

NEWSLETTER AS A PROMOTION MEDIA OF JAPAN INDONESIA NETWORK

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ABSTRACT

Newsletters are the latest media publications that contain important product information and are starting to be used as an appropriate marketing strategy in business. One company that uses newsletters as a promotional media is JIN (Japan Indonesia Network). This study aims to determine the types of newsletters used by JIN as promotional media and also to explain the advantages and disadvantages of the newsletters used by JIN as a promotional media. The research data used in this research are newsletters that have been published by JIN periodically. The research method used is descriptive qualitative. The type of newsletter that JIN uses as a promotional media is the customers newsletter. In addition, the advantage of using newsletters as a promotional media is that it is practical in informing a product to customers, while the disadvantage is that the newsletter display used by JIN is still considered less attractive by customers.

Keywords: newsletters; promotional media; JIN

1. Introduction

A newsletter or often called an in-house journal or company magazine or bulletin is a means for companies or organizations to convey information from the management of the organization or company to members of the organization or consumers.

Rumanti (2004:119) states that newsletters are a type of in-house journal that contains the essence of news (short news), the size can be the same as magazines in general, only the number of pages is less. However, Ruslan (2010:196) argues that newsletters are information media or short news broadcasts, aimed at readers who are busy or do not have much time to read the news that is too long and detailed.

Newsletters are included in the media leaflets, other examples are pamphlets, booklets, and others. Handayani (2019:1) explains that "Newsletters as a media of communication have existed and developed rapidly since World War II and first appeared in the 17th century in the Netherlands, overshadowed by a publishing organization, namely the Newsletter Association of America based in New York. City in 1977 which later changed to the Newsletter Association in 1982. In today's world circulating newsletters of all kinds, and generally, the current magazine circulation has a team that compiles newsletters and many organizations that also issue newsletters.

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In contrast to similar companies, Japan Indonesia Network is the only company in the city of Bandung that publishes a newsletter as a media of information as well as the promotion of Japanese language schools which are the company's partners. Most companies in the same field use flyers to promote Japanese language schools because they find it more practical and easier to make.

Based on the explanation above, the author is interested in researching "Newsletter as a promotional media of Japan Indonesia Network" as a final project to become new insights for authors and readers.

Based on the background above, the purpose of this research is to find out the type of newsletter used by the Japan Indonesia Network and To describe the advantages and disadvantages of newsletters as promotional media published by the Japan Indonesia Network.

2. Method

The research method that the author will use is descriptive qualitative method. Zulfadhli (2014: 37) argues that the qualitative descriptive method is used in accordance with the qualitative research frame of reference, by describing the results of the analysis obtained from the research, namely the data broken down in the form of words instead of numbers.

In addition, the author also makes direct observations both in the field and on social media where the newsletter is published, with the intention of staffing whether or not the newsletter can attract readers' interest, then the author collects data related to the newsletter from various existing sources such as articles, journals. , and others.

The author also gave several questionnaires to the sources to be filled in according to the answers and sources regarding the advantages and disadvantages of the newsletter. After that, all the data collected by the author is processed and the final step, the authors put it in this final project.

3. The Newsletter

In the book of "Effective Public relations", there is a quote from Paul Swift, an editor of the Newsletter on Newsletter (Broom et al, 2006: 273).

"Newsletter is a media that will continue to exist and develop. Setting targets for communication with the corporate world and communication between associations and their members will have added value. Compared to mass media, newsletters are better at sending specific messages to target audiences in a specific context. Newsletters as a form of narrowcasting-as opposed to broadcasting-grew in tandem with the desktop publishing revolution. "

4. The Function of Newsletter

Kriyantono (2008: 154) states that newsletters function to:

1. Encourage to strengthen commitment, provide the best for the company, and improve employee morale.
2. As a communication media that bridges management and employees, resulting in two-way communication.
3. As a publication media through the delivery of information about activities or anything related to the internal and external public.
4. As a means of building relationships with the internal and external public.
5. As a representative of the corporate image in the eyes of the public, whether the quality of the newsletter is good or bad will show the image of who made it.

