

The Media Convergence in Communication and Beauty Clinic Promotion

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Abstract

Entering the year of 4.0 industrial revolution in the health sector, health applications, as a sign, emerge in the development of up-to-date technology, including internet technology. In 2018, Good News From Indonesia (GNFI) revealed that Indonesia became the 3rd country after the Philippines and Brazil with an average of 3 hours 23 minutes per day to access social media. Likewise, it may affect the effectiveness of social media use to publicize information widely and quickly. Based on the phenomena and data from GNFI, it is interesting to see how beauty clinics use it to promote their clinic. This article is based on research that utilizes a descriptive qualitative method, with primary and secondary data sources. This research gained the data from informants who worked at a beauty clinic, ElsheSkin. Finally, this article displays the process of media convergence is done in the clinic ElsheSkin promotion through digital media, printed media, and outdoor space. Notwithstanding, the clinic promotion is done through media convergence in communication, the role of digital media for ElsheSkin is greater than with other media. In a nutshell, this research uncovers that ElsheSkin uses digital media more than other media; it can make people who do not familiar with digital media, may have no idea about ElsheSkin.

Keywords: *Media Convergence in Communication, Beauty Clinic Promotion*

Preface

Nowadays, the internet has mastered communication media, so that new forms of digital media have emerged. Digital media is a mean of communication using a computer network or software that is able to send and receive a message. Different from mass media that

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can only undertake one-way communication, digital media enable us to communicate in two-way or more, besides users can organize themselves in the interactivity of group formation. Digital media is a combination of technology and content in creating digital media products that require technical skills, artistic skills, analytical and production coordination skills. Weather applications on smartphones, online games, websites, location sharing services, e-commerce, and social media are some forms of digital media products that are attractive and easy-to-use (Smith, 2013).

The way to stay afloat in this digitalization era is to make changes and integrate with digital media. For instance, readers are able to read some of *Harian Kompas'* print media through the *kompas.com* website, *Tempo* newspaper through the *Tempo.co* website, Tribune with *Tribunnews.com*, and streaming services made by Metro TV can be accessed through *Metronews.com*. The changes in those forms of media are called as media convergence, which requires journalists to be able to work on multiplatform such as print, online and electronic media. Convergence is taken from English, which means the act of united and meeting, or the act of converging eyes to a place. Convergence will require media to transmit messages from the sender to the receiver as a form of communication. Overall, media convergence is a form of integration or merging of all existing media to be used in the same goal through the development of digital communication technology (Romli, 2016: 131).

In 1989, The American Markle Foundation which cares about the media in America, said in its Annual Report, that media convergence has changed the world of communication. Since the 1990s, the word convergence has been widely used in the development of digital technology, integration of text, numbers, shadows, and sounds, as well as different elements in the media. As new services broadly develop and it can be achieved, they can change the way of life and work, people's perceptions and their beliefs (Briggs & Burke, 2006: 326).

One of the communication experts, Henry Jenkins, defines media convergence as a content genre across several media platforms, industrial cooperation with the media, and media migration activities. He also argues that media convergence is the ability of the media to send various content to the public. The word convergence is also able to describe technological, industrial, cultural and social changes depending on who is speaking and what is being said (Jenkins, 2006: 2-3).

Entering the fourth industrial revolution, which called the Fourth Industrial Revolution (4IR) or Industry 4.0 where the massive changes that occur fundamentally will affect how we live in the future, how we work and interact with others. Definitely, this will also impact on the health sector when fusion happens from various technologies such as artificial intelligence (AI or artificial intelligence), internet of things (IoT), cloud computing, connected wearable devices, quantum computing, social media, scientific data, 3D printing, robotics, and genetics. The findings of the application of health and artificial intelligence technology for health interest, produce solutions to a patient's health problems (Santoso, 2018).). Recently, there are lots of

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beauty clinics in Indonesia, especially big cities like Yogyakarta, a researcher interested to learn more about ElsheSkin because ElsheSkin promotes its clinic through social media. In this case, ElsheSkin is more active and responsive in delivering health information in the media about skin problems compared to other beauty clinics. The existence of the ElsheSkin beauty clinic is a challenge for other clinics that have already been accepted to the public.

Researches that related to the world of health and media convergence have also been carried out by several other researchers such as Dona Asteria (2014) who talks about healthy lifestyles and media convergence, Oktarina Mugeni Sugiharto (2012) who examines about health communication and education media and Ilham Gemiharto (2015) which discusses of media convergence and 4G Lite technology.

Some of the aforementioned researchers have not discussed the convergence of media in the promotion of a beauty clinic, therefore, this article will discuss what previous research has not revealed. This article also has urgency value for digital society because it reveals the convergence of communication media in various promotional practices carried out by the ElsheSkin beauty clinic.

