

Evaluation of Marketing Content to Increase Interactivity Of Ecobiz.Id Platform

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ABSTRACT:- The Ecobiz.id platform is a sharing economy platform that was born due to problems between farmers and middlemen. The middlemen buy their produce before harvest time and the price is cheap. This is considered not to prosper the farmers. Ecobiz.id aims to facilitate the process of exchanging knowledge needed to create new innovations and creations. This platform contains various information about business. However, the Ecobiz.id platform still has problems with negative network effects and interactivity. In addition, the value perceived by users is still not optimal. The lack of existing content makes users passive. This limited content is caused by the lack of stakeholder roles in creating and providing interesting content according to user needs. This research will examine how to motivate stakeholders and users. This study uses qualitative methods with data collection through observation and interviews. This study also uses secondary and primary data. The results show that poor content packaging, limited content variety, and lack of creative and innovative approaches make users not feel the value of the expected content. The Ecobiz.id platform must make improvements to the content in order to increase interactivity and network effects. So that it can motivate and provide appropriate value.

KEYWORDS:- interactivity, network effects, content marketing, motivation

I. INTRODUCTION

The development of cooperatives in Indonesia has not been developed well. It still has complex problems and challenges in its development. Besides, this current technological advancement should be able to bring adjustments to maximize the goals of the cooperative itself. According to the statistical data from the Ministry of Cooperatives and SMEs in 2019, it stated that there was a reduction in the number of active cooperatives by 123,048 units with a total membership of 22,463,738 people (Ikopin.ac.id).

In March 2017, SBM ITB and the Dekopinwil West Java collaborated by creating a Sharing Economy platform, namely Ecobiz.id. The reason behind it was the problems that occurred between farmers where they collaborated with middlemen to buy and sell their products that they produced by themselves. Then, the middlemen bought their products before the harvest time with the very low prices. The farmers were having a lack of knowledge about the market price of their agricultural products and it was used by the middlemen to manipulate it. Meanwhile, the other social problems required the farmers to fulfill their daily needs and they had no other choices but still continued to sell it to the middlemen. It can be concluded that the farmers did not get their welfare well because most of the profits were only for the middlemen and the farmers are still struggling to carry out their agricultural processes.

According to those problems, the Ecobiz.id digital platform was created to provide information about the business including the updated product prices, sharing economy, and also buying and selling products. The Ecobiz.id aimed to facilitate the process of exchanging knowledge needed to create new innovations and co-creations that occur between the marginal farmers and supply lines. This platform will always develop by providing several versions so that it could be used by the cooperative members from 2,700 cooperatives in West Java Province (Purwanegara MS, 2022).

However, there were some problems where the network effects and interactivity were still negative. Meanwhile, the positive interactivity was supported by a positive network effect and this will happen if all the stakeholders get value from Ecobiz.id. This happened because of the lack of value obtained by producers so that they assumed that their complaints and needs were not fulfilled from the content published on Ecobiz.id. It could be caused by the lack of active participation from the stakeholders, especially from the resource person who provided information related to the contents, for example the information about producers' needs. Moreover, this was also there as one of the reasons why the interactions between users did not work well within its ecosystem. Therefore, the needs of the Ecobiz.id users were not met and it had an impact on user activities and interactions between them (Fachry AR, 2022).

In conclusion, there should be improvements to solve those problems and this study examines how to motivate the stakeholders, especially the potential resource persons to actively participate in this platform. After that, they will be appointed as creators who create the valuable contents which are relevant to

the users' needs of this platform. Besides, they are also responsible to make it become more interesting and easy to understand by all of the users.

II. LITERATURE REVIEW

A positive attitude on the website given by the user will provide high interaction as well. Interactivity is the level of communication that produces a mediated environment. In this case the third participant can lead the transmission of the exchange of information that occurs and is used to perceive the experience as a simulation of an interpersonal communication. The interactions that occur on the web are an acquisition of one-way knowledge sharing. Then this is what makes the communication process two-way so that users can choose what information they need (Purwanegara MS, 2022).

According to McMillan, (2006) the interactivity of new media can be divided into three traditions, (1) User to user interactivity, in this section, the interactions that occur have a focus on the individual to other individuals. In this case, how the user exchanges information with other users, be it in the form of comments or sharing the information. (2) User to documents interactivity, this section is how the user interacts with the document he receives, then the document is interpreted as a message from the media. (3) User to system interactivity. Whereas in this section the interactions that occur under the human consciousness and assume that individuals work more dominantly and actively on new media.

Positive or negative network effect impacts the number of users of a forum then also has an impact on the value created for all users of the platform. Network effect positive gives an idea that the capabilities on the platform are outstanding in generating a matter that also has a positive impact on users. While the negative network effect will have an impact in causing the possibility that the growth of the managed platform is feeble, this will then reduce the value generated for users (Parker, G. G., Van Alstyne, M. W., & Choudary, S., 2016). According to Yan, Z., and Friends., (2021). Based on the strategic value creation model above, it is explained that platforms that use a two-sided market apply two main categories in making adjustments made to create value. (1) Competition oriented, including aggressive pricing strategies, product strategies, technology strategy. (2) Cooperation oriented, including bidirectional cooperation and unidirectional cooperation.

