Social Media Management of PT GMF Aeroasia
by The Corporate Communication Unit

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Abstract
Social media has given birth to a new method of communication within public relations sphere. PT. GMF AeroAsia, as one of the leading company within the field of aviation and MRO (maintenance, repair, overhaul) in Indonesia decided to utilize social media as a communication platform to provide information to its stakeholder. In this study, we try to describe the social management of PTGMF AeroAsia as part of the company’s brand awareness strategy. Using New Media Theory as scientific references, the paper provides a comprehensive description on the matter using qualitative data.

Social Media activities of PT GMF AeroAsia managed by Corporate Communication department includes platforms of Facebook, Instagram, YouTube, and LinkedIn. The division in charge of the activity is the digital activation team by providing contents, which was previously approved by the head of Corporate Communication Division. The company emphasizes Business to business efforts in the social media activity. Although all social media platforms have a large number of followers, there were minimal response and feedbacks with the stakeholders, interactivities were usually delayed, implying lack of attention by the company related to the matter.

Keywords: corporate communication; social media; PT GMF AeroAsia

Introduction
The development of the world of information communication technology today is growing rapidly. The rapid growth of internet as a potential information and communication technology, often called cyber media can no longer be denied of the existence by the public. Internet media began to be viewed as one form of communication and information technology that has the better effectiveness and efficiency compared to the print media and television because the Internet media has a broad exposure in a fairly short period of time. Internet media is the most recent platform that comes as a real form of communication development.

When seeking information, the community is supported by a communication medium that can deliver and receive the required information. The communication medium itself is all means employed for producing, reproducing, distributing or disseminating and conveying information. Communication Media plays a very important role in community life. The process of sending information in the digital age is very sophisticated and high tech. Some functions of high-tech communication media (Burgon&Huffner, 2002) includes; Efficiency of information dissemination in the presence of communication media especially technology will make information dissemination more efficient. Strengthening the existence of information in the presence of hi-tech communication media, we can make information or message more powerful memorable to the audience. Whether to educate, to direct, or to persuade, high-tech communication media can become more interesting for the audience.
Entertaining, high-tech communication media is certainly more fun (for the familiar audience) and can provide entertainment for the audience.

The Internet is a communication medium that replaces the working principle of face-to-face communication. With the Internet, communication becomes unlimited since there is no distance barrier communicateto involve a large number of people. In public relations science, to the presence of web 2.0 which is currently used as one of the main tools as transparency of information to the public is not new anymore.

According to Shel Holtz (Holtz, in Soemirat and Ardianto, 2003), the advantage of a PR in using internet/social media is information can be distributed fast to the public, internet/social media can serve as an advertising, media, marketing tools, media for information dissemination and promotion. Anyone can access the internet, not limited by space and time, the internet can open the opportunity to communicate in the field of marketing directly.

Currently every company, either large or small, already utilize social media as a medium of communication with its stakeholders. In fact, social media becomes one of the considerations from consumers to take a decision when selecting brands. Consumers are usually not interested in companies that don’t have social media. Social media can be one of communication strategy of a company as marketing public relations strategy (M-PR) or brand awareness strategy. The M-PR strategy is typically used for business-to-customer (B-to-C), whereas for brand awareness strategies it is typically used for business-to-business (B-to-B), where companies sell their products to other companies or not directly related to the wider community.

Considering the increasing condition of social media interests, B-to-C or B-to-B companies should have appropriate use of social media. PT GMF AeroAsia which is a company where the consumer is an aircraft carrier, which initially felt did not need social media as a medium of communication. PT GMF AeroAsia feels it does not need social media to interact with the public because it will not affect the company’s sales level.

PT GMF AeroAsia or Garuda Maintenance Facility AeroAsia is one of the subsidiaries of Garuda Indonesia, the 5 Star airline which is currently oart of the skyteam alliance. In 2016, PT GMF AeroAsia has approximately 4.785 employees not only spread in their home base at Soekarno-Hatta Airport Cengkareng. The values applied by the company includes; Human Care, Integrity, Professional, Teamwork, Customer Focus. Internal and external communications are very important in GMF AeroAsia companies that occur among 4.785 permanent employees spread across several regions and countries. Without a good communication platform between GMF AeroAsia employees, PT. GMF AeroAsia will not be able to achieve its current position, let alone achieve the vision of the company itself “to become the top 10 MRO (Maintenance, Repair, Overhaul) in the world”. GMF AeroAsia currently ranks 14th in the world’s MRO business.

