

## Utilization Of Pt Zefa Valindo Jaya Linkedin As A Communication And Information Media

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### Abstract

The purpose of this study is to determine the benefits of LinkedIn as a medium of communication and information at PT Zefa Valindo Jaya. In this research, we will find out how effectively LinkedIn is used for companies and what information can be disseminated through LinkedIn. The method used in this research is qualitative with a case study research approach. The theory used as a reference for this research is the AISAS and is supported by the results of interviews with several sources. The results and conclusions of this study are that PT Zefa Valindo Jaya can follow positive trends in communicating and disseminating information in this modern era where technology is growing. One of them is by using LinkedIn to reach a more professional target market and directly target the industrial business sector. However, PT Zefa Valindo Jaya has not been effective in making LinkedIn a medium of communication and information. In fact, LinkedIn is only used as bait to lead to the company's website page.

**Keywords:** LinkedIn, Utilization of Social Media, Communication and Information, AISAS

### Introduction

To achieve the goal of the communication process, which is to disseminate information so that it can provide knowledge or information to other people in order to influence thinking, change attitudes, and encourage others to do certain things, the communication process must be supported by specific media. (Primarni 2010:2).

Media - communication media must be given special attention since the process of picking media with the information to be sent must be appropriate so that it is bang on target for the person to whom the information is intended. The establishment of computer networks has the potential to create communication and information media. Radio, telephone, television, and the internet are some of the numerous media types. These four forms are known as modern communication and information media, or new media.

Many social networking sites have recently gained popularity, including Facebook, Instagram, Twitter, YouTube, LinkedIn, and others. However, LinkedIn is an intriguing method of commercial communication. LinkedIn is geared for the business and professional sphere. On LinkedIn, we will not locate users who publish photographs or videos for entertainment purposes.

Companies can use LinkedIn to add/maintain relationships, receive fresh industry news, promote themselves, and conduct research. Companies may employ smart LinkedIn management to create valuable branding that demonstrates their strengths and credibility.

PT Zefa Valindo Jaya's LinkedIn profile presently has 1,500 followers. This account contains information on products, greeting cards for holidays or special occasions, external or internal company activities, job openings, and much more. In the practice of using social media via LinkedIn, PT Zefa Valindo Jaya always receives great feedback from followers. This is because Digital Marketing, which is in charge of social media, can always interpret the present situation well.

Using communication tools such as LinkedIn speeds up the process of sharing information, allowing you to get your message over quicker. PT Zefa Valindo Jaya consistently implements interesting and inventive communication methods.

### **Hierarchical Theory of Effects (AISAS Model)**

Dentsu began AISAS in 2004. The AISAS model is meant to describe the flow of communication between the company and its target audience.

Attention is the creation of adverts that can capture people's attention.

The next step is for the target audience to show interest in the content being given. Attraction can occur when the first stage, namely attention, is carried out successfully.

Search is the stage at which the target audience becomes intrigued and seeks additional information to justify their interest. Fortunately, the Google search engine has made modern society more accessible. Action is customer action; this is where the authentic experience is generated. Shares are the results of the target audience's interactions and actions. This stage can be considered the most profitable for the firm. Where the target audience can promote things for free and freely by sharing their experiences and recommending them.

### **Marketing Communications**

Saladin defines marketing communication as an activity or endeavor to convey information, influence, persuade, or remind the target market of a company and its products so that they are inclined to accept and buy loyally from the firm concerned. (Julmaharani et al., 2020: 40). Marketing is directly tied to discovering and serving the needs of individuals and society. According to the American Marketing Association, marketing is an organizational activity that includes a set of processes for developing, communicating, and providing value to customers. Marketing's purpose is to know and understand customers so that the product or service fits the customer and sells itself. (Hery, 2019:3)

### **Communication and Information Media**

To facilitate communication, media is required in the distribution process so that information can be received effectively. With increasingly sophisticated communication capabilities, media is the quickest means to get messages or information.

The introduction of communication and information media technologies into human life has the potential to create a civilization. A civilization that altered future perspectives on information dissemination. This perspective cannot be divorced from the benefits of the internet or social media. The rise of social media has produced significant changes in how individuals communicate and absorb information (Sholeh, 2020: 66).

