

# PRODUCTION OF TESTIMONIAL VIDEOS TO SUPPORT THE IMPLEMENTATION OF THE LAPAK GANJAR PROGRAM

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**ABSTRACT.** The Governor of Central Java, Ganjar Pranowo, released the Lapak Ganjar program for MSMEs affected by the pandemic. The program, which was released in 2020 until mid-2022, continues to grow to help market MSME products online through Instagram accounts @ganjar\_pranowo and @lapak\_ganjar. This study aims to describe the communication strategy of the the Office of Communication and Informatics of Central Java Province in supporting the implementation of the Lapak Ganjar program through Instagram. This study used descriptive qualitative method. Based on the SOSTAC model, the results of the study revealed that the Office of Communication and Informatics of Central Java Province implemented a communication strategy through a testimonial video #ReviewLapakGanjar production which featured the success story of the Lapak Ganjar program. This testimonial video is published on a scheduled basis through Instagram @kominfo.jateng. This video testimonial is published to create public perception and trust that the Lapak Ganjar program provides benefits for MSMEs in marketing their products online which has an impact on increasing product sales. In addition, the Office of Communication and Informatics of Central Java Province carried out a media relations communication strategy by involving mainstream media and online media to carry out joint coverage of the profiles and success stories of MSMEs participating in the Lapak Ganjar program, which is expected to increase the publication of the program in media.

**KEYWORDS:** Lapak Ganjar, SOSTAC, video testimonials, instagram

## 1 INTRODUCTION

The COVID-19 pandemic in Indonesia has been going on for the past two years, since a positive case was confirmed on March 2, 2020. This reality has an impact on various sectors of people's lives, including the declining economic conditions in the first year of the pandemic, one of which is due to the strict restrictions on people's mobility. The Central Statistics Agency noted that the country's economic growth throughout 2020 experienced a contraction of 2.07 year on year (Tempo.co, 2021).

Weakening economic growth was felt by various provinces in Indonesia, including Central Java, which also ranks in the top three as the province with the most confirmed COVID-19 cases. In the second quarter of 2020, economic conditions in Central Java Province had declined to -5.91 percent (Jatengprov.go.id, 2021).

The sluggish economic conditions are felt by MSMEs. The Office of Cooperatives and SMEs of Central Java Province noted that 44.338 MSMEs in the province were affected by the COVID-19 pandemic. The MSMEs most affected are MSMEs in the food and beverage sector which reached 65.33 percent (Solopos.com, 2021). Based on the Economic Statistics of MSMEs on the Impact of COVID-19 released by the Office of Cooperatives and SMEs of Central Java Province as of January 22, 2022, it is known that the turnover of Central Java MSMEs during the pandemic decreased significantly. Central Java's MSME turnover could initially reach IDR 386.224.489.254.00 but after the Covid-19 pandemic occurred, the turnover declined to IDR 168.745.086.214.00. In addition, another problem most experienced by Central Java MSMEs is marketing constraints which reached 52.98 percent, especially in the midst of the COVID-19 pandemic situation, where mobility restrictions were imposed in various regions and economic conditions were trying to recover. Thaha (2020) in (Rifai et al., 2021)

stated that the COVID-19 pandemic situation presents its own challenges for MSMEs to transform their business strategies digitally, in accordance with the conditions faced and regulations from the government.

To support MSMEs to be able to rise in the midst of the COVID-19 pandemic, since July 11, 2020, the Governor of Central Java, Ganjar Pranowo, has promoted MSME products through his Instagram story account @ganjar\_pranowo which currently has more than 4.9 million followers. Governor Ganjar Pranowo's move to promote the flagship commodity of MSMEs is called the Lapak Ganjar program and is still ongoing today. Now the Lapak Ganjar program which is implemented through Instagram @lapak\_ganjar has been followed by more than 27 thousand followers. Every week the Lapak Ganjar program creates a different marketing theme, then Instagram @lapak\_ganjar will repost MSME products that have been tagged on Instagram @lapak\_ganjar and @ganjar\_pranowo.