Referencing the concept of Public Relations work proposed by Cutlip and Center in Ruslan (2010: 148-149), the objectives to be achieved from this study are describing the following topics:
1. Describing the process of finding social media at PT. GMF Aero Asia.
2. Describing social media planning process in PT. GMF Aero Asia.
3. Describing the process of action and social media communication at PT. GMF Aero Asia.
4. Describing the process of social media evaluation in PT. GMF Aero Asia.

**Literature Review**

**Public Relations.**
Public Relations (PR) is a science in social science cluster, and become part of the science of its parent, communication science. In addition to science, public relations became a profession in the field of communication, which is often called the profession of Public Relations Officer. Public Relations is a management function that builds and maintains good and useful relationships between organizations and the public that affect the success or failure of the organization (Cutlip, Center, and Broom, 2006: 6).

Further explained by Frank Jefkins in his book Public Relations, which put forward the definition of Public Relations as follows:

“Public Relations is something that summarizes the entire planned communication, both in and out, between an organization and all its audiences in order to achieve specific goals that are grounded in mutual understanding” (Jefkins, 2003: 9).

The above definition clarifies the relationship of communication with PR, that the activities of Public Relations is also a communication activity. A PR is responsible for communication activities in an institution, where good communication will create a good understanding for the stakeholders. PR can create a better public understanding, which can deepen public confidence in the company or institution or even the individual concerned.

PR officers should have a solid foundation every time one starts his/her job. Cutlip and Center in Ruslan (2010: 148-149) divide the work process of Public Relations into 4 sustainable stages, among others; Fact finding, planning, action and communication, and evaluation.

**New Media and Social Media**

New Media or online media is defined as a product of mediated communication technologies that exist along with digital computers (Creeber and Martin, 2009). Another definition of online media is the media in which it consists of a mixture of various elements. That means there is a convergence of media in it, where some media into one (Lievrouw, 2011). New Media is a medium that uses the internet, technology-based online media, flexible character, potentially interactive and can work both privately and publicly (Mondry, 2008: 13).

One part of new media is “Network Society”. “Network society” is the social formation that is structured from groups, organizations and mass communities that affirm the initial form of the organization from all sides (individuals, groups, organizations, and social groups). In other words, the fundamental aspect of this theory formation is all that has a broad relationship of collectivity (Van Dijk, 2006: 20).

Social media is an online medium, with its users easily participating, sharing and creating content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and Wikis are the most common form of social media used by people around the world. According to Antony Mayfield of iCrossing, social media is about becoming a human being. Ordinary people who share ideas, collaborate and
collaborate to create creations, think, argue, find people who can be good friends, find a partner and build a community. In essence, using social media creates us as ourselves in the online world. In addition to the speed of information that can be accessed within seconds, being ourself in social media is the reason why social media is growing rapidly. No exception, the desire for self-actualization and the need to create personal branding.

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Another definition suggests, the new media is a digitalization of which a concept of understanding of the development of the times of technology and science, of all the manual nature to be automatic and from all the complicated to be concise. Digital is a complex and flexible method that makes it a staple in human life. Digital is also always associated with the media because this media is something that continues to always evolve from the media of old (old media) until now who have been using digital (modern media / new media).

One part of new media is “Network Society”. “Network society” is the social formation that is structured from groups, organizations and mass communities that affirm the initial form of the organization from all sides (individuals, groups, organizations, and social groups). In other words, the fundamental aspect of this theory formation is all that has a broad relationship of collectivity (Van Dijk, 2006: 20). The Internet is one form of new media (new media). Internet is considered as the most important information tool to be developed in the future.

The Internet has the ability to encode, store, manipulate and receive messages (Ruben, 1998: 110). The Internet is a media with all its characteristics. The Internet has its own technology, usage, scope of service, content and image. The Internet is not owned, controlled or managed by a single agency but is a network of computers connected intensively and operates under a mutually agreed protocol. A number of organizations, especially providers and telecommunications agencies play a role in internet operations (McQuail, 2009: 28-29).

As a medium of communication, the Internet has an important role as a tool (channel) to deliver messages (messages) from the communicator/message distributor (source) to the communicant/receiver of the message (receiver). The nature of the internet as a medium of communication is transactional, in the sense that there is intensive interaction between individuals (continuous) and there is feedback (feedback) from among individuals in each interaction. In addition, there is participation among individuals by considering the profit/loss in each interaction.