### **New Media**

In truth, new media does not significantly alter communication behaviors. New media can have an impact on society or social life because anything new will inevitably lead to new adaptations to established culture. According to Ana (Iriantara, 2011:119), two factors influence cultural values: changes in the value system and conventions, and the surrender of some self-orientation to communication technology. Meanwhile, social implications include changes in social connections and social transformation.

Social media is a new form of media that emerged as a result of the internet and telecommunications networks. Social media is a modern kind of communication media development. (Sholeh, 2020: 5). Social media is virtually same to social networks. It is a type of internet service designed for people who share similar activities, interests in specific subjects, or backgrounds. It is also known as a "friends' network." Typically web-based, with a variety of features to help users communicate and socialize. Nowadays, we are also familiar with the Omnichannel strategy. The strategy reaches a larger audience.

A firm environment using the Omni-channel idea will bring new difficulties and opportunities from any information gathered via the Omni-channel to fulfill product or service needs. David R. Bell et al. (2014) Social media is utilized for more than just entertainment and communication. Business players have been using this media from its inception. Companies or business organizations have succeeded in personalizing their corporate entities for a social media platform, allowing the target market to use this communication channel as if they were speaking with individuals. According to a survey published by Social Media Briefing in 2014, the use of social media for marketing promotion achieved its greatest rate, up to 89%. (Wisnuhardana, 2018:77).

### **Types of New Media**

Andreas M Kaplan and Michael Haenlein (Republic of the Republic of Indonesia Ministry of Trade Public Relations Center Team, 2014: 25) classified existing social media into the following categories based on their use characteristics:

1. Website Collaboration Project, in which users can make modifications to the page, such as adding or deleting material. For instance, Wikipedia.
2. Blog and Microblog: This type is more private. Users construct personal pages where material is personalized to their preferences. For instance, Blogger.
3. Social networking sites allow users to build their own profiles and exchange content on their websites. Information is typically presented in the form of images or videos with relevant subtitles, and this information can be linked to other individuals so that they can make comments using the available capabilities. For example, Facebook, LinkedIn, Twitter, and Instagram.
4. Virtual Game World, in which users can utilize a 3D application to design a character of their choice and engage with other individuals as that character. For example, consider internet games.
5. Virtual Social World is a virtual world program that is influenced by real-life experiences. This makes it easier for humans to complete tasks. For instance, Google Maps.

### **LinkedIn**

Quoted from LinkedIn.com. LinkedIn is the largest professional network on the internet. A full LinkedIn profile can help us connect with opportunities by presenting our unique professional story through experience, talents, and education.

LinkedIn can help to advance a person's career or business/company line. Even on LinkedIn, users can reach out to people who are not in their target audience or operate in a different business line. LinkedIn may be a highly useful communication and informational tool. Unfortunately, many business people are unaware of this. According to the 2019 data, LinkedIn, the most active social media network in Indonesia, is still ranked ninth with a proportion of 29%. (Sholeh, 2020: 176).

### **The theoretical framework**

The researcher developed the Use of LinkedIn Social Media as the first framework of thinking based on the researcher's understanding of the goals and expectations of PT Zefa Valindo Jaya while constructing social media, particularly LinkedIn. Researchers can conclude that PT Zefa Valindo Jaya's overarching objective in building social media, particularly LinkedIn, was to serve as a communication platform for disseminating information. This will be demonstrated by the outcomes of interviews with key informants and informants.

To assist the researcher's written research. The researcher selected the AISAS model from the Hierarchy of Effects Theory as the supporting theory for this study. The interview draft will then be updated to fit the AISAS model, ensuring that the interview results are exactly what the research objectives require. Finally, our research requires suggestions, feedback, and reactions from the general population. In this situation, because our research focuses on LinkedIn social media, the author will collect information from LinkedIn followers of PT Zefa Valindo Jaya.

### **Methods**

This study used the critical paradigm. Based on the issues addressed in this study, the researcher took a qualitative approach using the case study method. According to Sugiyono (2018:8), qualitative procedures are commonly referred to as naturalist research methods because they are conducted under natural conditions.

The key informants in this research include:

1. Yolanda Setiawati is always the Marketing Supervisor in charge of all the company's social media efforts, which include LinkedIn.
2. The informants in this study are:  
Informant #1: Andrew Ferdinan Ginting  
Position: Owner and Managing Director at PT Adhi Berkah Selaswana

Informant #2: Mario Pratama.