Research Method

This research method utilized is quantitative descriptive research with internal informants from ElsheSkin, who are the general manager, marketing communication and marketing of ElsheSkin clinics. Additionally, secondary data sources in the form of documentation are from internal informants either. Data collection techniques used in this research are interviews and documentation.

Interview technique is a technique where researchers explore tremendous information from the research subjects by asking in-depth and intense questions. The researcher conducted in-depth interviews with the general manager, clinical marketing and marketing communication from ElsheSkin.

The data analysis technique is utilized for analyzing the data. According to Miles, dan Huberman cited in Pawito (2008: 104), they offer an analytical technique which commonly referred to as interactive models. This analysis technique basically consists of three components; data reduction, data display, and drawing and verifying conclusions. The process of drawing conclusions is done by remaining open and skeptical to look for the meaning of patterns, the cause and effect flow, and be able to handle conclusions.

Finding and Discussion

The promotion of Health Clinics using print media, outdoor media, and other media

One of the print media which was used by ElsheSkin was Tribune Jogja and Kedaulatan Rakyat newspaper. In Tribune Jogja newspaper, ElsheSkin had once bought a full-page displaying ElsheSkin's profile. In Kedaulatan Rakyat newspaper, ElsheSkin also had a quarter-page with an ElsheSkin profile. However, ElsheSkin did not continuously use this newspaper. ElsheSkin only

chose “prime times” such as a weekend. it was aimed at mothers who rarely used social media. In addition to using local newspapers, ElsheSkin also used other print media such as brochures, booklets, and flyers that are only used during events. Henry Jenkins (2001) states that convergence is an ongoing process. Henry Jenkins also added that we are in an era where there are media and it keeps growing. The existence of internet media that facilitates all people's job and it does not make people leave the media long before the internet is developing now, it can be said as a concept of convergence. The reason why ElsheSkin does not use print media anymore is stated by (Jenkins, 2001) that media convergence is categorized into several branches, and one of them is Technological Convergence. Moreover, technological convergence covers the content which is in the form of words, sounds, and images that are put together in one digital media that are generally accessible using smartphones such as Instagram, Line, and others. Consequently, ElsheSkin considered this method as a more effective method than print media in terms of coverage and cost.

Outdoor media conveys its message outdoors, through print and electronic media such as billboards, banners, exhibitions, wide-screen televisions, slogans or logos. Based on the results of the interview, ElsheSkin had never used outdoor media, but ElsheSkin only used banners when it distributed 1000 free products. Linked with it, ElsheSkin installed banner in crowded places like shopping centers, and universities.

ElsheSkin used some events as a media to promote the clinics. First, ElsheSkin had collaborated with agencies such as hotels, banks, pawnshops, tax offices, and city government offices. Moreover, ElsheSkin created an event gathering for Jogja influencers, sports communities, and social gathering for mothers. In the gathering event, it was also held a demo treatment led by a dermatologist (SpKK). And it was often uploaded to social media. Here are some ElsheSkin events to promote clinics through their products and services.

a. Collaboration with agencies

ElsheSkin builds up cooperation with banks, hotels, pawnshops, city government offices, and tax offices. ElsheSkin offers a collaboration with banks such as helping to find customers and bank staff will use care services at ElsheSkin. ElsheSkin will also help to promote the hotel so that there will be feedback in the form of hotel staff (hotelier) using the ElsheSkin treatment service.

b. Jogja Influencer Gathering

ElsheSkin also holds various events, one of them is Jogja influencer gathering. In that event, influencers are paid to come and asked to post the activity on their social media. During the gathering, the doctor and clinic staff explain and demonstrate one of the ElsheSkin treatments.



Picture 1.1 dan 1.2 Influencer Gathering

Source: Company internal data

c. Sports Community Gathering

Besides holding a gathering with Jogja influencers, ElsheSkin also collaborates with DF Fitness to conduct a Zumba event in front of the ElsheSkin clinic. The purpose of the event is to gain Zumba members' interest (most of them are women) to use ElsheSkin treatments. It also purposes to make women not take care only of their body but also their skin. Accordingly, ElsheSkin held this event.



Picture 1.3 Zumba

Source: Company internal data

d. Cooperation with educational institutions

Not only having collaboration with fitness agencies, but ElsheSkin also embraces a school called Olifant School. The activity is done in the form of a coloring contest for children. The children are not ElsheSkin's target, but their parents. According to Dhadan, the target is mothers who usually accompany their children in the colouring contest. ElsheSkin's staff or doctor will give some explanations on how to take care of their skin in their age.