Research Methodology
The method used for this study is descriptive methods. Descriptive methods is a fact-finding approach with appropriate interpretation, also a study of norms or
standards. This method allows writers to freely observe the object, explore, and discover new insights throughout the study (Ardianto, 2013).

Data Collection

1. Participatory Observation- Observation is a method or means of analyzing and organizing a systematic record of behavior by seeing or observing individuals or groups directly (Ngalim Purwanto (1985) in Sugiyono, 2011: 161).

2. Semi-structured In-depth Interview - In-depth interviews were interviews conducted in an open and semi-structured manner, in which the researcher initially possessed the knowledge of a particular issue with the research design he had at the beginning of the study. This technique is based on the principle that the researcher is the best observer on a problem he or she studies. In the application of research design, in-depth interviews are sometimes referred to as individual focus session sessions. (Sugiyono, 2011: 9)

3. Documentation Study - According Herdiansyah (2010: 143), documentation study is one of qualitative data collection methods that includes viewing or analyzing documents created by the subject itself or by others about the subject. Documentation study is one way that qualitative writers can do to get a picture from the point of view of the subject through a written medium and other documents written or made directly by the subject concerned.

Results and Discussion

Fact Finding stage of PTGMFAeroAsia Social Media Management
Social media management of PT GMF AeroAsia was recently made in 2015 because at first the company does not feel the need of social media. Basically, in the digital era as it is today, a company is supposed to perform activities in social media, not to mention the emergence of cyber PR and web 2.0. There is even research about social media needs for the company. According to social media expert Gretchen Fox, 67% of consumers use social media as a customer service channel and 66% cease to be a business customer due to poor customer service in social media.

GMF AeroAsia takes advantage of certain social media that conforms to the public characteristics and corporate culture. GMF therefore selects only certain social media. According to M. Rivan Aulia as responsible for all digital activities GMF AeroAsia explained that social media is selected based on research on the number of levels of social media users in the field of aviation Indonesia.

“A kind of research that collects data such as, what does the people need, what is popular in society for socmed. And finally I chose those accounts in line with the GMF market “

The research used is was in the form of fact finding or searching data about social media trends. The research is ultimately used to define what social media is appropriate for corporate characteristics such as GMF.

“The research I use is to define what social media to use and people want. I see the trend with benchmark to MRO-MRO and other airline like what. I saw that in GMF as airplane spotters, people who like aviation, I read it from there. In addition, I also see in the world’s most active users what, trend in social media, and which impact is the most.”
With the data found that social media users who love social media GMF AeroAsia is a community of aircraft lovers, then social media like Facebook, Instagram, YouTube, and LinkedIn are utilized.

LinkedIn

LinkedIn, an online professional network with over 347 million members worldwide used by GMF as a social media for the internal public as it is connected with employees. GMF chose LinkedIn because it saw a different segmentation that is 70% LinkedIn members in Indonesia aged between 25-44 years. LinkedIn GMF has 1,297 employees connected with the number of followers reaching 6,098.

Facebook

According to research of a marketing institution, people prefer products that
have Facebook accounts, rather than products that do not have it. This is what lies behind GMF to create social media Facebook because every company should have this social media.

Facebook can be a great resource for generating brand awareness. Facebook is becoming popular among the demographics of various ages and can be an interception creating a point to build relationships with the public and prospects. Fanpage of GMF Aeroasia @gmfaa has 4,582 who love it, 1974 who viewed the page, and has received a 4.8-star review from 5.0 stars.

**YouTube**

![YouTube Channel of GMF AeroAsia](Picture 3. YouTube Channel of GMF AeroAsia)

YouTube became one of the social media used by GMF AeroAsia by using channel to post company profile video. Currently YouTube GMF Aeroasia has three video posts and already has 152 subscribers.
Instagram

Instagram is the most influential social media for GMF AeroAsia. New @gmfaeroasia account was created in 2015 with the number of posts currently 94, but the number of followers has reached 15,200. These outperformed competitors in MRO’s fellow businesses such as @lhtechnik with 13,200 followers, @srtechnics with 237 followers, and @afklmem with 843 followers. This social media platform is integrated with the website www.gmf-aeroasia.co.id and use of #safetycomesfirsthashtag for posting.

