

CHAPTER II

LITERATURE REVIEW

2.1 Promotion

Promotion is a kind of communication that gives explanations and convinces potential customers of the goods and services with the aim of attention, educating, reminding, and convincing potential customers (Buchari, 2006). In addition, Sutisna (2001) says that promotion is an attempt to convey a message to the public especially targeting consumers regarding the existence of products on the market. McCarthy (2009) defines promotion is an activity of giving information between sellers and potential customers or people to influence attitudes and behavior.

The followings are the purposes of promotion given by Ari (2015).

1. To inform

An informative promotion seeks to change existing needs into desires or stimulate interest in a new product.

2. To persuade

Promotional activities that are persuading customers more to buy certain brand products, rather than buying competing brands. At that time, the promotional news emphasized real superiority or what was perceived about the product. This is done well by meeting the emotional needs of consumers such as love of products, self-esteem, and satisfaction of ego.

3. To remind

This promotional activity is carried out to keep the product brand in the hearts of the public and to retain buyers who will make purchase transactions continuously.

2.2 Media Used for Promotion

Himma (2022) states that promotional media are tools used to support promotional activities and the introduction of products or services to the wider

community. She mentions that promotional media are currently divided into two types as follows:

1. Offline Promotional Media

There are several kinds of offline promotional media (Himma, 2022). They are:

a) Television

Promotion on television is an interesting thing for consumers. This promotional media can display moving images with sound so that it is more attractive to the audience. But making advertisements on television takes a lot of time and money and the duration of the ads that run is also short.

b) Banner

Banner serves as promotional media either in the form of products, services, events, schools, tourism sectors, and so on. Banner is commonly found in strategic streets like in public places.

c) Poster

The poster is one of the promotional media that is commonly used to promote products. To make passersby interested in reading, you need a poster design that is quite striking and explains your business products well.

d) Brochure

The brochure is a small booklet or pamphlet that is often containing promotion material or product information of good quality. Many brochures are provided at the cashier of the store or distributed by marketing to the consumers they meet. A good brochure includes information regarding the product being promoted and contains the original image.

e) Radio

Radio is similar to television but does not give the audience visuals, it is just the sound. This media can be effective and much more affordable than Television but does not engage the listeners as much as visual ads.

f) Newspaper and Magazine

Promotions in newspapers and magazine can be in the form of writing in a special column of advertisements. However, the delivery is less effective because

consumers cannot see the product, and advertising rates are priced per word so it is expensive.

g) Merchandise

Using promotional media in the form of merchandise is good enough to captivate consumers to buy the products you sell. There are several items that are used as merchandise, such as stationery, mugs, hats, calendars, and so on.

2. Online Promotional Media

There are several kinds of online promotional media (Wahyuningsih, 2016). They are:

a) Facebook

This social media is the choice of people to establish their communication with colleagues and family. Their existence is one of the reasons why Facebook is becoming a social media which used as an online promotional medium. The used of Facebook as a promotional medium is relatively easy for online businesses.

b) Instagram

Instagram is so accessible that can be used both on smartphones and web browsers. This is media has an opportunity to promote products and businesses. It also has a hashtag feature which it is the great promotional power as a business media. In addition, active interaction with customers is also one of the tricks that can make customers pay more attention to attract the products.

c) YouTube

YouTube is a broadcast media that has become an interesting medium for many people to express themselves through videos. The main step to promote a business on YouTube is by uploading the video through a personal account then selecting the right category for the type of business to be promoted. The title of the video must be interesting and contain many keywords so that people can see the video appear on the first page when they search for it.

d) Blog

This media has similarity to the real website but the uses of blog is limited, it just for supporting promotional efforts. To promote the product at Blog, they could make an article or content about business and products. Blog could show the

achievements that have been achieved as well. To further optimize its usage, many online businesses use blog as their promotion to attract more customers.

2.3 Blog

According to Zhang (2009), a blog is a web-based writing space where all writing and editing of information is managed through a web browser and published instantly on the Internet. It is in line with Minaev (2022). He states that a blog is a type of website that focuses mainly on written content about personal things, opinions, ideas, and other topics related to the interest of the target reader with accompanying pictures or videos. Meanwhile, Scrum (2011) defines a blog as a type of website that is developed by individuals using online software or an easy-hosted platform with space for writing. Based on the definitions above, the writer concludes that a blog is an online platform that provides information about something based on writing published on the internet.

