Solo Berseri" has achieved gratification. Accordingly, the "Culinary", "Government" and "City Activities" sections were the top choices for the most respondents for the most interesting rubric category. The choice of the "Solo Berseri" magazine rubric which is the most liked by its readers supports the achievement of audience gratification with the aim of its existence as owned media by the Surakarta City Government and the Surakarta City Information, Communication, Statistics and Coding Service.

Even so, it cannot be said as a media that is intentional as gratification sought. This is due to the affordability of Solo Berseri magazine where there is still no known way to access it. This means that the level of affordability and readability of "Solo Berseri" magazine still needs to be improved to make it more effective.

e. **Billboard Effectiveness: Selective Exposure, Visibility and Attractiveness**

Measuring the effectiveness of outdoor media, billboards can be used to provide information that is cursory in nature or awareness, memory retention is also focused on the intended audience in proximity. Variables in the form of location, design play the attractiveness of a billboard so that it can be glimpsed for a few seconds when people are driving on their way either by vehicle or walking in pedestrians [24] [25].

Therefore the questions designed to measure the effectiveness of the use of billboards as a promotional medium for the Surakarta City Government are in the form of: visibility, location, information content, attractiveness, need for information, and information retention. More details will be described in picture 11 & 12 below:

Have you ever seen a solo government information billboard

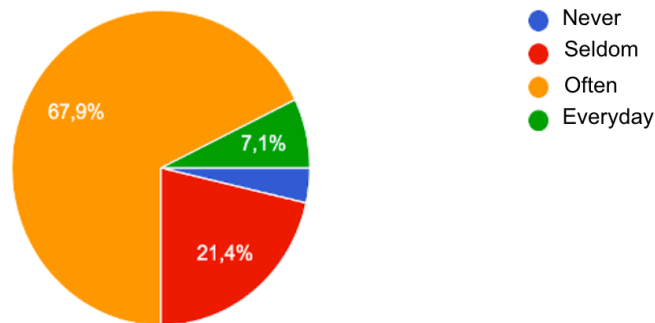


Figure 11. 18. Billboard Visibility Surakarta City Government

The design of the solo city government billboards is very interesting

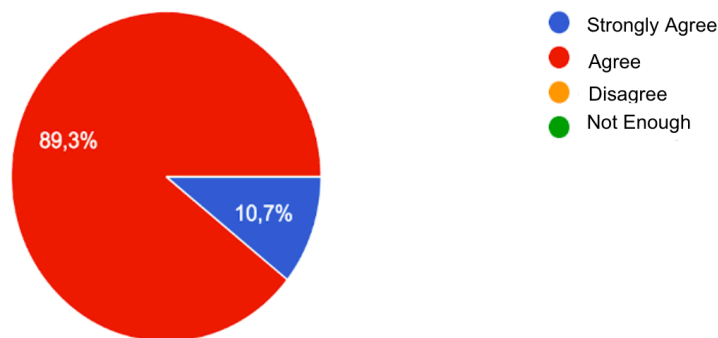


Figure 12. Billboard's Attractiveness Surakarta City Government

In graphs 18 to 3 it can be seen that the visibility level of the billboards owned by the Surakarta City Government is good because 67.9% of respondents said they often see billboards and 21.4% of respondents answered rarely. In terms of location, the placement was also very strategic because all respondents agreed (86.7%) and strongly agreed (14.3%) with the easiest to remember locations being in Proliman Banjarsari and Manahan.

The attractiveness of billboards owned by the Surakarta City Government is also very good as shown by the 89.3% response rate which stated that they agreed with the attractive visuals. In addition, the majority of respondents (86.7%) answered that the billboards belonging to the Surakarta City Government provided the information they needed regarding agendas/events/activities, government appeals, and greetings for certain holidays or commemorations in the first, second, and third order.

Tracing the concept of selective exposure developed by Klapper, the design presented on the billboard has succeeded in attracting the selective attention of residents. Selective attention occurs when audiences choose to pay attention to certain messages because of a stimulus that attracts their attention. Meanwhile, the information displayed in the billboard has captured the selective perception of the residents because it fits what they need around the city of Surakarta. Selective Perception Occurs when there are cognitive factors, interests and

beliefs, knowledge, attitudes and needs, values in accordance with those of the audience. Placement of billboards in strategic locations basically fulfills the criteria of selective recall of the information contained in the billboards, because it is often seen and accessed by residents, the message will be easily recalled. Selective Recall Occurs when only certain messages are remembered.