Social Media Planning of GMF AeroAsia.

GMF social media managers plan by analyzing and approaching current issues, challenges and opportunities. Analyzes and approaches carried out by specific but based on the analysis of GMF AeroAsia public conditions.

The planning process begins with determining the content for each social media by conducting fact finding or collecting data for each social media. The collection of this data to determine the needs, wants, and expectations of target audiences. This planning process is conducted to find out what content is needed and desired by the public of social media, how much information is acceptable, what kind of information is given, why information needs to be provided, and how to deliver information.

Content delivered in social media is adjusted based on the data obtained. But usually about something that is rampant or an event that is being run by GMF then and see if the audience needs such information and content. The person in charge of
digital activity thinks idea for social media content then discussed with other corporate communication unit.

Required data are collected for processing in certain social media. Each social media has different content according to the segmentation and characteristics of each social media. Content created should be as attractive as possible to be liked by the public and in accordance with public needs. If the content is interesting, there will be feedback from the public either in the form of likes or comments.

In general, the planning process is only done by one to two people from the corporate communication unit in charge of handling digital activity. From concept idea, concept determination, data search, post, to give feedback. The planning process is not handled jointly or through unit meetings in advance. But sometimes PIC digital activity reports or discusses the concept idea during a unit meeting.

The process of planning according to Cutlip and Center in Ruslan (2010: 148-149) begins with research. PR process is not as simple as collecting data and facts, but also must prioritize management, research, classification, and compilation of data in such a way that facilitate problem solving later. After the research and data search phase, PR practitioners proceed to the planning stage. Broadly speaking, social media GMF AeroAsia has conducted initial research on social media that they use by identifying the right social media for business-to-business companies, then doing simple research on public segmentation that targeted is aviation lover communities, and The function of GMF’s social media is more focused on building a reputation not for promotional media. Added by comparing or benchmark with similar companies in the field of MRO to find out what kind of social media needs in the field of business.

For each managed social media, the planning is different. For Instagram the planning process begins with collecting photographs of the internal photographer who is also IndraGunawan’s informant (@indrawan), and bank photo corporate communication unit. After the photo is collected, just create how the appropriate caption to define the photo. Sometimes if the idea appears first, the first caption then accompanied by the selection of the right photo to visualize the caption. The photos are edited first to match the tone color of the photo to make the colors uniform and look better.

Management for the Facebook post is done according to the daily theme. Every Monday and Wednesday theme postings about vacancies for internships at GMF, every Friday post about articles of interesting facts about the world of aviation, then other than that, posting about news or information about what is being updated in GMF. News is selected based on news with positive news tone seen from monitoring media. Then the news is posted on the Facebook timeline. All news and articles and even captions that want to post in the data first and has been made a list for posting a month ahead.
Social media Action and Communication Stage

At the stage of action and communication, the company put more emphasis on the implementation process to see how the implementation of planning and formulation has been done by social media GMF. At this stage the manager posts in accordance with the concept that has been planned at the planning stage. Implementation for each social media varies according to function. So the discussion will be done based on each social media.

The content of each social media is different, but it still has one message to be conveyed by the company that is ‘a reliable company in aircraft maintenance’, through education and delivery of capabilities, facilities, capabilities, and people in the company.

The way GMF building corporate brand awareness through social media is to do soft selling in cooperation with the public about aircraft maintenance. It indirectly shapes the audience thinking that the aircraft treated at GMF is a safe plane and will shape the perception of ‘I do not want to fly on an airplane not treated at GMF’. In each of its social media, the content displayed wants to show that GMF carries out aircraft maintenance according to the procedure and how important the aircraft maintenance is.

B-to-B-to-C relationship is the wanted result of communication, which leads to sales. As the results of interviews with the responsible digital activity:

“We educate people but not hard selling. There is a b-to-b-to-c concept is still very far away, but this may be done. What matters now shapes people’s minds ‘I do not want to ride the plane if the plane is not treated at GMF’. When we want to explain that we work according to the procedure, so if treated in us, you are safe. So it’s how they know indirectly, let them determine their perception of GMF and how they think. How important is the maintenance of the aircraft that will affect the customers, it could be even further, we help our consumer topromote his company (or airline).”

