

Information Technology Based on Japanese Marketing Tools

A P Darusalam^{1*}, and Tatan Tawami²

¹Departemen Sastra Jepang, Universitas Komputer Indonesia, Indonesia

²Departemen Sastra Inggris, Universitas Komputer Indonesia, Indonesia

Email : arizkypahmi28@mahasiswa.unikom.ac.id

Abstract. The purpose of this research is to see how much usability social media as a marketing tool in Japan. To support this research we used descriptive method to present a complete overview of social media use for marketing in Japan and strategy marketing business Japan. The result of this research has indicated that social media is a good marketing tools in Japan and many companies use social media as a marketing tools. From that result we can know that social media is one of important tools in Japan. This is due to the fact that Japanese people use social media in their daily lives. The research was done by discussing usability, important roles, and strategy in social media Japan.

1. Introduction

Social media is a medium used by the community to socialize online but for now social media has many uses other than to communicate, there are also other uses, one of which is marketing the product or advertising services on social media. Eren and Cicek have explained that now marketers have used various ways to maintain brand loyalty for their customers. One way is marketing through social media [1]. Likewise according to Dr. M. Saravanakumar and Dr. T. Sugantha Lakshmi who explained that social media is used as a marketing tool by companies and according to them marketing is a well-developed science and adapts new methods of virtue to make peace with the new paradigm of business [2]. Research conducted by Cristina Castronovo and Lei Huang explained that the combination of social media is very influential on the goals of strategies and trends in marketing targets. Facebook is one of the social media that offers more than 400 million users who will be able to see the advertisements of the company's products offered [3].

According to research written by Wisnu, it is explained that the existence of the internet and social media in political marketing has brought new hope, then the internet and social media also have changed various kinds of activities that can be done. Social media is also not surprising if it becomes a digital marketing brochure [4]. From the results of research conducted by Vries, Sonja and Peter was found that the effect of advertising their products informally on social media makes people tend to have a positive attitude towards informative advertisements on social networks, therefore people are more positive about informative advertising posts rather than advertising that posts about the brand are not informative so the result is a brand that has informative advertisements that get more popularity [5]. But according to Brett, Shaw and Takeuchi social media besides having great potential but there are also problems for concerns such as wrong information, digital gaps, and identity theft [6]. In fact, Ida Ayu mentioned that the existence of online social media has been widely used by various industries as a potential alternative means in the field of marketing and social media, this media is not only a medium of communication, but also has influenced the communication culture of society in



everyday life and business [7]. Luke stated that social media is very important for the marketing environment, he found that 60 percent of planners on average there were at least 16 corporate leaders online using social media [8].

Thackeray and Neiger stated that social media technology is needed by marketers to develop interactive websites that make it easy for users to engage in marketing by encouraging users to share feedback, comment, rate products, and provide reviews [9]. According to Mangold and Faulds, social media is becoming more important as an internet marketing tool that is given wide adoption by the general public [10]. And according to Eddy, to be an entrepreneur is required to have the competence to find a suitable market to maintain the survival of a company [11]. The purpose of this research is to see how much the use of social media as a marketing tool in Japan and the method we use is descriptive method by describing the usability of social media in Japan. The results show that social media is suitable for being a good marketing place in Japan. Can be seen from the number of social media users there, indicates that social media is one of the important tools for Japanese society.

2. Method

To support this research, we use descriptive methods to describe the function of social media in marketing in Japan and what social media is used by Japanese companies, what strategies and methods are carried out by Japanese companies in marketing their products.

3. Results and Discussion

To attract the interest of customers, of course we must be able to make interesting things in marketing a particular brand or product in terms of form or in marketing it [12]. The method used by Japanese companies always makes consumers interested in products marketed by Japanese companies. For example in marketing their products they always include unique things or something that is difficult to guess at the end. Japanese companies or Japanese entrepreneurs always put their products on social media because they know that this time people always use social media to see certain product updates. Therefore, social media is now used as a marketing tool by business people in Japan.

To give a clear picture, we have researched one of the leading companies in Japan that is Glico. Almost all of their products are marketed using attractive advertisements, the best strategies, and they use social media as a marketing tool. The following is a Glico webpage on social media (Figure 1).



Figure 1. Webpage Glico in Facebook.

Figure was adopted from www.facebook.com. On Sept 1st, 2018

The purpose of this product is for children and teenagers, so it is certain that the products marketed by Glico must be very interesting and funny, so the consumers will be interested and want to buy them. By utilizing the use of Facebook, the products marketed are not only in Japan, but also abroad because these products are marketed on social media whose coverage throughout the world so foreign consumers are certainly interested in this product (Figure 2).



Figure 2. Glico ads on Facebook.

Figure was adopted from www.facebook.com. On Sept 1st, 2018

In addition to Facebook, Glico is also on Twitter, here is an official account from Glico so interesting and simple, but from a simple matter, there is a special attraction, such as the image of a Pocky seller car that is so attractive (Figure 3).



Figure 3. Glico Twitter account.
Figure was adopted from www.twitter.com. On Sept 1st, 2018

With a good strategy, Glico utilizes Halloween activities by marketing its products that are decorated with Halloween-themed accessories that make its products also have its own attraction, especially on Twitter which is famous for Halloween Hashtags that will also make its products appear on the hashtag. The strategy used by Glico is very good by utilizing the situation and Twitter (Figure 4).



Figure 4. Glico ad with Halloween theme.

Figure was adopted from www.facebook.com. On Sept 1st, 2018

Because the important role of social media is very beneficial for Glico, besides on Twitter and Facebook, Glico also makes Youtube channels to market their products through video, one of which is Pocky which is marketed by displaying a video drama that will confuse consumers because of the drama as they are not known that in the drama there is an element of Pocky product advertising in the end, therefore Japanese companies always make interesting things in marketing their products like a drama (Figure 5).



Figure 5. A Glico drama video.
Figure was adopted from www.youtube.com. On Sept 1st, 2018

By utilizing social media such as YouTube, Glico makes product advertisements that are marketed through animated advertisements with family themes, because the products marketed are intended for families. The product is a family meal, the strategy and opportunities that are used on social media by Glico are very good to be copied by entrepreneurs out there (Figure 6).



Figure 6. Glico ad with family theme.

Figure was adopted from www.youtube.com. On Sept 1st, 2018

From the data above we can see the results that social media have an important role in marketing in Japan and from these results also shows that social media is one of the best marketing tools in Japan and many companies use social media as a digital marketing tool but We also have to have a good strategy so that the products we market can stand.

4. Conclusion

With the existence of social media provides a benefit and convenience for entrepreneurs in marketing their products. By marketing products on social media, entrepreneurs do not need to worry anymore to pay a television station to market their products because by marketing on social media alone there are quite a lot of people who can see it and again the coverage is not national anymore but has been gradually international and quite fast developing it.

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