Since its initial release until June 2022, Instagram @lapak\_ganjar has created 85 marketing themes for the weekly edition, including editions for MSMEs in the food and beverage sector, local handicrafts, and services. This is because the Lapak Ganjar program was initially only followed by Central Java MSMEs, then grew rapidly so that MSMEs from outside the province could participate, such as MSMEs in Yogyakarta, Jakarta, Banten, West Java, East Java, Bali, North Sumatra, Lampung, and South Sumatra.

The use of Instagram as an online product marketing medium is also growing. This is supported by the increasing trend of the number of Instagram users in Indonesia. The survey released by We Are Social revealed that the number of Instagram users in Indonesia in 2021 reached 85 million users out of a total population of 170 active users of social media in Indonesia (Haryanto, 2021). One of the factors supporting Instagram to become a social media platform that is in demand is the availability of features that allow users to upload, edit, and share images and short videos with their followers (Tarigan et al., 2021).

Product marketing through Instagram is considered an effective breakthrough for MSMEs. According to Dariswan and Indriani (2014) in (Suciati, 2018), Instagram is one of the most widely used social media platforms for shopping. In line with this statement, a survey on Instagram user activity released by the jakpat.net site revealed that 53 percent of user activity on Instagram is browsing online stores. This opens wide opportunities for MSMEs to take advantage of Instagram to market their products.

Efforts to support the effectiveness of the Lapak Ganjar program that have been going on for the past two years do not only rely on Instagram @lapak\_ganjar and @ganjar\_pranowo to post marketing themes for the weekly edition. The Office of Communication and Informatics of Central Java Province also posted the marketing theme of the Lapak Ganjar program on its official Instagram. Not infrequently, Lapak Ganjar program's post via Instagram @kominfo.jateng gets feedback from his followers, both in the form of likes and comments about certain MSME products being marketed. With the number of Instagram followers that has exceeded 100 thousand followers, the Office of Communication and Informatics of Central Java Province has a strategic role to support the successful implementation of the Lapak Ganjar program. This paper aims to describe the communication strategy of the Office of Communication and Informatics of Central Java Province in supporting the implementation of the Lapak Ganjar program through Instagram.

## **2 LITERATURE REVIEW**

### **2.1 SOSTAC Model**

This research refers to the framework about the SOSTAC model to create planning process or strategy. The model initiated by PR Smith is widely applied to support the success of communication planning and marketing strategies, especially in the field of digital marketing. The term SOSTAC is an acronym that describes the six stages in this communication planning model, namely Situation Analysis, Objective, Strategy, Tactics, Action, and Control (Hanlon & Chaffey, 2015).

Situation analysis as the first step in the SOSTAC model aims to analyze the current state of the organization. One approach that is commonly used in analyzing the situation is through a SWOT analysis to find out the strengths, weaknesses, opportunities, and threats facing the organization (Wijaya

& Hermawan, 2018). In addition, a macro environmental analysis of political, economic, social, and technological factors (PEST) needs to be carried out to obtain a more comprehensive analysis of the situation.

The results of the situation analysis are then used by the organization as a reference in setting goals. Goal setting needs to be done carefully, referring to the principles of Specific, Measurable, Achievable, Relevant, and Time-based (SMART). Setting goals based on SMART principles can help organizations to objectively measure the achievement of goals.

Third, the organization develops strategies to achieve predetermined goals. The strategy stage is generally supported by the identification of the target group based on geographic, demographic, and psychographic factors.

Fourth, the tactical stage refers to the marketing communication channels used. The determination of the strategy that has been carried out will guide the selection of media and the design of the right message for the target group.

Fifth, the action stage basically refers to the steps in implementing the strategies and tactics that have been set. At this stage, the resources owned by the organization are used optimally to achieve goals. These resources include the number of personnel, financial allocations to time resources.

Finally, the control stage aims to ensure that the implementation has been carried out according to the plan, so that the objectives can be achieved properly. Ideally, evaluation is carried out periodically to monitor and measure the organization's performance in achieving its goals.

