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IMPRESSION MANAGEMENT FOR DIGITAL CORPORATE IMAGE

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Abstract

The official account of corporate social media is one tool in delivering campaign messages on social media through brand communication. Usually, the official account content of social media is made to attract public awareness about the company. This study aims to determine the impression of official social media accounts of service companies in Indonesia by using the concept of impression management in shaping digital corporate image. The research method used in this research is descriptive qualitative method. Primary data is collected by case study methods, observing the official YouTube account of telecommunications services and e-commerce services in Indonesia. The collected data is analyzed by reducing data, selecting data and categorizing the data obtained in accordance with the research objectives. The data validation used in this study is source triangulation, by interviewing social media practitioners to explore their opinions on how companies create content to form a certain impression. The results of this study show effective strategies that can be done to manage impressions on corporate social media accounts that can be applied in Indonesia. The research findings are known that impression management on corporate social media accounts can create digital corporate image, and the most effective social media platform for managing impression is YouTube, because the content in YouTube videos can have social value in life that is close to people's daily lives.

INTRODUCTION

At present almost all companies in Indonesia use social media to communicate with their internal and external public. Social media used for internal company communication is usually a type of chat room or social media which is a forum for users to interact or share information about something that is of mutual interest (Priansa, 2017). The platform used is usually the WhatsApp application, or even the message sharing network based on the company's official website. For external interactions, social media commonly used by companies are Facebook, Twitter, Instagram and YouTube.

Digital growth has a significant influence on people's lives. People used to looking for information through conventional media, now most of them switch to using online media. This is showed by the increasing use of social media that continues to grow as the data is below. The ease and speed in the dissemination of information makes online media a means for the community to access information at this time.

Figure 1. Annual Digital Growth (Hootsuite, 2018)

Social media used by companies as an opportunity to get feedback, deliver messages with publications and promotions, analyze the characteristics of stakeholders, and interact. With this utilization, companies are helped to build perceptions and judgments of individuals or communities on the company or organization to be in accordance with the wishes, directed and effective.

The company that is the subject of this research is engaged in telecommunications and e-commerce in Indonesia. The two types of industries were chosen on the basis of consideration because e-commerce companies are the top in startup companies in Indonesia (Pratama, 2017) known as *unicorn* because they have a valuation above US $ 1 billion (IDR 13.5 trillion) in a relatively short time . Whereas the development of telecommunications companies in Indonesia in the digital era has faced considerable challenges in maintaining market share among increasingly diverse competitors.

Each social media company has to communicate with the public is tailored to the goals and characteristics of each social media platform. Social media can be a place to build a digital identity for a company. Managing performance displayed on corporate social media will affect the impression seen by followers and influence the company's self-presentation. This study aims to describe impression management on corporate social media to form corporate digital image by exploring (1) What social media are used by companies; (2) and impression management on social media in telecommunications and e-commerce companies in shaping digital corporate image.

LITERATURE REVIEW

This section will explain the concept of managing impressions in social media by looking at motivation and construction of impression management. This concept of image management uses a humanistic approach to the ways people manage their symbolic experiences. Public Relations plays a role in fostering relationships with the concepts of corporate image and ingrain (Ardianto, 2010).

Social media is an Internet-based channel that allows users to interact opportunistically and selectively on their own, both in real-time and asynchronously, with a broad and narrow audience that gets value from the content that users bring up and the perception of interaction with others (Carr & Hayes, 2015).

Impression management in this study focuses on activities directed at the goal to shape the image and strength of the company (Kim, 2008) which is used as a guiding concept to examine what impression management is done by companies in the digital domain through their social media accounts

Users of social networking sites can choose their self-presentational rather than face-to-face communication, which provides an ideal arrangement for the management of the right shows as described by Goffman (1959). By making self-presentations online, users have the opportunity to think about which aspects of personality should be presented or which photos are delivered so that they can manage self-presentation more strategically than in face-to-face situations (Winter & Neubaum, 2016). Motivations that encourage the management of certain impressions and constructs such as where they are formed are two important components of impression management (Leary & Kowalski, 1990).