Shinta (2021) explains the types of blogs that are popular as follows:

a. Personal blog

This type of blog is used for the personal benefit of the blog owner. Therefore, this type of personal blog usually contains free content with various topics, such as sharing stories, experiences, opinions, and so on. Personal blogs are also known as online diaries of blog owners in digital form, which can be accessed by anyone online.

b. Niche blog

Still have similarities with personal blogs, this type of niche blog is more focused on discussing certain topics. For example, blogs with a culinary niche (food blogs), fashion blogs, travel blogs, lifestyle blogs, or blogs about health and fitness.

c. Professional blog

This type of professional blog contains content that shows the professionalism of the blog owner in a field that is involved. For example, a digital marketer who has a blog containing content on the topic of digital marketing, SEO, and so on.

d. Business or company blog

Creating a blog was not only for the benefit of individuals only. Blogs can also be used as an online marketing medium by generating traffic for online store or company websites. In contrast to the company's website which is static, blogs are more dynamic so they can provide new content on a regular basis. That is why many companies choose to create a blog to complement the company's website to bring traffic to it.

Putra (2020) gives the following functions of a blog.

1. Writing skill practice

Blogs can be useful as a place to practice writing skills because learning to write through blogs will make it easier for someone to improve their writing.

2. Media for exchanging information

Everyone can write information on your own blog so that many people read information from you and vice versa.

3. Media for making money

By learning to write on a blog, someone can learn to make money through AdSense, backlink services, startups, e-commerce or blog reviews by manufacturers so that the products can be better known.

4. As a promotional medium and product sales

Take advantage of blogs as a medium to sell products and promote a place, location, and so on because the blog itself will be more accessible to the public than other social media.

5. Adding networks or work relationships

By writing a blog, one can exchange information with many people so that they can increase their network through this platform.

6. Media exchange stories

Through blogs, you will be able to write down your personal experiences or things easily. So, it is hoped that many people will understand your personal experience.

7. *As a Media for Doing Business*

You can start a business or introduce your business through a blog. By writing on a blog, your business will be visited by more people by adding keywords that are certainly much sought after on the Google search engine.

8. *As a media to get a better job*

A company certainly wants employees with good backgrounds. By writing experiences or writings with quality content, companies are expected to be able to read your writing and consider you to be accepted in their company. This is especially important if you want a profession like a journalist or content writer.

Aprilia (2021) says that the blog structure usually consists of the following components.

1. *Header*: The top of the blog that contains the title, description, and blog menu.
2. *Navbar*: This element can be referred to as a menu to help visitors select and browse blog content.
3. *Main blog*: The section where your blog posts are located. In this section, there are structures such as title, date, author name, comment field, and the like.
4. *Sidebar*: The sidebar of a blog that usually contains some popular article recommendations, widgets, advertisements, or other additional information.
5. *Footer*: The bottom of the blog that contains author information, contact, subscription form, and email address.

2.4 How To Start a Good Blog

Stewart (2019) explains how to start a good blog as follows:

1. Choose a blogging platform

There are several blogging platforms out there such as Blogger, Word Press, and so on. The platform you choose will very much depend on what you are most comfortable using. But if you know your style, you can create your own blog.

2. Get a good domain name

Most blogging platforms will set you up on a subdomain by default, but if you want to be taken seriously, you should buy your own domain name.

3. Decide on the blog content

Take a note of the types of blog content you would like to publish so you always have a reference you can come back to if the ideas seem to have dried up.

4. Keep your blog design simple

You must not use more than three colors and three types of fonts. With fonts; you need a heading, subheading, and body copy font. Your main text font can be increased with different weights or attributes, but keep these to a minimum.

5. Use contrasting colors

Contrasting colors can work well in the right design. It is a good rule of thumb that your blog features a main primary color, a shade of grey, and a color for your call-to-action.

6. Use spaces between paragraphs

The distance or space between the lines is called white space. Spacing between paragraphs makes writing easy to scan, read and understand.

7. Keep your design goal-driven

If the purpose of your blog is to get conversions, your design blog needs a strong call to action in its design, be that headlines, prominent buttons, or even arrows. A goal-driven design will keep visitors coming back again and again.

8. Follow conventions

It makes your design blog easy to navigate, which is a highly important feature. Keeping these elements in place will make your content easy to find and keep your visitors on the blog for longer.

9. Experiment with your blog

Try a few new elements, and experiment with colors, fonts, and placement. By mixing things up, you create a visually exciting experience for your audience.

10. Make it responsive

Nowadays, responsive web design is a condition for any respectable design blog. If possible, work closely with a designer or use a free blogging platform to help come up with an attractive and functional design.

11. Promote your blog

This is where social media comes into its own. Create social media pages for your blog or use existing accounts to promote it.

2.5 The Issue of Script

The script is a sheet that contains a draft plan and structural characterization of a play in a movie or drama (Malinda, 2016). It means that the script is a sheet consisting of a draft plan and structural characterization in a film or drama. Without a script, the process of making a written work will be messy and also have a bad impact on the content and message in the work. Viewers will not get the message of the work directly but they are trying to get the message themselves.

