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House Of Quality Method For Deploying Social Media Marketing Initiatives

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Abstract

The number of SMEs in Indonesia keeps increasing annually. To winning the competition SME must be stand out from the SME crowd. One way to win competition is by using Social Media Marketing. Unfortunately until now the use of social media is only limited for point of sales. Department of Trade and Industry (Disperdagin) of Surabaya as an agency accomodating SMEs in Surabaya has initiated to help its managed SMEs to promote their products by using social media which later will be organized by Disperdagin. This paper aimed to identify prioritize action needed for Disperdagin to Initiate Social media marketing. The method use in this paper is using House of Quality Framework. The result shown that there are 4 prioritize action needed to carry on to ensure succesful social media strategy. Majority of the action is concerning with capabilities in managing social media marketing.

Keywords: House Of Quality; SME; Social Media Marketing

1. Introduction

Social Media Marketing is fast growing subject in the past few year. This phenomenon is the result of growing number of user and social media impacts in human lifes. Escalation of attention of social media marketing could not only be seen in private or high technologies industries. There are evidence that even small firm will gain benefit from social media utilization (Michaelidou, Siamagka, & Christodoulides, 2011). Even public sector that using the social media have an opportunities to increase their openness and relationship to society (Karakiza, 2015). there's numbers of benefits that could be derived from social media marketing waiting for the industries that uses it. The benefit ranging from facilitate information seeking process from customer, promotes relationships between customer and product, provide more reliable information (Kaplan & Haenlein, 2010; Teresa, Melo, Tiago, & Cristóvão Veríssimo, 2014; Zhu & Chen, 2015).

However, Users of social media marketing still only familiar using social media for point of sales. This mean the strategy used in handling the social media marketing is to increase number of selling via social media. This petty intention certainly will not go along with the social media marketing fundamental ; building relationship between customers and producers. Therefore for social media marketing users, clear understanding in respect of social media marketing fundamental is very critical.

In indonesia there are some parties that have an opportunities to exploited social media marketing. One of the parties is is government agency for trade and industrial. Government agency for trade and industrial have a mission to promote local trades and industries accros the globe. Align with the mission social media will provide them with an opportunities to globalize their product rapidly and with a relative minimum cost. Initiate government agency to utilize social media isn't without adversity. Government agency that uses social media will faced some challenge namely privacy, security, data management, accessibility, social inclusion, governance, and other information policy issue (Bertot, Jaeger, & Hansen, 2012).



Therefore to initiate government agency in using social media there should be an analysis of gap between what is the requirement for social media marketing and the capability the government agency have. This paper main purpose is to provide guidance for government agency with action plan needed to initiate social media marketing to satisfy their obligation to promote local industries. This paper will use HOQ to choose action that should be prioritize to initiate social media marketing. HOQ selected mainly because the method offer platform to match between what consumers valued with the capability producers have ((Garver, 2012).

2. Methodology

Main purpose of this paper is to identify action needed for Disperdagin surabaya to initiate social media marketing strategy especially for small business that endorsed by disperdagin. Data is collected from interview with expert in social media marketing, official from disperdagin, and from the small business.

This paper use House of quality as primary method of research. The step to implement this method consist of (Hauser, 1993):

1. Identify social media attribute/ criteria that Disperdagin required to promote their small business based on interview with expert in social media and informant from Disperdagin Surabaya
2. Second step involve assesing value for criteria that already identified in step 1 based on significant factor. Where higher score mean higher importance factor.
3. Set an technical response arrangement based on criteria that already identified in previous step.
4. Specify priority for technical response based on product of technical response weight and criteria value

3. Results and Discussion

The interview process in this paper generate 9 attribute that define quality of social media marketing. There are 2 types of generated attribute , attribute that concern with appearance of social media, second type attribute is that concern with operations of social media. Social media Attribute listed in table 1.

Table 1 - Social Media Attribute

No.	Attributes
1	Good posting Content
2	Trust
3	Easy to find
4	Easy to remember
5	Resposiveness
6	Administrator have a grasp in social media
7	Easy to operate
8	Frequent posting
9	Social media promotion

Technical response represent technical method for agent to achieve attributes. Based on interview with an expert



there are 15 technical response that correspond with attributes that already defined in previous step. The technical response that defined related with all the attribute, as can be seen in table 2 that listed technical response along with it's relationships.