Pulizzi (2009) explained that content marketing is a marketing strategy approach that focuses on creating and disseminating content that has value, relevance, and consistency. It aims to attract and nurture users. So that it can motivate users to carry out actions that provide benefits. Pažėraitė, A., & Repovienė, R. (2018) there are several elements of quality content marketing, (1) relevance, (2) informative, (3) reliability, (4) value, (5) uniqueness, (6) emotions, and (7) intelligence.

According to Simon Kelly, and Friends (2017) in his book entitled Value-Ology explains that the position of value is a promise of value in the expected future, the promise then illustrates that there are relevant benefits in the future. And different superior values will exceed the marginal value of ownership.

III. RESEARCH METHOD

This research is qualitative descriptive research with observational data, interviews and documentation methods. Semiawan (2010: 2) explained that qualitative research is how researchers conduct an in-depth search of a symptom, fact, or reality, to get it, the researcher must perform an in-depth examination and not be limited to only the views that exist on the surface, then this depth which then becomes the hallmark of qualitative research methods and as its advantages. This study used primary data and secondary data. Preliminary data, it is carried out by conducting observations and interviews. Meanwhile, secondary data is obtained from literature reviews from various sources such as articles, journals, and books. Here are some details on each analysis and data collection:

- In exploring the perspectives and perspectives of stakeholders and users from the Ecobiz.id platform on existing content. So we use data from observations through websites and interviews by asking questions to potential stakeholders and users related to how the motivation to increase interactivity and network effects is through the content on the Ecobiz.id platform.
- Questions given to potential stakeholders and users related to the motivation to get involved in the development of the Ecobiz.id platform. In addition, we also connect motivation with existing content. How content can provide value according to the needs of stakeholders and users. So that it can motivate them to continue using the Ecobiz.id platform.
- The results of the data analysis will be processed using existing theories in the literature review. One of the ways to improve the content of the Ecobiz.id platform is the value of proposition. In addition, this research will also analyze the internal platform by observing the website. Then externally, interviews are conducted in order to get answers related to the problems of interactivity and network effects that are still negative and variations in the content of the Ecobiz.id platform.

IV. RESULT AND DISCUSSION

Suppose you look at how the tradition of interactivity of new media exists above. So it can be said that Ecobiz.id platform does not yet focus on developing a platform with the concept of monetizing sharing economy. First, based on the user-to-user tradition in Ecobiz.id has not been running optimally. This is because few active users use Ecobiz.id platform. Thus causing, the interaction between users to users is also limited and still not good. In addition, the lack of stakeholder participation also causes a lack of content and collaboration. This problem then affects the interactivity on the Ecobiz.id platform. Second, the user to document on the platform Ecobiz.id in scientific content has not been optimal in providing value to the user's problems. The material presented only through text is less exciting and difficult for users to understand and seems monotonous and less varied. Considering the target users who mostly have problems with limited knowledge in using the internet. Third, the user to the system in the Ecobiz.id has not been maximized due to user limitations and little user knowledge in using the Ecobiz.id platform. In addition, the existing system in Ecobiz.id is also still unable to adjust to the target user, and this can be seen from the features and content on the Ecobiz.id platform with the target of ordinary users who have limited knowledge about internet technology (McMillan, 2006).

The existence of a network effect problem that is still negative causes the platform Ecobiz.id has not been able to provide appropriate value to the needs of users. This is also due to the unmotivated stakeholders who have an essential role in developing this Ecobiz.id platform. While the positive or negative network effect impacts the number of users of a forum then also has an impact on the value created for all users of the platform. Network effect positive gives an idea that the capabilities on the platform are outstanding in generating a matter that also has a positive impact on users. While the negative network effect will have an impact in causing the possibility that the growth of the managed platform is feeble, this will then reduce the value generated for users (Parker, G. G., Van Alstyne, M. W., & Choudary, S., 2016).

Value creation model Yan, Z., and Friends, (2021) describes platforms that use two-sided markets apply two main categories of adjustments made to create value. Based on that model, it can be assumed that the Ecobiz.id platform has not been optimal in implementing a double-sided platform. In this case the platform Ecobiz.id not only have to implements the emphasis of competitive strategies, pricing strategies, technological strategies, and product strategies. But also a cooperation strategy in improving the network effect. Furthermore, with cooperation with other platforms. This will positively impact the resources provided between the two parties and complement each other. Finally, with the application of the causal effect during the unidirectional resource transfer process, will undoubtedly involve users and traders. Then this will provide benefits to unidirectional resources that occur under the network effect so that it will cause the network effect Ecobiz.id to be positive.