Picture 1.4 Coloring contest at ElsheSkin clinic

Source: Company internal data

e. Custom fest event

ElsheSkin opens a booth to promote the clinic at a custom fest event in the Mandala Krida Stadium. In order to achieve this goal, a small clinic is built in which there is a tool to check the condition of facial skin, some staffs also provide information about treatments, and distribute several free products. Moreover, Dhadan said, when the stand was crowded with people, they make an advertising video when the booth is crowded. Then, it will be uploaded on ElsheSkin's social media accounts. ElsheSkin has also conducted the same activity in Sunday morning weekly event which is located in UGM twice a week.

f. Distributing 1000 free sample products

This event makes its social media accounts more popular. This event has never been done by other beauty clinics beforehand. As a result, with digital media power, this event is also spread by the Instagram account "Jogja Updates", which is one of the popular social media accounts that provide information about events in Jogja. Furthermore, Dhadan says, his team and he had planned to conduct the first event for distributing 1000 free treatments that had never been done by a beauty clinic in Jogja before.



Picture 1.5 dan 1.6 distributing 1000 free products

Source: Company internal data

give benefit to the company, products or services that are the object of communication (Latief, 2018: 17).

ElsheSkin, Digital Media, and Media Convergence

Digital media is the main media employed by ElsheSkin to promote health. It is because digital media can cover a wider area than other media. One of the digital media used by ElsheSkin is Instagram @elsheskin and @elsheskinclinic. ElsheSkin also has a very influential media, ElsheSquad. ElsheSquad is a group of beauty bloggers who already have large followers, then invited to join this community. ElsheSquad's job is to review elsheSkin's products and they will get products to review for free.

Digital media which is more accessible makes ElsheSkin form ElsheSquad as public/community relations in the promotion of its clinics. Public/community relations (Suranto, 2012) is an activity to establish harmonious relations with the community. Moreover, it purposes to develop an understanding through communication and information for the surrounding community. Therefore, ElsheSkin creates the ElsheSquad where the content is beauty bloggers and influencers who are active on social media. ElsheSquad's job is to write and create videos on their social media accounts to review ElsheSkin products.

By creating community relations, ElsheSkin is not limited by its media, but also it adds effectiveness through the digital media that influencers have in the community. This convergence according to (Jenkins, 2001) is a type of Cultural Convergence where all people can freely become information providers, such as influencers who are in ElsheSquad can freely make product reviews and publish them on their social media. In contrast to print media such as newspapers which are generally controlled by a print media company. Digital media can be controlled by those who have such media as their own beauty blogger. Additionally, It also can improve searching priority in search engines such as Google, it will be easier to find or appear at the top. This Search Engine Optimization (SEO) technique is incredibly effective in enhancing the ElsheSkin's popularity to gain more audiences, not only with their media but also those influencers and bloggers who have large readers and viewers. This method is absolutely cost-effective because ElsheSkin only needs to provide free products to get more popularity in digital media.

Conclusion and Suggestion

Based on the aforementioned explanation, the researcher can conclude that ElsheSkin utilizes digital media as the main media. It is because digital media has wider and larger coverage than print media or other conventional media. In addition, digital media offers more creativity in delivering information. Hence, ElsheSkin can create something more enchanting than other beauty clinics. However, ElsheSkin also uses other media, such as print media, outdoor and others.

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ElsheSkin uses both virtual and direct interaction with its customers. ElsheSkin interacts directly with its consumers through the events they create. The existence of media convergence in ElsheSkin beauty clinics can be seen from the media they use. Media convergence is defined as a form of integration or merging of all existing media for the same goal. Moreover, it is done through the development of digital communication technology that is applied effectively by ElsheSkin. Thus, it can attract other beauty clinics to imitate ElsheSkin's strategy in managing digital media. On the other hand, for ElsheSkin, this certainly triggers better innovation for future clinic promotion strategy.

Finally, it can be concluded that ElsheSkin applies media convergence in communication for its clinical promotion through digital media, print media, outdoor media and other media (which cannot be categorized into those three media). However, print media is not often used by ElsheSkin compared to digital media. It is because digital media is more effective than print media. Accordingly, ElsheSkin only uses print media on some special occasions like promotional events that require print media.

Last but not least, the researcher also highlights how ElsheSkin strongly relies on digital media for promoting its clinics and products, It makes the use of media unbalance. It is because the target consumers are Social Economic Status (SES). SES is categorized as class A, it covers people who are less active to use social media. In addition, some teenagers, as the target, do not receive information from digital media even though it has a wide coverage. Also, teenagers may grow up and become adults. Adults are typically people who rarely use digital media. It can make them difficult to reach by digital media. In a nutshell, print media has a pivotal role to cover what digital media does not cover.

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