Based on the analysis of the descriptive statistical data above, it explains that the Surakarta Government's billboards have been quite effective in promoting activities in the city of Surakarta and disseminating information related to city government programs.

4. Conclusion

Even though in this digital era, it seems that new media users are at the forefront, it does not mean that conventional media can be forgotten as a means of promoting government programs. Regarding public communication of government programs, media planning is a must so that the message conveyed can reach the intended audience. The needs and desires of audiences, patterns of media consumption, and the character of the media need to be considered in great detail in the design of public communications by the Surakarta City Government. Differences in the character of the intended audience also need to be considered in the implementation of media planning, what psychographic and demographic audiences are compatible with conventional media, and which audiences to target by focusing on new media use.

The selection of magazine cover designs, easy-to-understand language, increasing knowledge regarding the city of Surakarta and government programs, as well as fostering a sense of pride for the city of Surakarta shows that the magazine "Solo Berseri" has achieved gratification. Even so, it cannot be said as a media that is intentional as gratification sought. This is due to the affordability of Solo Berseri magazine where there is still no known way to access it. This means that the level of affordability and readability of "Solo Berseri" magazine still needs to be improved to make it more effective.

Tracing the concept of selective exposure developed by Klapper, the design presented on the billboard has succeeded in attracting the selective attention of residents. Meanwhile, the information displayed in the billboard has captured the selective perception of the residents because it fits what they need around the city of Surakarta. Placement of billboards in strategic locations basically fulfills the criteria of selective recall of the information contained in the billboards, because it is often seen and accessed by residents, the message will be easily recalled.

In other words, the use of billboards owned by the Surakarta government has been effective in promoting activities in the city of Surakarta and disseminating information related to city government programs.

In this quantitative study, the researcher also asked several open-ended questions to respondents as the audience so that they could become suggestions for the Surakarta City Communication, Information, Statistics and Coding Service in developing public communication media. From the various suggestions and input submitted, we compiled these suggestions as follows:

- a. Creating more varied information content: We met a large number of respondents who put forward this suggestion. Residents hope that in the future the information provided by the Surakarta municipal government will be more varied with language that is easy to understand and the information will be more factual.
- b. Making new innovations in broadcasting Surakarta city government activities: the respondents we met hope that in the future the Surakarta city government will make new innovations in broadcasting activities, especially those related to social culture held by the Surakarta city government. The hope of the community is mainly because the community has the desire to be able to access activities or events in the city of Solo through social media so that when the community cannot come directly to the location, the community can still enjoy events that take place through the official social media of the Surakarta city government.

- c. Creating innovative media for information distribution: suggestions that were also conveyed by the community were innovations made by the Surakarta City Government to convey information to the public. The expected innovations are in the form of televisions, speakers installed in strategic places, and social media. The community's hope is that the information provided by the Surakarta city government can directly reach the grassroots level of society.

Basically, the various suggestions given by residents have been carried out by the Surakarta City Government, especially the Surakarta City Communication, Information, Statistics and Coding Office. However, it is necessary to optimize some of the programs already owned by Diskominfo SP Surakarta City. For example, synergizing owned media and paid media to achieve earned media. According to the data we obtained, respondents obtained reference information regarding the city of Surakarta from the following sources:

- a. Social Media: this media is the most mentioned by the community. The social media referred to by respondents here refers to social media accounts outside the Surakarta City Government which often inform events that occur around Solo Raya. Instagram accounts such as ICS (Info Interception Solo), Cruisesolo, AgendaSolo are the Instagram accounts most mentioned by respondents.
- b. Local Newspaper: the local newspaper, namely SOLOPOS, is the second media mentioned by the respondent. These newspapers are mainly local newspapers in the form of print newspapers.
- c. Local TV: local television station, TATV is the third alternative put forward by the community.
- d. Government Website: the last alternative mentioned is the government website. Even though not many respondents stated this, the government's website is one of the most trusted sources of information that the public can access during a pandemic like today.

The mass media mentioned above, such as SOLOPOS and TATV, researchers believe have a good relationship with the Surakarta City government as paid media. Likewise, various owned media such as government websites, Solo Berseri magazine, billboards, the Solo Destination application, and various internal media developed by the government for public communication have their own management. Researchers suggest that both of them can be processed to be more creative and attract the attention of Surakarta residents as a whole so they can become earned media. Earned media here occurs when Surakarta citizens share information voluntarily without the need for the Surakarta City Government asking for promotion. The conclusions contain briefly and clearly the essence of the research results and recommendations.

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