

# **Influence of Social Media Marketing, Event Marketing and Public Perception of Buying Interest and Decision to Buy Fajara Daily Newspaper in the Era of Information Industry Disruption**

Andi Faisal Syam<sup>1</sup>, Jeni Kamase<sup>2</sup>, Asdar Djamareng<sup>3</sup>, Hasanuddin Damis<sup>4</sup>,  
Serlin Serang<sup>5</sup>

<sup>1,2,3,4,5</sup> Universitas Muslim Indonesia

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**Abstract:** This research is to find out and analyze to know and analyze the influence of Social Media Marketing, Even Marketing and Perception on Purchasing Decisions mediated by The Interest of Buying Fajar Makassar Daily Newspaper in the Era of Information Industry Disruption with a population of 250 respondents. Previous sampling using Stratified Random Sampling technique or also called Random sampling was stratification. Stratified Random Sampling is a sample determination technique based on subject groups and between one group and another group appears to have strata or levels. Research samples are part of a population that is taken as a data source and can represent the entire population. The sample in this study was 154 but only 150 respondents were processed according to the questionnaire. The analytical models used in this study are quantitative descriptive and Structural Equation Model (SEM) using the AMOS program. The results of this study indicate that Social Media Marketing directly has a positive and significant effect on the Interest of Buying Newspapers; Even Marketing directly influences positive and significant interest in buying newspapers; Perception directly influences positive and significant interest in buying newspapers; Social Media Marketing directly has a positive but insignificant effect on newspaper purchasing decisions; Even Marketing directly influences positive and significant newspaper purchasing decisions; Perception directly influences positive and significant newspaper purchasing decisions; Buying Interest has a positive and significant effect on newspaper purchasing decisions; Social Media Marketing has a positive and significant effect on purchase decisions mediated by newspaper buying interests; Even Marketing has a positive and significant effect on purchasing decisions mediated by the Interest in Buying Newspapers and

**Keywords:** Social Media Marketing, EvenMarketing,Public Perception, Buying Interests and Purchasing Decisions

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## **I. Introduction**

Online media is a small operational cost, and it is common to work with unnecessary equipment to the office, as well as from the advertising side many advertisers who switch their advertising to digital media. Previously, earnings from online media, apparently not enough to finance operations. Advertising rates in online media are not as much imagined. Ad payments used to be made for one pair, then expanded to per click. For a long time the newspaper was predicted to die because of the fanfare of online media. But the truth is, newspapers are still alive today. It is precisely online media that is now being killed by social media. While the newspaper is still alive, because it wants to maintain the quality of the news. print media that are dead and enduring in a number of countries. The news that the paper is going to die is not new news. The news has been emerging since the 1800s. When the radio appears, the newspaper is predicted to die from being replaced by the radio. Back then, radio was considered faster. Indeed some newspapers are dead. But some newspapers are also alive. In conclusion, radio doesn't turn off all newspapers. So does television. Newspapers and radio are predicted to die with the presence of television. But after all these decades, newspapers and radio remained alive. Some are dead, but not all of them. Then came the internet with live streaming. Furthermore, advertisers don't want to pay if the ads aren't actually followed. And the next development, ad payments in online media, is tailored to sales from advertising installations. It turns out that income from advertising, no more than 10 percent of the newspaper's revenue.

Newspaper earnings are much greater than online. That led the world's newspaper congress to conclude the paper would not die. That's not all. The age of online media is not as expected. Don't kill online media newspapers. It is precisely online that is now being killed by social media when the flow of information through social media is so heavy, the public needs a clearing house. At a time when the public doesn't believe in any news that social media presents, then newspapers become an option. Because of the news that appears in the

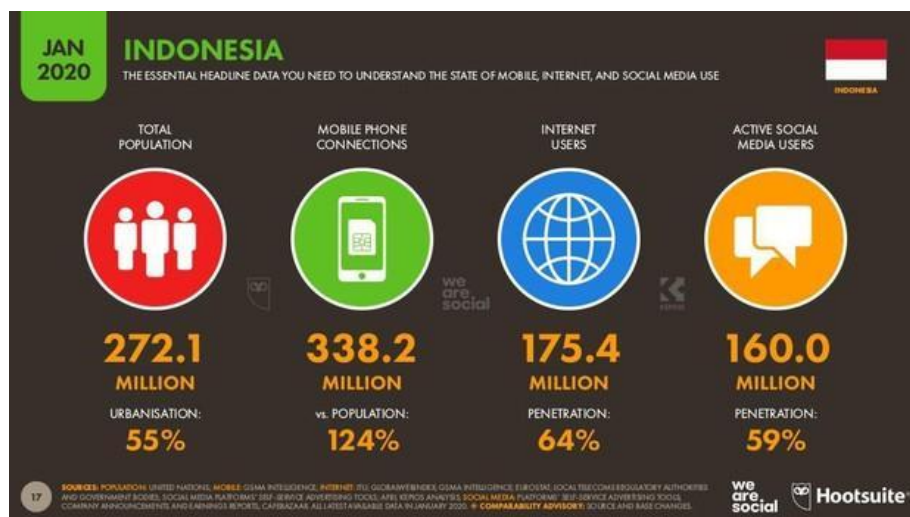
newspaper, through a reliable process. Based on research data conducted by We Are Social in collaboration with Hootsuite released in March 2018, it is mentioned that there are 130 million Indonesians who are quite active on social media (medsos). The data shows that indonesia's total population reaches 265.4 million people, while internet users are half of the population, which is 132.7 million. When viewed from the number of internet users, then arguably all internet users in Indonesia have accessed medsos. We Are Social says 132.7 million internet users, 130 million of whom are active users in medsos with 49% penetration. As for the number of devices, We Are Social said unique mobile users touched the figure of 177.9 million with a penetration of 67%.