Table 2 - Technical Response

No.	Technical Response	Match with attributtes
1	Use attractive picture and caption	1,2,3,4,5,6,7,8,9
2	Design and combine posting and content	1,2,3,4,5,6,7,8,9
3	Posting SME Product	1,2,3,4,5,6,7,8,9
4	Use appropriate hashtag	1,2,3,4,5,6,7,8,9
5	Attractive User ID and profile picture	1,2,3,4,5,6,7,8,9
6	Gives immediate response when its a question or comment	1,2,3,4,5,6,7,8,9
7	Training for social media tim	1,2,3,4,5,6,7,8,9
8	Create social media operational guide	1,2,3,4,5,6,7,8,9
9	Utilize content management application in manage account	1,2,3,4,5,6,7,8,9
10	Posting on schedule	1,2,3,4,5,6,7,8,9
11	Categorize SME Posting	1,2,3,4,5,6,7,8,9
12	Design posting content draft.	1,2,3,4,5,6,7,8,9
13	Collaborate with Partner media in event	1,2,3,4,5,6,7,8,9
14	Cooperation with other official account for join promotion	1,2,3,4,5,6,7,8,9
15	Budgeting for account promotion	1,2,3,4,5,6,7,8,9

The final step for house of quality is to multiply the attribute value with technical response score to asses which is prioritize step needed. The result of this process is in table 3 :

Table 3 : Product of Importance value and relationship value

No.	Social Media Attribute	1	2	3	6	7	8	9	10	11	12	13	14	15	17	18
		<i>Technical Response</i>														
		<i>Relationship Matrix</i>														
1	Good posting Content	45	15	15	5	15	5	15	5	5	15	15	45	5	5	5
2	Trust	15	5	5	5	45	15	5	5	5	5	5	5	45	15	5
3	Easy to find	5	5	5	45	5	5	5	5	5	5	5	5	5	5	5
4	Easy to remember	4	4	4	4	36	4	4	4	4	4	4	4	4	4	4
5	Resposiveness	5	5	5	5	5	45	5	15	5	5	5	5	5	5	5



6	Administrator have a grasp in social media	5	5	5	5	5	5	5	45	5	5	5	5	5	5	5
7	Easy to operate	5	5	5	5	5	5	5	5	45	15	5	5	5	5	5
8	Frequent posting	4	4	4	4	4	4	4	4	12	12	12	12	4	4	4
9	Social media promotion	4	4	4	36	4	4	4	4	4	4	4	4	4	36	36
Total		19	20	21	56	25	26	67	76	47	38	39	32	65	67	68

The calculation generate prioritize action based on House of Quality framework. From 15 technical response there are 4 response with prioritize value over 100 namely ; Attractive User ID and profile picture, Use appropriate hashtag, Use appropriate hashtag, Create social media operational guide. The prioritize action along with the score listed in Table 4.

Table 4 : Prioritize responses

No.	Technical Response	Prioritize value
1	Attractive User ID and profile picture	124
2	Use appropriate hashtag	114
3	Collaborate with Partner media in event	114
4	Create social media operational guide	100
5	Use attractive picture and caption	92
6	Gives immediate response when its a question or comment	92
7	Training for social media tim	92
8	Cooperation with other official account for join promotion	84
9	Utilize content management application in manage account	82
10	Budgeting for account promotion	74
11	Utilize content management application in manage account	60
12	Posting on schedule	60
13	Categorize SME Posting	60
14	Design and combine posting and content	52
15	Posting SME Product	52

1. The result shown that for initiate social media marketing Disperdagin have to upgrade their capability to manage social media. Prioritizes action mostly in aspect for social media arrangement more than action in aspect for social media appearance. the success of social media marketing required social media manager to prepare operation framework and resource to ascertain that manager already have a certain capabilities to initiate social media marketing strategy.



4. Conclusions, Recommendations and Limitations

This research uses House of quality for determining prioritize action concerning initiative for social media marketing. Step one of house quality discovered that there are two type of attribute that have relation with social media marketing. The final result of analysis shown that there are 4 that Disperdagin need to prioritize namely ; Attractive User ID and profile picture, Use appropriate hashtag, Use appropriate hashtag, Create social media operational guide. Furthermore the result also shown that majority of prioritize action is related with capabilities to managing social media.

This research analysis to asses the prioritize action solely based on the Disperdagin point of view that only consider the capability to perform the activities. Another limitation is SME in this context limited to SME that Cooperate with Disperdagin Surabaya. future research may benefit from a considering more advanced condition to ascertain the succes of social media marketing

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