



## Transforming the print media business in the digital age: A case study at [franchiseglobal.com](http://franchiseglobal.com)

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### ABSTRACT

**Background:** Building a digital marketplace is one of the most important things a company must do if it wants to dominate. Businesses that can survive in the digital age will have the power of digital at their fingertips. This includes, but is not limited to, Media Companies.

**Purpose:** this study aims to provide an overview of the existing phenomena of [franchiseglobal.com](http://franchiseglobal.com) business strategy in transforming its print media.

**Design and methods:** This research uses a qualitative descriptive research approach. The method of collecting data and information is interview. The data analysis method is descriptive analysis.

**Results:** FranchiseGlobal.com, as an online media portal focused on franchising, licensing and partnership companies, is implementing a digital branding strategy using the digital branding triangle concept with a focus on SEO, social media and website development. FranchiseGlobal.com is attracting an increasing number of visitors (prospective franchise buyers) to its website, namely more than 100,000 monthly visitors or more than 1.2 million per year and 1,460 inquiry forms (business interest forms) in the past year. FranchiseGlobal.com's digital marketing strategy has the involvement of the company's entire management team and teams from different parts of the company. In order to determine the direction of the company, the strategy also uses the marketing mix theory and SWOT analysis.

**Keywords:** Digital Branding, Branding, Social Media, [franchiseglobal.com](http://franchiseglobal.com)

### Introduction

Building a digital marketplace is one of the most important things a company must do if it wants to dominate. Businesses that can survive in the digital age will have the power of digital at their fingertips. This includes, but is not limited to, Media Companies.

A dominant media company in a digital marketplace can potentially control a significant portion of the content distribution channels (Pangaribuan & Irwansyah, 2019). This control can lead to reduced diversity of voices and perspectives, limiting the availability of alternative viewpoints. Researching the domination of media companies helps identify potential threats to media pluralism and encourages a healthy variety of content sources.

A dominant media company can shape consumer behavior by controlling the content that users are exposed to (Mudjiyanto et al., 2022). This can lead to homogenized content consumption patterns, limiting individual exposure to new ideas and perspectives. Research

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can shed light on how dominant media entities influence consumer preferences, choices, and the overall media landscape.

When one or a few media companies dominate a digital marketplace, they might have less incentive to innovate or take creative risks. Smaller players and newcomers often drive innovation by introducing novel ideas and content formats. Researching media domination can highlight the potential impact on creative innovation within the media industry.

The business transition made by the founder of FranchiseGlobal.com from print media to online media requires time and a special way to introduce their online media to internet users, especially due to the small number of forms of business interest from prospective franchisees to franchise advertisers, licenses and partnerships. The popularity of the FranchiseGlobal.com brand was still not widely known when it was developed in Indonesia, even though the brand is a domain name brand that was founded 12 years ago in Uncle Sam's country (USA).

One media segment, FranchiseGlobal.com, is acutely aware of this shortcoming. Of course, FranchiseGlobal.com must continue to build a brand to introduce online visitors or readers who use digital channels as a brand building strategy.

FranchiseGlobal.com stays up to date with developments in technology and digital platforms as well as social media, search engines and other media portals to increase the popularity of its brands. This prompted FranchiseGlobal.com to adopt and implement a digital branding strategy to increase brand awareness, image and brand equity and increase website traffic and demand to FranchiseGlobal.com.

Based on the results of the latest survey by the Indonesian Internet Service Providers Association (APJII), the number of internet users in Indonesia in 2019 was 171.17 million users, which is around 64.8% of Indonesia's total population of 264 million. This shows that the number of internet users has increased since 2017 to reach 54.86 percent of the total population of Indonesia. From 2009 to 2017, data on the growth of internet users per year can be seen as follows:



FIGURE 1 Internet in Indonesia in its Development

Internet user data and the distribution of these developments are a reference for FranchiseGlobal.com in determining strategies for building a brand in the digital realm.