Motivation for Management of Impressions

Impression motivation in this study used to see what motivates the management of the impression that the company must have. Impression motivation is formed from aspects, impression relevance to goals, values of expected goals, and differences between desired and formed images. Motivation to manage impressions will increase when the impression you want to form is to fulfill certain goals. Purpose has a psychological effect in the formation of impressions because it can create hope, and form interpretations and memories (Uleman & Kressel, 2013).

Value of Expected Goals

The more specific objectives to be achieved in impression management, the motivation to manage the material presented in impression formation become stronger (Merkl-Davies &

Brennan, 2007). The expected goals will be valuable in shaping motivation, so messages that can form an image must have a value that is understood and accepted by society.

The Difference between The Desired and Formed Image

Self-image of the company that has been formed can be different from the self-image desired by the company. The difference in images can be the motivation of the company in managing impressions, specifically that the self-image that has been formed is in accordance with the desired self-image. The emotional response caused by this mismatch of images can motivate activities to reduce mismatches (Vartanian, 2012).

Construction Impression

The impression construction in this study is used to find out what the impression of construction is done by the company through its social media accounts. The construction of impressions is formed from certain aspects such as self-concept, desirable and undesirable identity, limitation of role, target value, and the image that is currently owned and wanted to be formed (Leary & Kowalski, 1990).

Based on this concept, in this study, the construction of the impression of the company will be assessed based on the aspects of the desired company identity, online identity and digital corporate image in constructing the message on the company's social media account.

Desired and unwanted company identity

The corporate identity referred to in this study are the components that facilitate the introduction of public targets towards companies such as logos, colors, and slogans (Khasali, 2009).

In managing impressions, companies limit their desired and unwanted identities. Desired identity is an identity that provides a positive image of the company on social media formed from (Ruslan, 2012) as desired by the target audience, showing impressive quality and quantity of service for the audience, presented with values of honesty, trustworthiness, and easily understood by the target audience. from the public response to the activities,

achievements, and reputation of the company while conducting activities also arise from the aspect of the company carrying out social responsibility by caring about environmental sustainability, the use of environmentally friendly technologies and in improving the welfare of the surrounding communities.

Companies can develop the desired identity by claiming attributes that are consistent with that identity digitally through social media while remaining within the limits of reality. Whereas unwanted identity will cause a crisis in the company with widening conversations between followers and creating a negative impression on the company. The role played by the company in impression management is limited to creating interactive messages, the company constructs a message that raises people's curiosity further towards the particular impression they want to display.

Online Identity

Social media users are creative actors who use digital media as a tool to form, explore and develop themselves, sometimes in innovative ways. Social media users become agents who control, and master social media to shape the image (Bechmann & Lomborg, 2012). Online identity is formed in accordance with what is displayed by companies in the digital domain, through corporate social media.

Digital corporate image

Company image is an impression, feeling and public image of a company created from an object, society or organization itself (Ardianto, 2010). Various corporate images come from customers, company employees, competitors, distributors, suppliers, merchant associations and other public who have a view of the company. The task of the company in shaping its image is to identify the image like what it wants to form in the public eye.

Associated with this research, corporate image can be formed through online activities. Corporate images formed online are impressions, feelings and public images created by the community or organization from messages and interactions done in the digital domain (Feher, 2015), especially in corporate social media.

MATERIALS AND METHODS

The method used in this study is descriptive qualitative. Creswell (2013) said that the research must be able to develop relevant and true statements that can explain the actual situation or describe the causal relationship of a problem. Primary data was collected through observations of YouTube official account on both service companies and interviews with corporate public relations.

Primary data was collected through observations on the two official YouTube accounts of the companies and conducted interviews with public relations of each company. This research method uses a case study which is to provide a company description. Naturalistic observation studies are also called case studies (Cozby, 2009). Whereas According to Kriyantono (2012) Case studies are research methods that use various data sources to describe and explain comprehensively various aspects systematically (Kriyantono, 2012). In this case study that will be explored is YouTube video content from both companies. To complete the case study, secondary data was added from the journal literature related to social media.