Position: Infrastructure and DevOps Staff, PT Global Loyalti Indonesia

To collect the data needed for this study, the researcher used two categories of data: primary data and secondary data. Primary data originates from key informants and informants. Secondary data sources include literature reviews, company data, and the Internet.

## Results and Discussion

### Use of LinkedIn as a Communication Medium for PT Zefa Valindo Jaya

The research purpose of this study is to examine how PT Zefa Valindo Jaya uses LinkedIn as a communication medium. It can be stated that PT Zefa Valindo Jaya is a corporation that is aware of current trends and is technologically savvy. PT Zefa Valindo Jaya recognizes that in the current day, various new media are emerging with a broader and unrestricted reach.

LinkedIn is a new communication platform that is characterized as a social networking site. Users can establish their own profiles and share information on their sites. Information is typically presented in the form of images or videos with relevant subtitles, and this information can be linked to other individuals so that they can make comments using the available capabilities. For example, Facebook, LinkedIn, Twitter, and Instagram.

PT Zefa Valindo Jaya can use the following LinkedIn features as a communication medium:

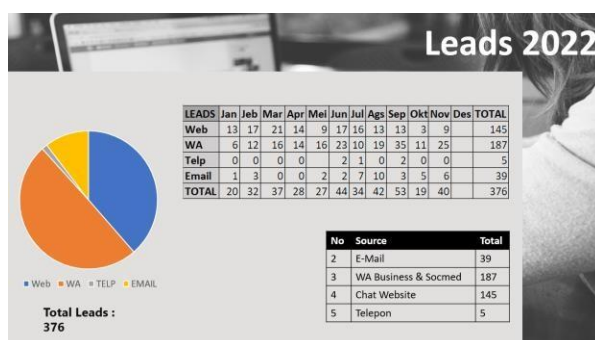
1. Follow, in general, means to follow; this word is also employed as a LinkedIn function. On LinkedIn, the follow feature can be viewed as following an account to receive the most recent updates or news from the accounts they follow. So they may simply find out the most recent news. In this situation, the account being tracked is the PT Zefa Valindo Jaya corporate account.
2. Visit the website. So, when followers click on visit website, they will be directed to the company's website ([www.zevanya.com](http://www.zevanya.com)). The firm website includes an online customer support facility. Aside from online customer support, this website has a function that links to the company's WhatsApp business number. This allows PT Zefa Valindo Jaya and his fans to interact more directly (in real time).
3. For example, this feature or button can determine how many followers or target audience members like PT Zefa Valindo Jaya's postings on LinkedIn. If the company's Digital Marketing team is engaged, they can click on profiles with likes and communicate via chat.
4. Use a comment, feature, or button as a venue for followers or the target audience to make recommendations, input, and questions about the post being responded to. According to studies, this feature on LinkedIn PT Zefa Valindo Jaya is currently underutilized. This is evident from the lack of responses to each post.
5. Reposting, which allows followers or target audiences to copy posts and share them on their personal LinkedIn pages. This function is intriguing since the more followers who repost, the more traffic PT Zefa Valindo Jaya's LinkedIn page receives.

6. Send is a tool or button that allows followers or target audiences to send page posts from PT Zefa Valindo Jaya's LinkedIn to other LinkedIn accounts. When a follower selects the transmit menu, a message is sent to the account they want to share the link with. This feature is also deemed fascinating, as are reposts, which serve to drive traffic to PT Zefa Valindo Jaya's LinkedIn page.

7. Messaging is a tool that allows you to communicate directly with followers in real time. This feature allows for two-way conversation that is not visible on the LinkedIn page; in other words, it is a private message. Followers might supply phone numbers or email addresses to enable future communication.

Interestingly, PT Zefa Valindo Jaya consistently directs its followers or target audience to the corporate website ([zevanya.com](http://zevanya.com)). PT Zefa Valindo Jaya wishes for two-way contact on the internet page. The firm website includes online customer care and a chat application that is directly integrated with the company's WhatsApp Business, allowing for real-time contact.

If you examine the image data below. This indicates that 145 visitors will contact the company's online customer support in 2022. According to studies, this figure is far greater than communication via LinkedIn. Researchers did not obtain information on how much contact occurred on LinkedIn. However, according to the data below, there will be 187 social media profiles used for communication in 2022. LinkedIn, Facebook, Instagram, Twitter, and YouTube are the five main social networking platforms. As a result, just 36 to 38 accounts will interact with social media profiles in 2022.



