

The Role Of Stakeholder Relations In Building Brand Awareness (Study On Consumed Media Feedme.Id)

Nadiya Damayasih, Gayes Mahestu

Abstract: This research aimed to know the role of stakeholder relations in building brand awareness (study on consumed media feedme.id). The research method used for this study was qualitative and the methods of collecting data obtained by observation and structured interview as primary data and secondary data from literature study and company document. Analysis of data used coding data. The validity of data used triangulation of data source. This research shows that the role of stakeholder relations in building brand awareness is to maintaining relations with consumed media relations feedme.id, otherwise stakeholder relations is doing consumer, client, and media relations on Consumed Media Feedme.id

Index Terms: Stakeholder, Public Relations, Brand Awareness.

1 INTRODUCTION

MASS media is believed to have tremendous power in influencing knowledge, attitudes, and behavior of the people. Mass media can quickly direct the community to form an opinion on an event that will occur. The mass media can direct, guide, and influence life in the present and the future [1]. In Indonesia, there are companies engaged in media specifically digital, namely CPXi Indonesia. According to the article *Metrotvnews.com* (05/05/2014) entitled "CPXi Indonesia is the Best Market for Digital", the CPXi Company, engaged in digital industry advertising, opened a branch in Jakarta, office in Indonesia serves the digital advertising market in the Asia Pacific. The advantage of CPXi is its new technologies, namely programmatic media and programmatic creative. CPXi was founded in 2000 in New York City, CPXi is a global holding media digital company that aimed to encourage efficiency and effectiveness in the marketing space and enabled technology as a marketing tool. With 17 years of experience, CPXi has found a good marketing method for each development. CPXi also offers the best digital media in its class. Execution, the creation of sophisticated content and the company's involvement strategy when marketing its brand/product. CPXi is a global digital media company that aims to encourage efficiency and effectiveness in technology-supported marketing spaces. With 17 years of experience combining technology and managed solutions, CPXi expands to Asia and Southeast Asia as the focus of development. CPXi Asia has been divided into two divisions. These divisions operate independently and controlled, ADREADY provides the best in programmatic class, media technology, and services for agencies and marketers, Consumed Media, creating unique content opportunities for the digital media ecosystem that is currently developing [2]. Consumed Media creates content designed for digital media ecosystem. This content is designed to 'search' for targeted users according to the consumption behavior of their specific content, involve them

and allow them to easily 'share' with other interested users. This produces a different audience with the same set of interests, creating significant value for advertisers. Consumed Media content includes websites, videos, articles, photo galleries, events, etc. [2] One of the websites owned by Consumed Media is FeedMe.id. FeedMe.id is the first website launched by Consumed Media with the aim of providing information to millennial generation especially in Indonesia with a different presentation. The increasing competitive condition and situation of business competition encourage every company to have a strong brand because a strong brand will make it easier for companies to enter the market and compete in an uncertain business competition situation. (Donni, 2017) Stakeholder relations see opportunities from Consumed Media to build a good relationship with external stakeholder, which is client so the public can know FeedMe.id better. In building awareness, stakeholder relations emphasize the client's interests so that the client feels preferred by Consumed Media. According to Rhenald Kasali in Putra (1999) stakeholders is every group inside and outside the organization that influences the success of the company. Every activity held by the company always involves the client. Relationships between companies and Consumed Media happen because of the role of public relations officer. Whereas according to Dozier and Broom [3], the role of managerial as communicator facilitator is a public relations practitioner as facilitator or bridge of communication between organizations and the public. Public relations practitioners become mediators if there is a misperception both internally and externally. Public relations must also be neutral so that all parties feel benefited.

2 RESEARCH METHODOLOGY

The type of research used is descriptive qualitative. The research method is a qualitative case study. Data collection techniques used by the author are primary data, and secondary data uses interviews, non-participant observation, and digital activity. The data analysis techniques are data coding and source triangulation as data validity techniques.

3 RESULT AND DISCUSSION

Stakeholder relations of Consumed Media FeedMe.id carries out the task and role of a public relations officer, such as maintaining the good name of the company, maintaining internal and external relations where external party in the

- Nadiya Damayasih, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480
- Gayes Mahestu, Marketing Communication Program, Communication Department, Faculty of Economics & Communication, Bina Nusantara University, Jakarta, Indonesia 11480; Research Interest Group, Cross-Cultural Communication, Bina Nusantara University, Jakarta, Indonesia 11480, E-mail: gayesmahestu@binus.ac.id

Consumed Media is the stakeholders in the form of corporate clients and acting as Problem Solving Process Facilitator and Communicator Facilitator. This role can be seen from the obstacles faced by Consumed with the client. In addition, stakeholder relations also conduct consumer, client, and media relation activities to build brand awareness. The way stakeholder relations in building relationships with Consumed Media stakeholders is by making personal connections to stakeholders and inviting them in every activity organized by Consumed Media, with the aim that stakeholders can assess the performance of Consumed Media. Furthermore, stakeholder relations also conducts several ways to build brand awareness with the assistance of its stakeholders, such as by doing three things, such as collaborating with stakeholders by providing innovation and being consistent in carrying out communication strategies. Build relationships with many stakeholders and the last is to invite stakeholders in every activity organized by Consumed Media.

4 CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the research on Consumed Media FeedMe.id, the role of Stakeholder Relations in building Brand Awareness is to establish relationships with stakeholders of Consumed Media FeedMe.id, in addition stakeholders also conduct activities of consumer, client and media relations at Consumed Media FeedMe.id. The problem faced by Stakeholder Relations in Building Brand Awareness (Study on Consumed Media FeedMe.id) is a constraint on Consumed Media clients who use more than one agency to make it less efficient both in terms of time and energy for an internal party of Consumed Media. Then, when the client has a request, which according to Consumed Media is difficult to fulfill. This constraint can have an impact on the branding of Consumed Media, which makes stakeholders hesitant to establish relations with Consumed Media.

Suggestion

To build brand awareness from Consumed Media especially on the FeedMe.id website, a company engaged in digital media is better to focus and strengthen relationships with its stakeholders by always involving stakeholders in every activity organized by Consumed Media.

REFERENCES

- [1] M. Nurudin, Pengantar Komunikasi Massa. Jakarta, 2007.
- [2] CPXi Asia, "CPXi Asia | A Digital Remedy." [Online]. Available: <https://cpxi-asia.com/>. [Accessed: 27-May-2019].
- [3] R. Ruslan, Manajemen Public Relations & Media Komunikasi Konsep dan Aplikasi. Jakarta: PT Raja Grafindo Persada, 2014.