Previous research explores effective utilization of social media platforms for brand engagement, loyalty, and online presence (Anjani & Irwansyah, 2020; Mandagi, 2022). Studies delve into content types (Riady, 2021; Riady et al., 2021), posting frequency, influencer collaborations (Wiradharma et al., 2023), and engagement tactics (Arisanty et al., 2023). Research emphasizes the power of storytelling to connect with consumers emotionally and establish a distinct brand identity through compelling narratives (Widianingsih & Cahyani, 2020).

## Methods

This research uses a qualitative descriptive research approach, namely In-depth Interview which is a process of obtaining information with the aim of research by way of question and answer while face to face between the interviewer and the respondent or interviewee, with or without using an interview guide. (Sutopo 2006: 72), and according to (Ulfaatin 2013: 24) this study aims to provide an overview of the existing phenomena of franchiseglobal.com business strategy in transforming its print media.

This study uses primary data types, namely. H. Data is obtained or collected on the spot and processed directly by the researcher on the spot. Primary data can be in the form of interview notes, documentaries, audio recordings and research results.

According to Darmawan (2013), this data collection can be used as the main source. Primary source data is data collected directly from data collectors. This is the main direct source of information for digital media owners FranchiseGlobal.com PT. Tras Mediacom with offices at Avenue Jakarta Garden City, Cakung - East Jakarta. And the writer also uses secondary information and literature.

The data analysis method is descriptive analysis, the purpose of which is to explain concrete and real problems and classify the information obtained from the research results. The information obtained in the research was analyzed through descriptive analysis which was carried out with questions and a unique collection of original data and direct questions to entrepreneurs regarding the digital branding strategy implemented by FranchiseGlobal.com.

The method of collecting data and information is to collect it properly and systematically so that it fits the research objectives. The interview is a way of getting information from the results by asking the interviewer to submit some results that can be asked directly about the results of the responses and record and record the results of the respondents' opinions.

To conduct interviews with expert informants in this study the authors used questions based on the formulation of the problem using the 4w 1h interview concept method (what, why, when, where, who and also how), namely:

1. What kind of digital branding pattern is carried out by FranchiseGlobal.com as a new and segmented media that has a target audience of prospective entrepreneurs (*franchise buyer*)?
2. How does FranchiseGlobal.com utilize online channels in digital branding?

The list of interview questions is as follows:

1. What is the reason behind the formation of FranchiseGlobal.com as an online media portal with a target market of franchises, licenses and partnerships in Indonesia?
2. Why does franchiseglobal.com need to use online channels as a digital branding strategy?
3. On which channels does franchiseglobal.com do digital branding?
4. Who is the target of the digital branding strategy carried out by franchiseglobal.com?
5. How is the output of the digital branding strategy implemented by franchiseglobal.com?
6. How is the Marketing Mix Practice implemented by franchiseglobal.com through a digital branding strategy?

## Findings & Discussion

### *Company history*

FranchiseGlobal.com is an online media portal with a target market for franchises, licenses and media-based partnerships by carrying out 3 (three) concept approaches to readers, namely News, Business Opportunity and Success Knowledge.

News presents information, growth, development, activities and issues surrounding Franchise, License and Partnership business opportunities both in Indonesia and globally. In the banner ad space and franchise index, this portal presents various Franchise, License and Partnership business opportunities that readers and potential buyers/investors/partners can choose from. In the Franchise Business Knowledge rubric, this portal provides a successful guide to Franchise, License and Partnership business for both franchisors and franchisees/partners.

The presence of FranchiseGlobal.com aims to meet the needs of readers/public who are looking for franchise, license and partnership business opportunities in Indonesia through online media.

FranchiseGlobal.com has existed since January 2014, starting with the name PlasaFranchise.com and then in September 2016 changed its name to FranchiseGlobal.com which is under the umbrella of the business entity PT. Tras Mediacom. FranchiseGlobal.com is an active domain since 12 years ago in the USA, and was purchased by PT. Tras Mediacom was officially launched in June 2016. FranchiseGlobal.com was initiated by Tri Raharjo & Susilowati Ningsih, who have experience in building media businesses, especially print media since January 2006, namely Media in the Field of Franchise and Business Opportunity.