(Source: PT Zefa Valindo Jaya Document)

## Use of LinkedIn as an information medium for PT Zefa Valindo Jaya

Yolanda Setiawati agreed that the selection and dissemination of material on LinkedIn is not a difficult process. Digital Marketing must be attentive to company challenges and able to quickly determine whether the issue is intriguing enough to discuss on LinkedIn. If the topic is regarded interesting, Digital Marketing goes through various steps or flows before posting the material.

PT Zefa Valindo Jaya knows that its mission is to become more professional. LinkedIn's target population differs significantly from those of other social media platforms, particularly business people. PT Zefa Valindo Jaya disseminates the following categories of information on LinkedIn:

### 1. Holiday greetings.

On PT Zefa Valindo Jaya's LinkedIn page, the author notices that National Holiday Greetings are a frequently posted content item. Examples include New Year's, Eid al-Fitr, Christmas, Kartini's Day, and so forth. Packaged in the shape of a greeting card, this demonstrates that PT Zefa Valindo Jaya is also conscious of its fans.

### 2. Job Vacancies and Collaboration Opportunities

We are actively looking for experienced professionals to join our team, as well as distributors to become marketing agents for PT Zefa Valindo Jaya's products and services.

### 3. Company Activities.

Of course, it is critical for the general public or target audience to understand. This can help raise awareness and improve company branding. PT Zefa Valindo Jaya's LinkedIn page provides information about company activities such as events, sales activities, projects, and others.

#### 4. Product Knowledge.

LinkedIn is also a useful promotional tool for marketing company products and services. LinkedIn's target demographic is more professionally oriented. For this reason, it is critical that corporate product knowledge be transmitted via LinkedIn, whether in the form of photographs or videos supported by clear information that followers can grasp.

#### 5. General Knowledge.

In addition to product knowledge information, the target audience must be provided with basic knowledge that influences their interest in the company's products or services. This is interesting since this information directs the target audience to the items and services supplied without providing a clear message.

PT Zefa Valindo Jaya knows that its mission is to become more professional. LinkedIn's target population differs significantly from those of other social media platforms, particularly business people. According to the remark on the store.sirclo.com page, LinkedIn offers a variety of business functions and perks.

#### 1. Establishing a B2C (Business to Customer) network.

PT Zefa Valindo Jaya successfully established a B2C network. Followers will be directly connected to PT Zefa Valindo Jaya's LinkedIn account. Every post on PT Zefa Valindo Jaya's LinkedIn account is clearly visible and accessible to followers. PT Zefa Valindo Jaya also uses LinkedIn to market products by publishing product expertise. Followers will be interested, and if they believe they are required, they will contact PT Zefa Valindo Jaya for additional information about the product.

#### 2. Creating a Business-to-Business (B2B) Network

PT Zefa Valindo Jaya is able to persuade its followers that it has the credibility to be a business partner. PT Zefa Valindo Jaya is able to display its target market to business people, allowing them to learn about the PT Zefa Valindo Jaya market and eventually consider collaborating with PT Zefa Valindo Jaya.

#### 3. Strengthen Branding

PT Zefa Valindo Jaya has successfully used LinkedIn's account page to "tell stories" or share positive brand stories. In each post, PT Zefa Valindo Jaya demonstrates the distinction between its business and others. However, the PT Zefa Valindo Jaya Digital Marketing staff should be more consistent in their uploads to the company's LinkedIn page. It might also benefit from a more modern visual design.

#### 4. Showcase Achievement.

A successful LinkedIn profile must be able to demonstrate commercial achievements. Be it company or employee successes. This seeks to increase the trust of followers or target audiences. However, according to the findings of researchers that examined the PT Zefa Valindo Jaya LinkedIn account, there are no updates that demonstrate commercial achievements. This could be due to the Digital Marketing team's lack of understanding of the relevance of this.

#### 5. Increase exposure.

That all information or posts shared on LinkedIn are always linked to the PT Zefa Valindo Jaya website. The PT Zefa Valindo Jaya Digital Marketing Team believes that many of its followers will click on the website link when they read posts on LinkedIn. This demonstrates that LinkedIn is more than just a tool for communication and information; it also serves to improve awareness and visitor traffic to company websites.