In creating content marketing, several elements must be considered, such as the explanation above. The Ecobiz.id platform in creating content marketing must pay attention to the elements of content marketing such as (a) Relevance; in this case the Ecobiz.id platform must pay attention to the function of the content created in providing information to users. Suppose content is made to meet the needs of users in overcoming problems about the market price of the product produced. With this content, its function is to provide information about market price updates needed by users in determining the selling price of the products made. (b) Informative, in this element, a Platform content Ecobiz.id must have information about potential customers related to knowledge, skills, and the product creation process. For example, content is created with a video interview and jumps directly into the field. This content shows an interview process with business people about a problem regarding the outbreak of Mouth and Nail Disease (FMD) in livestock. This will help users in anticipating and even dealing with these problems. Then this information will affect the consumer's decision-making process in making purchases. (c) Reliability, at this time, the Ecobiz.id platform does not yet have the reliable main content and is the main force on the forum. Meanwhile, suppose you look at the element of reliability. In that case, it is stated that a company must have and ensure the reliability of the content created because this is a critical element of high-quality content. Suppose the resulting content is already of good quality. Then the content will have reliability in solving or answering the problems of Ecobiz.id platform users. (d) Value, the range on the Ecobiz.id platform is currently less varied and only focuses on content in the form of text meanwhile, if you look at the target users of the forum who are farmers and ranchers who have limited internet technology. Therefore, the content of Ecobiz.id now is felt to have not been able to provide value that is by the expectations of users. (e) Uniqueness, if you look at the content on the Ecobiz.id platform, it can be said that it does not yet have an essence or strong character. This is due to the lack of interest in the content created, so it gives the impression of monotony. (f) Emotions, Ecobiz.id platforms must be able to influence users by including emotional and entertainment sides in the content created because users will be more interested in seeing and enjoying content that has a dynamic and entertainment side compared to monotonous and neutral content. In addition, this can also affect the user's attention to existing content. (g) Intelligence, the content on the

platform Ecobiz.id is felt to have not had a strong intelligence side. This can be seen from the content produced is not yet accessible for the user to understand. Because it only displays the content theoretically (Pažėraitė, A., & Repovienė, R. (2018).

With the assumptions above, it can be said that the content and value of the Ecobiz.id platform have not been maximized and do not yet have good quality. So this is what causes the value expected by the user to be inappropriate. In addition, the function value of the content created is not conveyed well.

The packaging of the content should also be considered by the Ecobiz.id platform because good content packaging will affect communication that occurs both internally and externally. The resulting content must also have variations and not depend on one text and image format only. One is that content can be created by using video or audio formats. So that this can attract and increase the positive side of the user.

V. CONCLUSION

Based on the problems that occur on the Ecobiz.id platform, an analysis of the problems is carried out, and then an analysis of business solutions is carried out. So in this chapter, conclusions will be drawn about the research carried out.

First, the problem faced by this platform is the unmotivated stakeholders play an active role as content creators who serve as creators of content on Ecobiz.id platforms. This problem occurs due to the lack of motivation from the Ecobiz.id platform felt by stakeholders. So this makes stakeholders less active in supporting the development of the Ecobiz.id platform. There needs to be an approach to meet the needs of the rewards obtained by lecturers as content creators. With this, the Ecobiz.id platform can be used in teaching and learning. Rewards in the form of certificates that function as community service must be given as a form of platform cooperation with speakers as content creators. The motivation and value are also felt by the user. This is due to the limited content available due to the lack of content creators. In addition, the value obtained by the user is not considered optimal. In addition to information about the business, most users want information that leads to increased sales of their products.

Second, the lack of variability of existing content makes the perceived value not optimal. So that the content does not answer the user's needs correctly. The content packaging format on the Ecobiz.id is only in the form of text and images. This then gives the impression of monotony and unattractiveness. In addition, there is some content that is empty and not updated. Improving content formats in the form of video and audio can be done in attracting users to actively use the Ecobiz.id platform. When viewed from the content of the content, the content on the Ecobiz.id platform is considered very limited and does not answer the needs of the user. Stakeholders and users want more information, and the benefits of this platform must be truly felt. Furthermore, there needs to be an improvement in news content that does not yet have content, causing access to information not to be updated. The manufacturer profile on the product display content is also considered to be still lacking and unattractive.

Third, Ecobiz.id platform which is only available in the form of a website does not make it easier for stakeholders and users to access the content of this platform. Because there are no notifications that are obtained directly, it causes a slow process of exchanging information on existing content between users and stakeholders, in solving problems that are being faced by users. He continued that in addition to the forum content which is considered very general and has obstacles in the form of slow feedback. The chat room function is also considered to be able to facilitate the communication process that occurs in answering in-depth problems faced by users. This is considered to be able to make the Ecobiz.id platform more attractive and valuable.

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