5. Type of Newsletter

Meanwhile, according to the type, Widenhouse (2020: 1) divides newsletters into 3 types:

1. Company Newsletter

A form of internal newsletter intended for employees and staff to be informed and build morale. The content contains updates on products, services, changes, achievements, policies, and anything that affects staff working for the company, as well as biographies and motivational stories to foster morale. The target company newsletter is employees, retirees, and insiders.

2. Customers Newsletter

A type of newsletter which is published externally to keep in touch with subscribers and readers and to maintain it. The content of the customer's newsletter is in the form of useful information for customers, such as new product launches, industry news, or tips for using the services they have purchased. The customer's newsletter serves its customers so that they can continue to use the company's products and services.

The target customers of the newsletter are clients, customers, or consumers, both past and present, as well as those who have an interest in the products and services the company offers. For example, a travel agency can send customers newsletters that offer travel trips, upcoming offers, and display reviews from travelers who use the agency's services.

3. Organization Newsletter

A type of newsletter is published both internally and externally. Organizational newsletters are a combination of company newsletters and customer newsletters because they are distributed to people in the operational circle (members, staff, and employees) as well as to corporate consumers (partners, readers, and interested parties). This type of newsletter is commonly used by agencies and ministries.

The content of an organization newsletter includes updates, information, features, tips, announcements, industry news, and other work-related matters. The targets of an organization newsletter are partners, both current and former, people who benefit from the newsletter, and people in the organization (members).

6. Newsletter As a Promotional Media

Surahman (2017: 1) argues that some of the benefits of newsletters as promotional media are as follows:

- Increase one's awareness, meaning that newsletters can provide sufficient information so that customers become aware of the products or services offered to them. Customers can find out about how to relate to the company, as well as buy products, so that if one day they decide to leave, there will be a feeling of wanting to come back again and a desire to know more about the business, services, or products of the company.
- Can position the brand, a good newsletter can give the best impression in the eyes of customers about the products or services contained in the newsletter. Customers tend to

use corporate marketing as a communication tool to form an impression on the company's business. Therefore, newsletters play an important role as a powerful marketing tool to differentiate the company's business from other competitors.

- Getting more business from previous clients, newsletters are the most effective way for clients to find out about other services of the company, also show them about the benefits of these services to them, and avoid the impression of compelling them to use the company's products or services.
- Keep in touch with existing clients, which means that people who use the services or have purchased the company's products are more likely to buy back those products or services when they are ready. Therefore, newsletters are a great way to stay or keep in touch with them.
- Newsletters can educate and generate leads. Providing valuable information to prospective clients can help clients make sound decisions, then also allows clients to demonstrate their expertise.
- Can be discussed by word of mouth. Newsletters that have valuable value in the eyes of clients, they can later share with others. One way is by word of mouth or online.
- Build a contact list. Companies can offer web visitors to subscribe to the company newsletter, for example to provide other contact information such as their email. So when public relations is doing speaking and networking, they can offer to send newsletters to clients who have business cards.
- Can provide content and traffic on the website. Newsletters can drive traffic to company websites. Newsletter content can be reused as content on the website, which then generates additional traffic from search engines and social media.
- Shorten the sales process. Clients who respond to newsletters are given information about what is being done and what abilities the company has to do this, in contrast to clients who come through advertising.
- Provided as a networking tool. A newsletter is a tool to reach out to other professional matters, such as interviewing for an article, conducting a survey, or asking permission for them to enter their data on a mailing list.

7. Result and Discussions

a. Type of Newsletter Used by Japan Indonesia Network

To discuss the scope of the problem, the author has collected data in the form of analysis results from 30 sample newsletters published by the Japan Indonesia Network. As the author reviewed in the literature review, newsletters are divided into 3 different types depending on their content.