### **3 METHOD**

This study uses a qualitative descriptive method to describe the communication strategy of the Office of Communication and Informatics of Central Java Province in supporting the implementation of the Lapak Ganjar program through Instagram. This method focuses on the analysis of factors related to the object of research by presenting information in more depth. The purpose of this research is not to generalize, but to build an in-depth understanding of the research object being studied (Fagita & Sudrajat, 2021).

Primary data were collected through in-depth interviews based on interview guides that had been structured by previous researchers. The main informants of this research were the Public Relations and the Social Media Coordinator of the Central Java Province Communication and Information Technology Office, Rieka Hapsari Koesmastuti, S.I.Kom., M.I.Kom. In addition to in-depth interviews, secondary data was collected from the official documents of the Office of Communication and Informatics of Central Java Province regarding SMEs database that promote their products through the weekly edition of the Lapak Ganjar program, related photos and videos.

According to (Rijali, 2018), in qualitative research, data collection and data analysis are integral processes. Data reduction is an attempt to conclude the data, then sort the data into certain concepts, categories, or themes. The results of the data reduction are then processed to be more comprehensive, so as to facilitate the exposure and affirmation of conclusions.

### **4 RESULT AND DISCUSSION**

The research findings reveal that the Office of Communication and Informatics of Central Java Province has attempted to conduct a situation analysis of the Lapak Ganjar program which has been going on since 2020. This analysis includes mapping the strengths and opportunities of the Lapak Ganjar program. Judging from its advantages, the Lapak Ganjar program utilizes Instagram @ganjar\_pranowo and @lapak\_ganjar which already has a large number of followers to help digitally market MSME products. In addition, the presence of the Lapak Ganjar program received a positive response from MSMEs, not only in Central Java, but also MSMEs from other provinces. This is also an opportunity for the development of the Lapak Ganjar program in the future, so that it has the potential to reach MSMEs from various regions in Indonesia. On the other hand, the Ganjar program, which has only been going on for the last two years, has not been optimal in obtaining publications from the mainstream media, as stated by the informant. The the Office of Communication and Informatics of Central Java Province also analyzed the impact of the Lapak Ganjar program on a number of MSMEs that had

participated in the program. The impacts analyzed include buying interest in MSME products that are promoted through the Lapak Ganjar program to an increase in product sales. The results of the impact analysis on MSMEs are also equipped with a database of MSME program participants every weekly edition. The situation analysis has not yet been comprehensively carried out, as the ideal situation analysis is carried out through the SOSTAC model. Referring to the explanation (Wijaya & Hermawan, 2018), the situation analysis of the SOSTAC model is generally carried out by conducting a SWOT analysis and detailed macro-environment (PEST) analysis.

The results of the situation analysis conducted by the Office of Communication and Informatics of Central Java Province were then used as the basis for setting goals. In this case, the Office of Communication and Informatics of Central Java Province seeks to create public perception and trust that the Lapak Ganjar program is able to provide benefits for MSMEs, especially MSMEs affected by the pandemic, in helping product marketing and increasing their income. However, the research findings show that goal setting is still general and does not fully refer to SMART principles.

Goal setting will guide strategy development. The Office of Communication and Informatics of Central Java Province designed a communication strategy through the production of testimonials video #ReviewLapakGanjar and media relations. The testimonial video reveals the success stories of MSME participants in the Lapak Ganjar program who have felt the economic impact of increasing product sales, after their products were marketed through Instagram @ganjar\_pranowo and @lapak\_ganjar. The success story of MSMEs is clear evidence of the usefulness of the Lapak Ganjar program for their business.



Figure 1: Testimonial videos #ReviewLapakGanjar on instragam @kominfo.jateng

Prior to the production of video testimonials the Office of Communication and Informatics of Central Java Province identify the MSMEs participating in Lapak Ganjar who would submit their testimonials based on the criteria for product uniqueness, business scale, and product sales level after participating in the Lapak Ganjar program, referring to the MSMEs database that had been compiled. After the mapping has narrowed down to several MSMEs, then the Office of Communication and Informatics of Central Java Province will confirm the willingness of MSMEs to share their success

stories in participating in the Lapak Ganjar program and explore more in-depth data about the production and marketing processes usually carried out by these MSMEs.