In the process of transforming its business, FranchiseGlobal.com made a whole change starting from *Product, Price, Place, Promotion, People, Process* and *Physical Evidence* as well as doing *SWOT analysis*, until in the end FranchiseGlobal.com was well received by readers and clients of advertisers and became a superior media compared to *competitor* similar online media.

### *Logo Brand*



Figure 2 Portal Media

Source: [www.plasafranchise.com](http://www.plasafranchise.com) 2014



FIGURE 3 Logo Brand Portal Media

Source: [www.franchiseglobal.com](http://www.franchiseglobal.com) 2016

Figure 2 is the form of the logo and brand from PlasaFranchise.com which was used in starting to build a digital media business in 2014. Figure 3 is a form of logo and brand from FranchiseGlobal.com which can be officially accessed [www.franchiseglobal.com](http://www.franchiseglobal.com) after changing the name from PlasaFranchise.com, the name change coincided with the international standard Franchise & License Expo Indonesia (FLEI) exhibition which was attended by more than 300 franchise brands, from 200 companies from 12 countries. The exhibition moment also strengthened FranchiseGlobal.com's steps to become a franchise portal that is able to provide information on franchise, license and partnership opportunities

not only in Indonesia but franchise, license and partnership opportunities from various other countries in accordance with the company's vision of becoming *World Franchise Portal*.

### ***Company Vision and Mission***

#### *Vision*

FranchiseGlobal.com is the leading franchise marketing media company and has contributed to franchise businesses around the world.

#### *mission*

1. Become an effective & efficient media for marketing franchises/licences/partnerships both in Indonesia and the global market.
2. Become the main barometer for the ranking of franchise businesses on a National, Regional & Global scale.
3. Become the main reference media for investors in choosing a franchise/license/partnership business.
4. Building a reliable, healthy and continuously growing business to provide benefits for customers, business partners, employees and shareholders.
5. To be a company that offers a sense of security, comfort and blessings for employees, shareholders and business partners.

### ***Digital Branding Strategy***

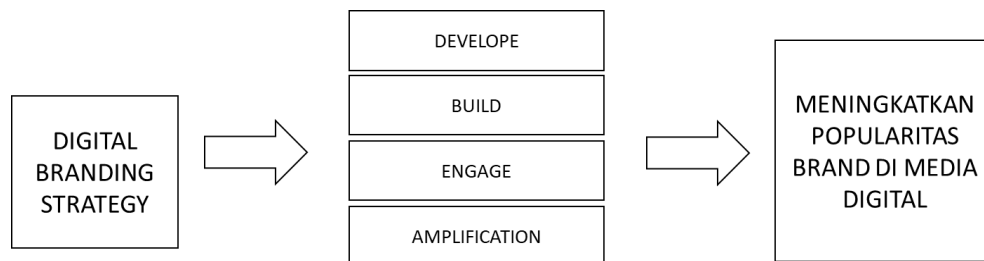
Digital branding is a very basic part of modern marketing which is very important to understand or understand as a whole. That means at the highest level. At the level of the organization or company studied in this study, digital branding is related to the organization or company itself, and products from these companies tend to be more structured and integrated. through brand names or trademarks, especially through online channels.

The American Marketing Association (AMA) defines a trademark as a name, term, sign, symbol or design, or a combination thereof, which is used to identify and differentiate the goods or services of one seller or group of sellers and to differentiate those products or services from competitors (Kotler & Keller, 2012).

### ***Digital Branding Goals***

The goal of branding is to create value from a name, icon, design and appearance that is recognizable and serves as a unique identity for a product or service. It tells about the company's brand and the experience customers can expect. Brands currently do not only rely on offline media to develop their brand, but also use digital media such as websites, social media, mobile apps, digital advertising, email and the like.