Based on the theory of types of newsletters put forward by Widenhouse (2020: 1) in chapter 2, it proves that the type of newsletter used by the Japan Indonesia Network is a type of customer's newsletter, because of :

1) Types of Newsletters That are Published Externally

Japan Indonesia Network publishes newsletters through website pages and social media (Facebook and Instagram) which they officially manage. This proves that Japan Indonesia Network publishes newsletters externally.

2) The contents of the newsletter published by the Japan Indonesia Network in the form of useful information for both subscribers and readers.

Japan Indonesia Network is a company in the field of study registration services or services to Japan which has many partners in various cities in Japan. Japan Indonesia Network has a principle that "Achieving customer dreams and goals is the top priority of JIN." This proves that any information conveyed by the Japan Indonesia Network, especially through newsletters, is useful information for its subscribers, such as information on prices, facilities, and program descriptions from several Japanese language schools; study seminars to Japan; consultation and registration to SMA Sedai Ikuei; Kogakuin University program information; scholarship; long term course; and Japan Education Fair.

3) The target readers of the newsletter are clients and those who have an interest in the services that JIN offers

Every newsletter published by the Japan Indonesia Network always includes "We hope that the information from JIN will be of use to those of you who wish to continue your education in Japan." as the opening sentence which is located in the first paragraph of the 3rd sentence of the picture. This proves that any information that JIN shares through the publication of the newsletter is aimed at readers who wish to continue their education in Japan in the sense that they have an interest in the services offered by the Japan Indonesia Network. This explanation is certainly in accordance with the characteristics of the customers newsletter.

b. Advantages and Disadvantages of Newsletters as a Promotional Media Published by Japan Indonesia Network

To discuss the second problem formulation, the author collects data in the form of insight into Instagram stories and screenshot posts on Facebook to see the number of viewers and likes of the newsletters uploaded by JIN through social media and the influence of the programs run by JIN. In addition, the author also provides an online questionnaire via google form to the informants, then the authors associate the data results with the theory of newsletters as a promotional media in chapter 2 proposed by Surahman (2017: 1). The resource persons consisted of 40 people who knew JIN and had read the newsletter published by JIN. The contents of the questionnaire are in the form of statements and suggestions that have been filled in according to the answers of each resource person regarding the advantages and disadvantages of the newsletter.

1. Viewers and Likes Newsletters on Social Media

• **Instagram**

Sourced from the number of Instagram story viewers, which on average is 702 accounts per newsletter. If the authors compare it to the number of followers of the Japan Indonesia Network's Instagram, which is 5,375 followers, then it can be calculated that the percentage of more than 13% of Instagram followers is interested in the newsletter uploaded by Japan Indonesia Network through Instagram stories within 24 hours.

Tabel 1

Data on The Number of Newsletter's Viewers on JIN's Instagram Story

No	Newsletter	Number of Viewers
1	Newsletter 99	706
2	Newsletter 100	819
3	Newsletter 101	666
4	Newsletter 102	463
5	Newsletter 103	647
6	Newsletter 104	654
7	Newsletter 105	736
8	Newsletter 106	875
9	Newsletter 107	731
10	Newsletter 108	723
Sum		7.020
Average		702

- Facebook**
 Following this, the authors present several newsletter posts on JIN's Facebook page and their impact on the Japan Indonesia Network program.

Newsletter Post No. 96 On the Facebook Japan Indonesia Network



Source: https://web.facebook.com/japan.indonesia.network/?_rdc=1&_rdr

The newsletter post above aims to inform one of JIN's programs, namely seminars, consultations, and selection for the Sendai Ikuei Gakuen High School.

The following are the number of likes and interests in participating in the seminar, consultation, and selection program for Sendai Ikuei Gakuen High School.