Data analysis is done through data reduction. Data reduction clarifies into certain categories, sorting out data that is less valid and gives meaning to data, researchers theorize to explain and debate (Kriyantono, 2012). Data obtained from observations Video content is grouped according to the purpose of the research, which is to find out how to manage video content for Digital Corporate Image.

After analyzing the data, the next step is data validation using triangulation of sources from social media practitioners. Triangulation sources compare or check the degree of trust in information obtained from different sources (Kriyantono, 2012).

RESULT AND DISCUSSION

The results of this study answer the problem questions about the selection of effective social media companies and how the management of impressions carried out by telecommunications and e-commerce companies that are the subject of this research through the company's YouTube social media account.

Effective Social Media

Social media has developed into a very broad platform. Not only as a resources for exchanging messages from one individual to another, but a company currently uses social media as a resources of disseminating information to the public and vice versa.

Based on this research, the subject research (telecommunication company and e-commerce) using YouTube to become their company main social media for their digital campaign.

YouTube is a popular video sharing website where users can load, watch and share video clips for free (Faiqah, Nadjib, & Amir, 2016). YouTube founded by Jawed Karim, Chad Hurley, and Steve Chen, who were three former PayPal employees in 2005. YouTube has a mission, giving freedom to express opinions and show everyone, and the values YouTube upholds regarding freedom of expression, freedom of information, freedom to use opportunities, and freedom to have a place to work, make many people use the container they provide (YouTube, 2018).

Based on this research, YouTube is used by companies as the main social media platform because (1) Effective for Promoting Business because of the large number of users. YouTube is the most social media with active users in Indonesia, at 43% (Hootsuite, 2018).
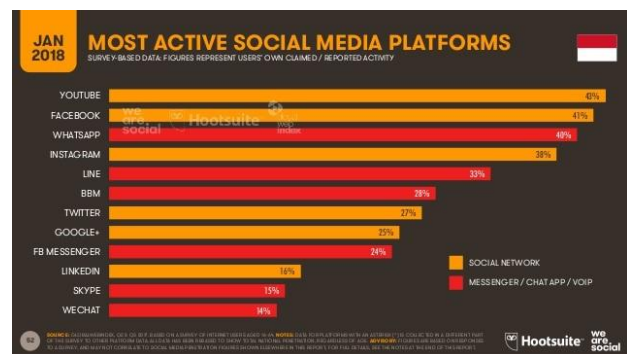

Figure 2. Most Active Social Platforms (Hootsuite, 2018)

(2) The content presented on the YouTube platform can be maximized because it is a combination of text, video and audiovisual with the quality of images and sound above the standard of other social media platforms. This platform also allows the company to choose unique and optimized themes and titles

according to the potential keywords that are most likely to be typed in a search (hash tag).

(3) Can Maximize Website SEO (Search Engine Optimization). Since YouTube acquired by the Google Company in November 2006, this video-based social network has indeed been placed and will always appear on the top page of Google search engines as a special menu. With the combination of website content and YouTube channels that the company has, the great potential seen on the top page of Google search will be even more wide open. By being the top in Google search, of course, it will be more likely to attract more consumers and customers for the business.

YouTube's growth is one of the most amazing things and is a characteristic development of new media networks. In one year the formation of YouTube, this platform was purchased by Google at a price of 1.6 billion US dollars. YouTube was developed in response to a growing online video ecology. The total active YouTube users in a month reached up to 1.9 billion users (Aslam, 2018).

YouTube's mission, giving freedom to express opinions and show everyone, and the values YouTube has upheld, namely freedom of expression, freedom of information, freedom to use opportunities, and freedom to have a place to work, make many people, especially in Indonesia take advantage of the platforms they provide (YouTube, 2018)

In addition, the results of the study indicate that the use of the YouTube platform is felt more appropriate to the target market that actively meets information needs through watching on YouTube.