From the the interview, there is always a message behind social media planning, where content posted in social media GMF implies a message that culminates in the B-to-B-to-C concept to increase sales. But the concept is still far to be done by the company which only uses social media for more or less a year by now. For now, GMF is still using the concept of b-to-b in order to improve the company’s brand image.
LinkedIn

LinkedIn management plays the role of professional social media function. Intended for the internal public, employees who are interested to connect with the company through LinkedIn. It could also be for professionals working in the aviation field and looking for their work connections. When it is intended for the external public, it serves to inform about issues that exist in the company. GMF shows professionalism through LinkedIn. Already many workers even outside internal employees connected via GMF link AeroAsia.

LinkedIn post includes press release that is released periodically based on the activities that take place. There is no fixed time for each post. Post done if there is an activity that took place at GMF and there is a press release. In addition, the content is posted on the internship announcement or internship at the company. The post is integrated with the main website GMF AeroAsia www.gmf-aeroasia.com, it is intended to increase corporate web traffic on internet search engines such as google example. The strategy is included in search engine optimization where the web is on the first page of search engine search results list. The better the rank on the first page, the better the company’s promotion.

In addition, in LinkedIn post something about the capabilities and achievements of GMF AeroAsia that can be seen by employees and not even employees who are connected to the social media. It is intended to improve corporate image through social media in a professional manner.

We believe that for the implementation of post frequency in social media LinkedIn is appropriate. The posted content also fits in line with the more ‘serious’ LinkedIn functionality. But it would be better if the LinkedIn posts provide suggestions for how to apply for jobs, tips to be accepted in the company, and how to qualify for new employees. It can provide benefits to audiences visiting the likes of GMF Aeroasia. Sometimes the audience is less interested to know about the company alone because they feel nothing to do with them. But if in LinkedIn post inserted content about things that can be useful for audiences, it certainly can help a good image also for the company.

Facebook

Facebook plays a lighter function than LinkedIn. Content in Facebook are about simpler information such as articles and interesting facts about the field of aviation. This is because Facebook has a target target with segmentation age 20-40 years. Facebook itself is more intended for the adult public because many of this segment uses Facebook. Therefore, GMF utilizes Facebook for the means of conveying information about the company, educating around aviation, in an interesting way.

GMF AeroAsia utilizes various features contained in Facebook well. Like posting photos and links to increase audience interest by providing a good visual. To post the video is still not run because of the limitations of human resources that manage the video so burdensome in the production process. And the latter uses the hashtag
feature with each post using hashtags like #FridayFunFacts #Factly #President. Utilization of Facebook features have been maximized well.

Postings in Facebook are customized based on daily themes. The theme is done at the planning stage in the Facebook content of the created planning in the earlier stage. The following is a picture of Facebook post contents plan.

(Picture 6.Content Planning of GMFAeroAsia Facebook)

In the contents, we can see that the frequency of posting is done three times a
week (can be more). Every Monday, posts discuss the internship and opening for new employees, on Wednesday discussing the public figures of GMF AeroAsia, on Saturday discussing the facts of the aviation world, and for news or post press releases tailored when certain events occur.

Content raised for social media Facebook is interesting and educative for the public. Unfortunately, there is still no special theme presented from Facebook. The company need a main message that describes a special theme in Facebook. It is necessary to increase awareness and public understanding of GMF Aero Asia company. Not to mention Facebook is not integrated with other social media and feels more independent, or loose.

Feedback from the public for GMF Facebook is quite well and varied in terms of comments and messages that appear in the comments field. But the lack of response from GMF AeroAsia for the comment is quite saddening. A good company is a company that responds to the public with alertness and responsiveness. From this, GMF has not utilized feedback from the public. When there is a comment or a question, the company should be responding with a quick and precise manner. If the comments are left unchecked, it will form a negative perception of the public. It might be better if there are positive comments stored as a company reputation documentation report. For negative comments must also be met carefully so as not to damage the company’s reputation.

Instagram

Instagram is created as a medium to educate and provide information which are visually interesting and not boring. Instagram is intended for both internal and external public audiences who like aviation photos and aircraft maintenance. The public targeted are the segmentation aged 18-30 years or adolescents and adults. These targets are tailored to the characteristics of Instagram users as they have been done in the fact finding and planning phases.