#### 6. As an analytical tool.

PT Zefa Valindo Jaya can learn about the follower's educational history, employment, and other basic information by clicking on their account profile. This function is utilized by PT Zefa Valindo Jaya to determine which content or information is most popular. The Key Informant's comment demonstrates that in order to gain good visitors or interaction, the material that will be posted must be tailored to the demands of the target audience.

#### **Analysis of the AISAS Model on LinkedIn: PT Zefa Valindo Jaya**

It should be noted that several tools are employed solely to determine which publication outlet is most suited to disseminating information at the appropriate moment. On LinkedIn, PT Zefa Valindo Jaya targets a more professional audience and focuses specifically on the industrial sector.

This is consistent with what the key informant, Yolanda, stated.

"If we've done it well thus far, we have various tools for disseminating knowledge. If our initial goal was to succeed, we know that LinkedIn has many users from professional circles, and we also have a company with an industry target market. So we developed social media campaigns aimed specifically at industry professionals. So, compared to other social media, LinkedIn is extremely reliable in developing a company image." (Interview: January 3, 2023)

PT Zefa Valindo Jaya offers visually appealing and informative content that is concisely summarized. So that those who read it can immediately grasp the ideas expressed. This is why many followers become fascinated and look for more information.

#### **Informant Andrew Ferdinan revealed that**

"If the information is useful enough." So we know that the water treatment industry is similar to this in terms of market trends. "So it also adds information." (interview, 02 January 2023)

Search, if the target audience is interested, they will try to learn more about the product or service. One option is to use search engines such as Google. PT Zefa Valindo Jaya always encourages target audiences seeking additional information to visit the company's website page. Each LinkedIn post includes a link to the company's website. This also aims to increase website traffic and viewers.

Action, PT Zefa Valindo Jaya can encourage the target audience to read more comprehensive products and services on the website by including a website link in every LinkedIn post, which will eventually pique their interest in taking action. PT Zefa Valindo Jaya's actions thus far have resulted in the conversion of LinkedIn followers into clients and business partners. "The acts we expect from the audience are, of course, in line with the information we provide. When we share information on our products and services, we hope that the viewers are informed and understand why they need them. Then their curiosity grew and became more serious. We normally send them to our website because the material we publish on LinkedIn typically includes a link to the company's website. What we hope is that viewers will visit our website, read about our products and services, grow increasingly convinced that it is what they need, and then contact us via the company phone number or the online customer support that we provide on our website. "Like that." (Interview: January 3, 2023)

Share, LinkedIn itself has repost and send features. Which allows you to share posts with others. However, the researchers determined that PT Zefa Valindo Jaya did not appropriately utilize these attributes. Aside from that, analysts discovered that certain employees of PT Zefa Valindo Jaya performed the share function voluntarily.

#### **Informant Andrew Ferdinan revealed that**

"I learned out from one of Zefa's sales managers. His name is Mr Octa, and he has time to mention that he uses LinkedIn. So now is the moment to connect, as they say on LinkedIn. So, I was able to connect with PT Zefa. (interview, 02 January 2023).

This statement demonstrates that the shares distributed by the PT Zefa Valindo Jaya internal team were done voluntarily. It can be stated that the PT Zefa Valindo Jaya Digital Marketing team's initiatives have gained support from a wide range of internal company stakeholders.

## Conclusion

In the rapidly evolving world of new media and social media, PT Zefa Valindo Jaya can capitalize on good trends in communication and information dissemination. One method is to use LinkedIn to reach a more professional target market and specifically target the industrial business sector. The information provided by PT Zefa Valindo Jaya on its LinkedIn page is rated as entertaining, informative, and simple to comprehend. LinkedIn PT Zefa Valindo Jaya has successfully converted its followers into consumers and business partners.

PT Zefa Valindo Jaya does not use LinkedIn as its only communication and information dissemination platform. LinkedIn is supported by other social media platforms, including Instagram, Twitter, Facebook, and YouTube. In fact, this social media group was established to boost traffic and increase the number of visitors to the company's website. The website's online customer service component allows for two-way conversation in real time. It is possible to conclude that LinkedIn is extremely effective in sharing information but not effective as a communication medium.

## Suggestion

Based on the findings of this study, the researcher will provide the following suggestions:

1. To raise awareness of the PT Zefa Valindo Jaya Digital Marketing team, you can plan postings or establish a timetable.
2. Create a strategy to gain followers using LinkedIn's services, especially send and repost.
3. Effective two-way, real-time conversation on LinkedIn.

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