Shewan (2022) mentions the following steps on how to write an awesome blog script.

1. Planning your script

a) Choosing a topic

Be sure to pick a topic that actually interests you. The more excited you can be about your topic, the more excited your readers will be when they are reading it.

b) Creating an outline

The purpose of the outline is to make sure you know what you plan to cover, in what order the various sections will appear, and some bare-bones details of what each section will include. An outline does not need to be lengthy or even detailed.

c) Conducting research

If you are relying on third-party information to write your blog post, choose authoritative sources such as official associations, government websites, heavily cited research papers, and preeminent industry experts.

d) Checking facts

If you publish inaccurate information, share repeat widely circulated misinformation, or simply make a mistake, own up to it right away and be transparent about your edits. Be honest, be accountable, and fix it fast.

2. Writing headlines

There are two main approaches you can take to write blog post headlines. You can decide on your final headline before you write the rest of your post or you can write your blog post with a working title and see what fits when you are done.

3. Writing your script

Similar to headlines, there are two main approaches to writing a blog script. You can sit down and write an entire draft in a single sitting or you can chip away at it gradually over time. Like most skills, writing becomes easier and more natural the more you do it.

4. Use images

People simply do not have the time or ability to focus on lengthy blog script without some visual stimulation. That is why images are an essential part of your blogging toolkit if you are hoping to expand your audience. Diagrams, charts, infographics, tables, and any other visual assets can help your readers understand abstract or complex topics and grasp the points you are trying to make.

5. Edit your script

Edit your script if there is something should include in the script. Then, make sure to avoid repetition and read your script aloud to check its flow. Have someone else read it and provide feedback, keep sentences and paragraphs short, do not be a perfectionist, and adapt your writing last minute.

Choiri (2021) mentions the correct structure of the blog script as follows:

1. Script title

The title part is one of the crucial things, it should not be arbitrary and must describe the overall content of the script created. For SEO purposes, your generated title should contain the targeted keywords. Usually, people will be interested in reading a blog starting from an interesting title. For that, create an attractive title containing a call to action and avoid using click bait titles that will make readers disappointed.

2. Opening part

This opening section has a function as a basic initial discussion before going into other structures. The opening section usually is in the first paragraph of a script. This section contains descriptions of narratives, events, statements, quotes, and others. There are two techniques that you can use in writing a good blog script, namely deductively and inductively. A deductive script is a script with the opening paragraph containing a general discussion, then an inductive script at the beginning

of the paragraph contains a specific discussion. If your blog script has a large number of words, then it is better to use deductive techniques, but if the discussion is not too long then you can choose inductive techniques.

3. Connecting part

The third script structure is the connection part or it can also be called a bridge. This section has the important function of connecting the beginning of the preamble with the content of the script. If you are not good at making this section, the reader will immediately leave and not continue reading, resulting in a bounce rate. The location of this section is right after the opening of the script.

4. Body part

This fourth script structure is the most important. This part of the content or body script contains the discussion of a script. The discussion is also more detailed and complete according to the needs of the reader and should not be separated from the main topic.

5. Conclusion

The last structure is the conclusion section. This section contains conclusions from the core discussion of the script and a complete summary of the script. This closing section is usually located at the very bottom of the script. Just focus on the targeted keywords by including them in the script discussion, but remember that it is enough to just repeat it a few times, don't enter too many keywords.

In making a script there are several criteria for interesting content scripts (Dewa, 2021).

1. Know Your Readers & Content

Pay attention to who the readers are, their gender, age, domicile, profession, and topics of interest to them. Save the list then do other analyses like; Find out what content or topics are read the most and Find out what content or topics trigger the most reactions

2. Speech Style or Language Style

The style of speaking with the technique of writing. For example, the selection of pronouns (I and I,) is a style of speech, and spelling and punctuation are writing

techniques that should not be violated. The style of speaking is also related to how to communicate with the reader. Whatever site you own, personal or corporate blog, keep in mind that no reader likes to talk to machines or robots. So, you should pay attention to the style of speech.

3. Empathy and Sensitive

Have an empathetic feeling towards writing made for readers, Even though we already know the demographics of readers, there are things that you can't guess. So use empathy and be sensitive to word choice or language style.

4. Diction

Diction (choice of words or terms) will affect whether the information we convey is understood or not by the reader. Each reader has different vocabulary savings, depending on their insight.

5. Content Structure

To keep your blog content captivating, it's best to divide the content into sub-topics. Besides the information will be easier to digest, this also serves as a pause.

6. Exercise

No skill is acquired without practice, and so is writing. Writing productivity is usually directly proportional to quality improvements such as using the most appropriate language style, paying attention to feedback, and doing it consistently.