The postings in the AeroAsia GMF Instagram are photographs taken inside the GMF itself, such as when repair of certain aircraft parts, aircraft jet engines, nearer frames, planes and photographs. It is intended that the public feel closer to GMF AeroAsia. As explained by M. RivanAulia who is in charge of digital activity and instagram manager:

“for sure, the photos of our social media, especially in Instagram are close-up and personal related to planes. All pictures were taken by GMF.”

The concept of the GMF AeroAsia’s Instagram is not to use watermarks to make the photos appear more informal and as if they were from close relatives in Instagram. Photos also affects perception because the photo can only be taken by the internal public of GMF. Caption-making techniques that educate but there are elements of interesting interactions around the aircraft engines that could increase knowledge for those who follow the account.

When compared with other MRO Instagram accounts, GMF outperformed in terms of followers. This is because the technique of good photographs, captions are interesting and interactive, and frequency of posting once a week. For terms of awareness, the GMF Instagram account is helpful enough. May be more introduced and
published with the help of aviation geek or aircraft lovers. GMF can utilize aircraft lovers as influencers of Instagram accounts.

For Instagram GMF itself still does not have a special campaign that is integrated with other social media. We recommend creating campaigns that can generate GMF identity through this account and then integrate it with other social media. The campaign may use the GMF AeroAsia tagline of Safety Comes First, the Art of Perfection, or Every Part Matters. And also, it can be told that behind a well-flying aircraft there are key actors who make the plane fly safely. It can also be analogized by using metaphorical masters to describe and appeal to the public. With many Instagram followers this should be able to help to increase the existence of other social media accounts. By integrating social media with each other using campaigns.

**Youtube**

In YouTube, GMF AeroAsia does not do much activity, so far only post three video form company profile. Company profile is produced by vendors who work with the company. And to produce other videos is still difficult due to limited time from the manager and lack of human resources. So YouTube social media is less utilized. Frequency of posting is also said to be a year only one to two videos. The uploading frequency of such videos can be improved by posting at least once a week, based on benchmarks with other MRO company’s YouTube accounts like Lufthansa technic that more often post videos on their account.

The company need a specialized digital activity organizer, especially those skilled in the field of videography to produce video on YouTube. YouTube is now a promising medium for a number of businesses. Other MRO companies also take advantage of YouTube as well by recording the important moments of his company. YouTube can be used as a means of delivering messages from the Directors around the company, making video documentation of important moments, interesting facts, and utilizing 360-degree video features around the GMF AeroAsia Hangar. It is also one of the activities of building corporate image.

**Evaluation Stage of PT GMF AeroAsia Social media**

The evaluation process is conducted using social media analysis. For every social media there is already social media analysis platform itself. The analysis can be used to measure the effectiveness of social media used. GMF has used the facilities provided by each social media such as Instagram insight, Facebook insight, and LinkedIn insight, but for YouTube, no analysis has been done.

The results of social media analysis of GMF AeroAsia based on the insight of each social media will be managed by the digital activity team as reference for improving the quality upon the next posting. In evaluating the management of social media, the digital activity team also reviews the achievements that have been generated from social media. By looking at which posts with high and low engagement values, the digital...
activity team can know the characteristics and needs of the public interest so that it can be concept idea for the next post.

This measurement is important because it concerns the public that is an asset for the GMF brand. The experience, involvement and viral effect of this public will greatly affect the level of loyalty. And this will lead to affect sales, market share, and profits.

According to Irawan D, (2011) one of the strategic measurements that began to attract the attention of both marketers, or entrepreneurs and companies, is related to the number of mention in social media. There are already some software circulating in the market can help to measure positive mention, neutral, or negative mention of all public conversations in social media. It is important to build a company’s brand compared to its competitors’ brand. Brands that have a high level of positive and positive mention than their competitors can give an idea that the brand has a strong brand image and a high level of loyalty. The public who gives a positive mention is a public that has plenty of information of the company, and usually loyal.

GMF itself has done social media analysis based on several references, but there are still some methods that have not been applied. GMF could use social media analysis by looking at references according to Primaretha (2012, the journal Measuring Social Media Effectiveness for Companies), creating a form of social media analysis used to measure the success and effectiveness of each social media campaign being undertaken together and the social media team at Virtual Consulting.

