

# **CHAPTER I**

## **INTRODUCTION**

This chapter outlines the background of the problem and the internship execution, including the purpose of the internship, and scope and limitation. The background of the problem summarize the reason behind the interest of the internship. Path Mobile Indonesia was one of the most popular social media platform in Indonesia, therefore, it is a great opportunity and experience to learn about and give contribution to the company.

### **I.1. Background**

Social media has been so popular among young generations in all across countries, especially in Indonesia. It is inevitable fact that social media nowadays become one of that important access and tools for people to communicate and to interact with each other within the society, and it has become a common behavior for people to get connected through the cyber world. According to Forbes communication council, there are over 3,2 billion people currently that considered as active social media users that spread all over the world (Shaw, 2018). Other than that, the growth of social media's active users in Indonesia has been increased significantly. According to Kompas, the amount of social media active users in Indonesia have reached over than 130 million people from the total population 265,4 million people in Indonesia, by this means the amount of social media active

users in Indonesia have reached 49% penetration from total population in Indonesia (Pertiwi, 2018).

The massive amount and growth of social media users that spread amongst countries in Indonesia, put Indonesia become one of several countries around the globe that become a high potential country for social media to embarked and grow.

According to Evans (2012: 31) social media have a definition as below,

Social media, simply, is text, words, pictures, video, and the like created with the intention of sharing. In the context of a marketplace, it is the thoughts and experiences of participants, for example, consumers that relate to their experiences with brands, products, or services.

Since Forbes Communication Council have claimed that social media is widely used by over than 3,2 billion people globally and Indonesia has become one of the most fascinating countries with an immense growth of users, attracting many social media company to emerge in Indonesia's market and began to generate competition between numerous social media in Indonesia. Competitors began to emerge with new ideas, new concepts and new innovations of how social media should be to complemented people lifestyle at the time, prompting social media to improve and figure out the strategy to be able to survive and sustain in the society, which one of the ways could be measured by how many active users in those social media. Considering one of revenues sources for social media company is determined by the amount of active users in the application or in the other words, the public interest toward the particular social media determined the continuity of particular social media, forcing social media company to compete with each other to get public interest for the company to be able to maintain the continuity of the company. There are various methods to survive, one of the ways is by the ability of

certain social media company to promote their platform to maintain the public interest and awareness toward their application.

Meanwhile, According to emarketer (2017), Path, is one of social media platform that has been rising and used to be popular amongst the generation all across countries, especially in Indonesia, Path was on the forth in the category of most popular social media application used. Path has been accessed for a billion times over 12 million people all over the world with a short time course. Path is a social media platform that enables its users to engage and doing interaction with each other with sharing their personal life only with their closest friends using features that provided at their platform such as, check-in location, sharing photos, sharing moments, direct messaging, streaming music, etc. Path Mobile Indonesia used to have 23 million registered users all across the countries on their app since their first launched. Path becomes popular because it is the pioneer of social media that combine several features into one platform such as, in path you can share location with your closest friends, while you are updating your status, streaming music, and sharing moments. However, since the 2015, the number of users that still actively accessing Path got weaken. Now, path has less than five million active users all across countries. According to Tech in Asia (2016),

Path was ranked as the 16th most popular app in Indonesia's on 2014, and after a year in 2015, Path coming down to 27th place and got weaker each day, and at its lowest 57th in 2016. Path is in the struggling position to compete with the others big players in the market of social media.

On 18<sup>th</sup> October 2018, Path announced their discontinued services through their social media application with undisclosed issues. Considering the fact that

Path's amount of active users was continuously decreasing since last year, and the social media has been not as popular as it used to, Therefore, during the internship at Path Mobile Indonesia that the author had been done previously, before the discontinued announcement, which is in February 2018 until May 2018, the author focused to learn the implementation of social media marketing that done by the company of Path Mobile Indonesia, in the middle of their crisis to survive and sustained the company within the society. Path Mobile Indonesia, in the effort to raise awareness and generate interest toward their social media, they have to plan their promotion or marketing activities well, one of those is by implementing the social media marketing.

Considering the fact that social media active users, particularly in Indonesia, have immense growth, making it more important to do marketing effectively in the social media platform. Arnold & Bridgewater (2002 : 87) claimed,

As social media could attract people on a global scale and creating greater potential interaction between customers with the company. The interaction that build through internet based on one to one interaction assume could intensify marketing performances and building brand relationship.

Thus, the interaction between customers with the company could develop through implementing social media marketing. By implementing social media marketing, the company tries to build the relationship and engage with the society. According to Blythe (2003, p. 234),

One of the characteristics of the internet is as a marketing tool since there is interactive communication within it or in other words, there are two ways communication created between and it could involve greater emotionally rather than watching television or reading a magazine.

By implementing social media marketing, company able to expand their scope of marketing easier and reach more potential consumers. Social media marketing which has meaning as the practice of promoting either products or services through social media platforms, become a prominent strategy for a company to compete and sustained in the society at the time.

### **I.2. Purpose of The Internship**

Purpose of the internship that author has been done at PT. Path Mobile Indonesia is to learn the implementation of social media marketing that is applicable at PT. Path Mobile Indonesia.

### **I.3. Scope and Limitation**

During the internship at PT. Path Mobile Indonesia, The author works under the marketing division as marketing intern under the direct supervision of Chief Marketing Evangelist, Domex Mandhey. As a marketing intern, the scope of the roles varied from the creative team, planner team to the execution marketing communication team. Roles of marketing intern at Path Mobile Indonesia is to be able to implement social media marketing within the marketing activities in Path Mobile Indonesia based on analyzing the market research, the targeted market and the customer insights, also the author has to be able to contribute in producing creative and interesting contents for social media marketing to engage with the targeted customers.

Activities that have been done by the author in the Internship program as Marketing intern in Marketing Division are helping the creative team to brainstorm creative ideas for the next implementation of social media marketing contents of Path Mobile Indonesia, support the strategy marketing communication planner team during the process of planning until the execution of the social media marketing. In the process of planning the activity of marketing communication through social media in Path Mobile Indonesia, the author has to do some market research regarding the targeted market, also analyzing and identifying customer insights, analyzing the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of Path Mobile Indonesia. Planning the marketing communication activity that will be done through the social media, doing brainstorming internal and responsible to note the outcome report of the meeting. Coordinating with other divisions regarding the connecting projects of the social media marketing, such as with content division and merchandising division. In addition, to help the marketing division in the process of implementing social media marketing, the author also helps the content team to produce and preparing contents of Path Mobile Indonesia in the Path Mobile Application and also helps the merchandising divisions regarding the related requirements of the marketing division to execute the marketing plan.

#### **I.4. Period and Location of Internship**

The author had done the internship for four months period of time, from 9<sup>th</sup> February 2018 to 9<sup>th</sup> May 2018. The working hours start from 10.00 A.M until

06.00 P.M every Monday until Friday. Working hours are flexible depending on the circumstances and certain condition. The internship location takes place at:



# Path

Picture 1.1. Path Mobile Indonesia  
Source: HRD Path Mobile Indonesia, 2018

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