**Post Seminar, Consultation, and Selection of Sendai High School Ikuei Gakuen
on Facebook Japan Indonesia Network**



Source: https://web.facebook.com/japan.indonesia.network/?_rdc=1&_rdr

From the data above, it can be seen that 853 people who are interested in participating in the seminar, consultation, and selection program of the Sendai Ikuei Gakuen High School, while the likes themselves total 6 thousand which proves that the newsletter published by JIN has a quite positive influence on the program being run.

Besides that, on JIN's Facebook page, there is also data that proves that the newsletters and flyers that JIN publish complement each other. Flyers as promotional media have advantages in terms of graphics to attract the attention of readers, while newsletters can be an alternative for readers who want to find out the detailed information contained in the flyer.

2. Research Questionnaire Results

In the following section, the authors present the results of data from 40 questionnaires that have been distributed to sources regarding the advantages and disadvantages of the newsletter published by the Japan Indonesia Network. The speakers are the Instagram followers of the Japan Indonesia Network. Then the author relates it to the theory of newsletters as a promotional media proposed by Surahman (2017: 1) in chapter 2.

The following is a table of responses from 40 resource persons regarding the advantages of newsletters as a promotional media for Japan Indonesia Network:

Tabel 2

Data on percentage of resource persons' responses to newsletters

No	Question	Very Agree	Agree	Disagree	Very Disagree
1	Percentage of Resource Persons Think Newsletter Makes It Easy to Find Information on Japanese Language Schools	57,5%	42,5%		
2	Percentage of Resource Persons Thinking the Newsletter Has Clear and Easy to Understand Sentences	50%	47,5%	2,5%	
3	Percentage of Resource Persons Feeling Newsletter Presents More Detailed Information Than Other Promotional Media	55%	42,5%	2,5%	
4	Percentage of Resource Persons Feeling Information Through Newsletters Useful for Students and Parents	47,5%	47,5%	5%	

Source : <https://forms.gle/cvUXWMtisWKenb8q6>

As for some of the shortcomings of the newsletter from the questionnaire results that the author has summarized in the table below, among others:

Tabel 3

Disadvantage of The Newsletter According to The Resource Persons

No	Disadvantage	Number of Resource Persons who Commented
1	There are some pieces of information that are still not clear for readers to understand.	4 persons
2	The display in terms of images is still less attractive.	5 persons

3	The newsletter layout is too dense and has a small font so that readers still feel uncomfortable reading it.	3 persons
4	The content of the newsletter is less attractive to readers	6 persons
5	Not many publishing newsletters on scholarships and <i>arubaito</i>	2 persons
6	The content and appearance of the company profile is less attractive	4 persons

Source :<https://forms.gle/cvUXWMtisWKenb8q6>

From the table above, we can see some of the inputs for the newsletters published by the Japan Indonesia Network, including those related to improving graphics (designs / images), layout, as well as more varied content.

8. Conclusions

In the following, the author will present the conclusions obtained from the discussion in the previous chapter. As for some of the conclusions that the author can, include:

1. The type of newsletter used by the Japan Indonesia Network is a type of customers newsletter because its publication is done externally, contains useful information for customers and readers, and the target is clients as well as those who have an interest in the services offered by JIN.
2. The advantages and disadvantages of newsletters as promotional media published by the Japan Indonesia Network can be seen from the JIN social media posts as well as the results of a questionnaire of 40 sources:
 - Advantages: attracts many Instagram account users through JIN's snapgram, has a positive influence on the programs run by JIN, completes detailed information from flyers, makes it easy to find information about Japanese language schools in Japan, has clear and easy-to-understand sentences, useful for students who want to continue their studies in Japan or parents who want to send their children to Japan, also provide more detailed information compared to flyers or other promotional media.
 - Disadvantages: There are some parts of the information that are still not clear for readers to understand, the appearance in terms of images is still less attractive, the layout of the newsletter is too dense and has a small font so that readers still feel uncomfortable reading it, the content of the newsletter is still felt less attractive to some readers, publishing less newsletters on scholarships and arubaito, and newsletters containing content about company profiles are still deemed less attractive.

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