Here is an illustration of social media analysis model distributed as 3 layers of social media analysis:

![Image of Three Layers of Social Media Analysis]

(Picture 7. Three Layers of Social Media Analysis. Source: Primaretha, 2012)

1. **Media Analysis**

If using fruit as an analogy, media analysis is the skin layer of the fruit. Media analysis is the first stage of an evaluation or analysis to measure the performance of a brand or personal account in social media. Media analysis consists of 3 main matrices of reach, engagement, and virality. Reach measures our reach to the audience, for example total fans or followers, total views / unique views and information about demographics or
behavior from the reach of the audience. Then the second matrix is engagement. This matrix seeks to measure how much activity in creating content also by how much of the content gets feedback from the audience. The last one is Virality. It’s a special metric for measuring a campaign in social media; An example is the #SafetyComesFirsthashtag monitored by how many retweet the hashtag and then how many impressions resulting from the number of people retweeting about the tweets containing the hashtag.

2. Conversation Analysis
Stages of this analysis are still often left out because of possible ignorance or insufficient technology. For example, there is a brand account in social media that has many fans or followers and has a very large number of mentions each day. But have you ever seen that many walls, comments, mentions that talks about sensitive issues? And what about the tone? Analysis at this stage seeks to understand the words most often used by the audience when trying to communicate. Then, the issues that concern them in so many tweets and walls in the social media account.

It doesn’t stop there; it takes measuring with sentiment analysis. With three positive, neutral, and negative tone indications, we need to try to understand the emotions of consumers with these three benchmarks. It could be his presence in social media only as an outlet of disappointment from disgruntled customers, please note. The last point of this stage analysis is to use ethnographic analysis blades. This analysis is in the form of qualitative and the result of the analysis is in the form of narration / words that want to explain how the uniqueness of perception or behavior of our audiences to the brand in social media.

3. Network Analysis
One brand’s goal is to have presence in social media, to bring together a community that commits to the brand. Communities are powerful for influencing these customers and potential customers. People will surely be easily persuaded when endorsements of a product comes from a friend, family, or public figure who is admired. For that reason, the analysis at this stage talks about the extent to which success influences influencers and networks of friends in social media.

Conclusions
1. In the social media research process of GMF AeroAsia, the research phase for GMF AeroAsia started by looking at the characteristics of business-to-business companies so that the use of social media is used to support the company’s image. After that, the company observe the segmentation of the company by doing a test-risk using social media analytics and the result is the aviation lovers. From that GMF AeroAsia decided to use the four most potential social media that includes Facebook, Instagram, YouTube, and LinkedIn.

2. The social media planning process of GMF AeroAsia is managed by two people from corporate communication unit as persons in charge of digital activity. Planning is done by carrying the concept and looking for social media post ideas derived from PIC digital activity which is then discussed with the corporate communication unit. The concept is poured in written planning content.

3. The process of action and social media communication GMF AeroAsias is carried out in accordance with the existing timeline. For certain social media such as LinkedIn, Instagram, and YouTube there is no definite timeline, where the post is done as there
are topics to be published through social media. The contents discussed were in accordance with the idea of planning and fact finding data. Frequency of posting periodically but not yet regularly timed. Feedback on comment fields is less well responded by social media admins.

4. Social media evaluation process of GMF AeroAsia, is done by looking at social media analysis of every social media. From the data can, conclusions on the engagement of each post with the public and can provided to give input or concept of ideas for next interactivity.

Recommendations

1. Social media research process in GMF AeroAsia, is conducted well and appropriate, but only runs at the beginning of the planning of social media management only. It would be better if this stage always referencing data. Research of the wants and needs of the public for every social media GMF AeroAsia is also suggested.

2. Related to social media planning process of GMF AeroAsia, it is suggested to make clear planning for any social media such as providing a timeline, in order to post effectively in terms of the continuity of the post and the appropriate theme.

3. Action and communication process of GMF AeroAsia Social media, should be focusing on digital activity by dividing the planning management task, such as assigning the person who makes the timeline as well as searching the data, deciding the implementer is who post periodically according to the timeline, and who evaluate is people who analyze by media Social analysis. In addition, the need for an integrated campaign for all social media owned by GMF AeroAsia, using tagline owned by GMF. Then the need for an active interaction between GMF social media with the public to be more intertwined proximity.

4. In terms of social media evaluation process of GMF AeroAsia, the evaluation process can be done in depth by analyzing using the analytical tools available. It’s better to use more complex and paid analytics tools, and it might be better if GMF has a special gadget dedicated formanaging social media.

References


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