Impression Management

One that motivates impression management is the relevant goal. The goals in social media campaigns can be as follows (Dodson, 2016): (1) Business goals, namely the goal of increasing sales and lowering costs such as the cost of advertising: (2) Customer service goals, namely for the purpose of increasing customer satisfaction, an opportunity to be referenced; (3) The product goals are social media campaigns aimed at research, product design or product quality improvement; (4) Communication goals, to build a reputation and brand personality; (5) Marketing goals, for the purpose of branding, increase awareness or engagement

Based on the results of the study, the goal that motivates companies to manage impressions is to achieve business goals in the form of increasing sales and communication goals to shape the company's digital image.

Furthermore, the company was motivated by the goal of harmonizing the current image with the image formed on social media, for which the company constructed an impression.

Construction Impression

Based on research, there are differences between the construction of messages in mainstream media and social media. Social media emphasizes the interaction between the company and its stakeholders and the communication is multi-directional. Messages on social media do not need to use the 5 W + 1 H principle and contain complete information from the company.

The important thing to consider is the element that can lead to interaction between fellow followers rather than the interaction between companies and followers. Unlike the case with mainstream media (TV, Newspapers, Magazines) whose communication is one-way and contains complete information using the complete writing principle of 5 W +1 H.

In the digital age, almost all companies utilize digital technology and carry out their promotions using social media. To win competition in the digital world, companies need to have their own digital corporate image.

Construction of Impression forms a digital corporate image of a telecommunications company

The telecommunication mini series video company that is the subject of this research tells the story of several job profession representatives in carrying out their duties in various areas that are difficult to reach. Videos are presented in the form of pictures that tell stories equipped with narratives that explain the story of each character told.

Based on the results of the research on mini series videos, the message was conveyed through YouTube videos and has tag (#) in a

transparent manner, which is free, clear and easy to understand; with the internet porosity concept, that is, videos provide information about products, and become a medium for corporate communication with the community, the internet as a message agent is widely conveyed through online networks, the rich in content and reach information presented in videos is diverse and is expected to touch every level of society .

The impression formed through the video is the reliability that the company provides the best services and has superior products, credibility that the company has a good history and consistently provides good service in the form of stable signals in each region, trustworthiness companies have superior products the responsibility of the company to carry out social responsibility properly.

Based on this research, the company's digital image formed from impression construction is a strong corporate character in facing challenges with optimism, the company is fully committed to service and customer satisfaction and always wants to be the best so that it can become a reliable telecommunications company to be used throughout Indonesia.

Construction of Impression forms an e-commerce company's digital corporate image

The mini video series by e-commerce companies tells the story of young people who have aspirations but because of various things doubtful in trying to realize these ideals. E-commerce companies appear to be encouraging young people to dare to start a business to realize those ideals. Videos are presented in the form of pictures that tell stories equipped with narratives and texts that explain the stories of each character told.

Based on the results of the research on mini series videos, the impression in construction is through the message delivered and the has tag

(#) that is used simply, which is easy to understand and easy to remember; unexpected video created with the concept of stories that are out of the box, different from others, not predictable, persuasive makes people want to use the services offered by the company, curious about platforms provided by companies, entertaining and arousing emotions or feelings of the people, relevant to use associations, analogies, metaphors, hyperboles contained in videos with advertised services, acceptable, videos can be well received by the community because they are in accordance with the prevailing culture in Indonesian society. Based on the results of the research, through the video mini series that are on the official YouTube account of the company can create a good impression on the company,

Based on the results of the research, the good impression constructed based on the message of the video above is the personality of a young, cheerful, dynamic, and trustworthy company, a company that is committed to supporting the optimism of young people to achieve their goals, values/corporate culture that cares for customers and makes it easy to achieve its ideals and corporate identity in a video logo that is easily visible throughout the video playback, has tag (#) and slogans used are easily understood and ingenious because they are implemented throughout the video, the colors of the clothes, accessories and backgrounds in this video use the color of corporate identity making it easy to recognized.