When creating a brand perspective online, it is important to consider all the digital platforms consumers may use. The term "digital" can be broken down into four main elements 1). Interaction: Digital branding allows for greater interactivity, as brands can select different content elements for their marketing in a more engaging way; 2) Multiplatform: Brands that are strong in digital branding allow links from multiple online platforms; 3) Virality: The power of digital brands is that they can easily increase customer engagement through shares, clicks, recommendations, links, etc; 4) Progressiveness: Digital media makes it easier for companies to increase their brand appeal to succeed in a rapidly changing environment. The objectives of a good digital branding strategy are:



*Source: franchiseglobal.com*

1. Develop; develop online communication support channels.
2. builds; Increase the popularity and likeability of brands by producing content that is relevant to them.
3. engage; build engagement with consumers.
4. amplification; Disseminate content so that it reaches wide and viral.

So to be successful in a digital branding strategy, we must understand the needs and desires of our customers and potential customers. The marketing mix uses Kotler and Armstrong's definition, namely various marketing tools that companies use to ensure that marketing objectives or target markets have been targeted.

To support this business transformation, entrepreneurs can introduce policies and strategies in their marketing activities by using the concept of Marketing Mix or Marketing Mix called 4P (Product, Price, Place and Promotion) and then developing Marketing Mix 7P (Process, people) and physical evidence).

SWOT analysis of a company is an effective strategy which, if done carefully, can minimize the company's weaknesses and threats and significantly influence the successful implementation of business strategy planning

Based on the research results that can be applied and implemented through interview study techniques, a straight-line conclusion can be made as follows about Franchiseglobal.com's digital branding strategy based on existing theory, namely the marketing mix concept:

1. The digital brand strategy implemented by Franchiseglobal.com uses three different channels, which is called the digital brand triangle. Get started with one of the search engine optimization (SEO) apps, social media (facebook and Instagram as well as youtube, twitter, linkedIn, etc.) and build a concise and elegant website featuring news updates, business opportunities and business information in one home page. Then it is also easy to use and mobile for its visitors. This is done by Franchiseglobal.com to increase website visitors, which increases the effectiveness of advertisers on the website and attracts new entrepreneurs in Indonesia.
2. Franchiseglonbal.com implements digital branding strategy steps in a practical, systematic and measurable manner, positioning it as an online information source in the franchise, license and partnership market segments amidst rapid technological developments and targeting the right market targets. advertisers and website visitors.
3. Franchiseglobal.com also maps potential markets by measuring the distance between its brands and competing brands in digital channels using a SWOT analysis, so that FranchiseGlobal.com remains superior as the only online media portal with franchise, licensing and partnership business segments in Indonesia.

## Conclusion

Based on the results of the research that has been implemented and drawn a conclusion above, a conclusion can be drawn that can be expected to make a conclusion from the response to the results of the design presented in the application in this article, as follows:

1. When facing rapid technological developments, as a media portal business franchise, licensing and partnerships. Franchiseglobal.com took the right step by implementing a digital branding strategy for its media. Carrying out the triangle digital branding concept by focusing on SEO, Social Media and website development, franchiseglobal.com is increasingly attracting more visitors (prospective franchise buyers) to its website, namely as many as 1,200,000 visitors a year and 1,460 inquiry forms (business interest forms) in one last year. Apart from that, Franchiseglobal.com has also developed an online report system aimed at all advertisers in its media. The report system developed includes; reports on visitors to advertisements on landing pages, reports on query forms that go into advertisements, reports from readers of advertiser news updates with a webtorial concept, then also reports on visitors to advertisements that link directly to the franchisor's website. The report can be accessed in real time by advertisers anytime and anywhere with internet access via a smartphone or desktop device.
2. The digital branding pattern applied by franchiseglobal.com covers various channels, starting from social media activities such as posting news updates, business opportunities and business knowledge and business quotes via Facebook, Instagram, Twitter and LinkedIn. Apart from that, franchiseglobal.com also has a talkshow program, Franchiseetalk, which is broadcast via YouTube, by bringing in various sources who are experts in the field of franchise business, such as franchise business owners (franchisors), observers, consultants and others. Franchiseglobal.com intends to provide knowledge about the franchise business to the wider community.
3. In implementing the digital branding strategy, franchiseglobal.com involves all management and employees of PT TRAS Mediacom to work together to achieve the final result according to franchiseglobal.com's vision and mission.

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