In addition to testimonials video, the Office of Communication and Informatics of Central Java Province also used a media relations strategy to support the effectiveness of the Lapak Ganjar program. This media relations strategy is aimed at mainstream media, especially newspapers and television, as well as online media. The selection of the media was based on the results of the situation analysis, where the Lapak Ganjar program which had been going on for the last two years had not yet received optimal media publications.

After the communication strategy is established, the next step is to focus on tactics. At this stage, the Office of Communication and Informatics of Central Java Province allocates its resources so that the testimonial video production and media relations strategy can run as well as possible. To support the production of testimonials video, the Office of Communication and Informatics of Central Java Province has assigned a production team including reporters, photographers, and videographers who are in charge of designing storylines and producing testimonials video. The team produces two testimonial video materials each week. Furthermore, at the post-production stage, the video editor will combine footage from the production team into a testimonial video with a maximum duration of three minutes that has the power of visual story telling.

Meanwhile, media relations tactics are carried out by scheduling coverage of the profiles of MSMEs participating in the Lapak Ganjar program together with the mainstream media. Through this joint coverage, the mainstream media can explore different news angles about MSMEs participating in the Lapak Ganjar program, according to the characteristics of each media. Thus, it is hoped that the publication of the Lapak Ganjar program in the mainstream media will increase.

In the action stage, the production team of the Office of Communication and Informatics of Central Java Province covered the profiles and testimonials of MSME participants in the Lapak Ganjar program, according to the storyline that had been prepared. The production team uses a cinematic approach when covering the footage, so that the footage produced has the power of visual story telling. In the post-production stage, the production team usually coordinates with the video editor to produce the final work in the form of testimonials video that can be enjoyed by the public. The next testimonial video is shown on Instagram @koinfo.jateng on a scheduled basis, which is on Saturday every week. The timing of the testimonial video is based on the evaluation results from Instagram analytics, where on weekends Instagram followers tend to watch video content with entertainment and human interest topics. In addition, the screening of testimonials video on Saturday is considered relevant because it will be followed by the screening of the new theme of the Lapak Ganjar program on Sunday.

Finally, the control phase is marked by an evaluation of the implementation of the communication strategy that has been designed to ensure that the objectives can be achieved properly. At this stage, the Office of Communication and Informatics of Central Java Province used to conduct periodic evaluations every week to monitor the effectiveness of posting testimonials video of Lapak Ganjar's MSME participants. This evaluation was carried out by analyzing the testimonials video posted on Instagram @koinfo.jateng. The evaluation indicators include the number of views, the number of comments, to the content of the comments—whether the comments submitted tend to be positively or negatively charged. The results of the evaluation are used as a reference for designing the next MSME testimonial video for Lapak Ganjar participants. In addition, an evaluation of the media relations strategy is carried out by means of media monitoring to monitor publications about the Lapak Ganjar program in print, television, and online media that have participated in joint coverage with the Office of Communication and Informatics of Central Java Province.

## **5 CONCLUSION**

Planning and developing an integrated communication strategy based on the SOSTAC model can help organizations achieve their goals effectively. The findings of the research above reveal that the Office of Communication and Informatics of Central Java Province has developed a communication strategy systematically, starting with the situation analysis phase for the Lapak Ganjar program and MSMEs participating in the program, to the control stage through the implementation of periodic evaluations in the form of Instagram analysis and media monitoring on publications, in mainstream media and online media. However, the planning and preparation of the communication strategy still needs to be developed

comprehensively, especially the situation analysis needs to be carried out carefully and goal setting that refers to the SMART principle. With the establishment of goals based on SMART principles, efforts to measure the achievement of goals can be carried out more objectively, with measurement indicators that are carefully arranged.

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