Digital corporate image that formed is that the company is close to young people, and has a concern to realize the dreams of young people, not just being an e-commerce company that provides the need to support those ideals.

Based on the results of research and discussion, an impression management model can be formed in social media to form the digital corporate image as follows:
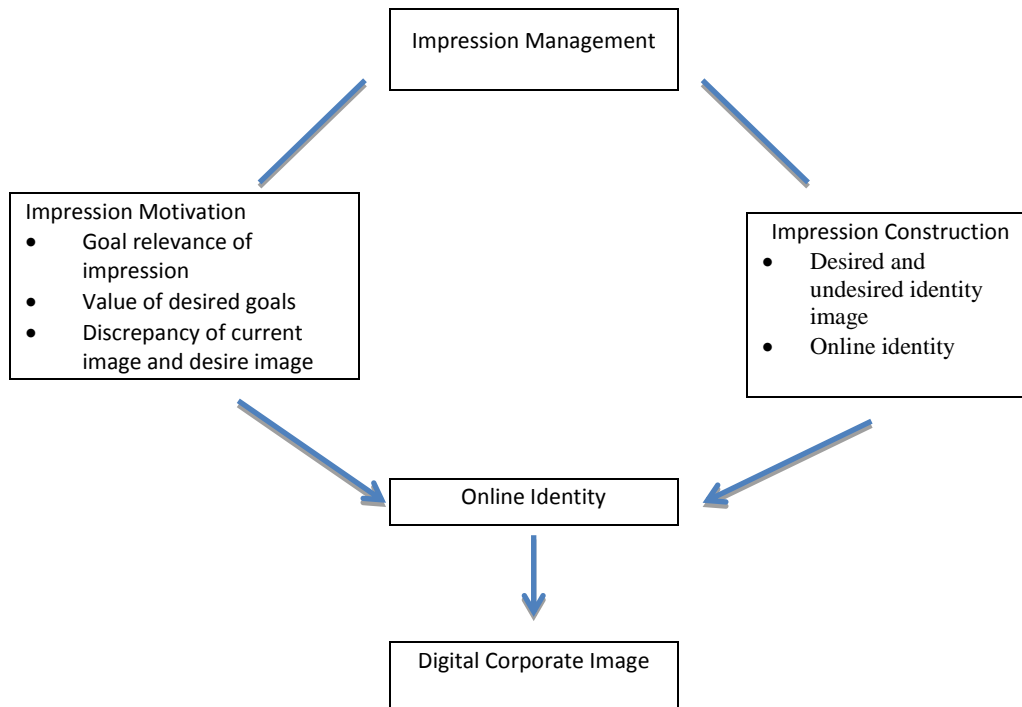
Figure 3. Model Impression Management to Create Digital Corporate Image
(Leary & Kowalski, 1990), modified by the researcher)

Impressions formed by the company are influenced by the motivation of how the public sees so that the company maintains the image that has been formed now to form an online identity. Online identity maintained to be consistent with the way people perceive the impression of the company to create digital corporate image. Based on this research the management of impressions on YouTube corporate official accounts is one of the effective ways to shape digital corporate image in Services Company in Indonesia.

CONCLUSIONS

Based on the results of the study, it can be concluded that the social media platform YouTube is the main choice for forming the company's online identity. Impression management by knowing the goals that motivate and construct impressions with values that can be understood by society in social media can form digital corporate images. The impression of being managed by the company on social media is to attract interaction between followers who ultimately fulfill the goals that motivate the management of these impressions.

Effective management of impressions on corporate social media is expected to have positive implications for the business. The ultimate goal in image management is to persuade the public to make purchasing decisions. Based on the results of the study, in practice the management of impressions on corporate social media has not directly presented data on its effect on sales recall. Although it is recognized by the informants that the purpose is implicitly also expected by the company and not impossible to achieve and measured in the future if the technology is increasingly sophisticated and there are applications that can support it.

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