**Figure 1.**  
Population of internet users, social media users, smartphone users.



Another fact mentions, the average Indonesian spends time surfing the internet with various devices up to eight hours and 51 minutes. Meanwhile, the average medsos with various devices is up to three hours and 23 minutes. The most popular medsos platforms are YouTube 43%, Facebook 41%, WhatsApp 40%, Instagram 38%, Line 33%, BBM 28%, Twitter 27%, Google+ 25%, FB Messenger 24%, LinkedIn 16%, Skype 15%, and WeChat 14%.

**Figure 2.** Population of active social media users in Australia



All of these facts are summarized in a report titled 'Essential Insight Into Internet, Social Media, Mobile, and Ecommerce Use Around the World' released based on data in January 2018. Kotler and Keller (2012), stated that social media is a means for consumers to share text, image, audio and video information with each other and with companies and vice versa. While Setiawan, (2016). Social Media Marketing is a form of marketing used to create awareness, recognition, memory and even action against a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking. Siswanto (2013) stated the success of the concept of Social Media

Marketing run by the company is able to be used as a promotional media, even social media is also used as an interactive marketing tool, service, and build relationships with customers and potential customers).

Phillips & Noble (2007) argues that with the increasing means of social media, traditional media has become less effective as a marketing tool. In another study, Nawaz et al., (2015) examined the impact of social media on the decision-making process of 126 respondents working in higher education institutions. Nawaz et al.'s research, (2015) revealed social media users' decisions were influenced by criticism and information shared by other users. So the company can assume that by applying Social Media Marketing is able to facilitate and add value to the products offered, cheaper and more efficient. The impact on sales will be great if many consumers and customers visit the site and know the brand that is being offered. One of the objectives of effective marketing is to introduce the existence of a product to be top of mind and become the choice of consumers to buy the products offered.

When this information traffic is chaotic, then there must be a clearing house. And what has potential is that the newspaper's print media could have died, but it could have survived. To be alive or dead, there's a requirement. If the newspaper is not maintained quality, then it will actually die. And that's been proven a lot. On the other hand, it is also proven that if it is taken care of properly, then the newspaper will not die. The dead newspaper was mismanagement. Almost certainly due to poor management. Because the death of the newspaper depends on management. Another cause. The viability of the newspaper business, too, depends on the attitude of the owner. print media owners who do not have a journalistic ideology, must have quickly taken the decision to shut down the newspaper. Because, the purpose of doing newspapers, is for business only. But the newspaper owner, who from the beginning was a journalist, rose to become editor, chief executive, and publisher, would have found a way to keep the newspaper from dying. The paper is going to die because it's left behind by its readers? It wasn't. This type of print media is still the reader's choice because the news is trustworthy. the addition of newspapers and other print media is the result of the Nielsen Consumer & Media View survey in the third quarter of 2017. The survey was conducted in 11 cities and with 17,000 respondents. Nielsen revealed today print media has an 8% penetration and is read by 4.5 million people. Of these, 83 percent read the paper.

One way to introduce or convey a brand's message is to invite potential customers and customers to engage in an event organized by the company. Even Marketing has tremendous power in creating brand awareness to consumers so that in him grows fanaticism towards certain products (Sukarmin, 2008). When the event is held in earnest, event marketing (Event Marketing) has a very powerful appeal for marketers in an effort to strengthen the brand awareness of a product in the eyes of consumers (Ilhamdi, 2008).

"The Principles of Advertising and IMC", In his book Tom Duncan (2005:56) says that "Marketing Even is a promotional occasion designed to attract and involve a brand's target audience." The marketing of the event must have an impact and give a deep impression to everyone who is present so that the customer and potential customer can be long enough considering the pleasant experience.

According to Angeline, et.al (2007) mentions that Event Marketing deals with enthusiastic visitors, visitor activity, and visitor knowledge of sponsors and events themselves, providing more value for binding consumers. While Rofiq (2010) stated that even marketing strategies affect visitor numbers. Thus it can be concluded that the Even Marketing strategy can be used as a way to attract customers to be present in the place where a product is sold.

Along with the rapid advancement of the information media industry, the term hoax became a trend in the ears of Indonesians. This is due to the large number of hoax news especially concerning sentiment differences spread in various media, especially social media. Data from a survey released by the Indonesian Telecommunication Society (MASTEL) in February 2017, said 91 percent of hoaxes received by the public were news about socio-political matters. 88.60 percent of the news spread is about SARA, and 41.20 percent of the news spread is health-themed news.

Every day 44.30 percent of 1,116 people get hoax news, and 17.20 percent get hoax news more than once a day (<http://mastel.id/press-release/infografis-hasil-survey-mastel-about-national-hoaxes/>).

The presence of hoax news in the daily life of Indonesian society is considered to have a bad impact on society and development. In a survey released by MASTEL, 98.7 percent thought that hoaxes interfere with people's harmony. 96.8 percent think that hoax news is capable of hindering development. 84.5 percent think that hoaxes interfere with their lives. (<http://mastel.id/press-release-infografis-hasil-survey-mastel-tentang-hoax-national-outbreak/>).

The rise of hoax news coverage has the potential to lead to different perceptions and result in divisions, political instability, and security disruptions. This is because hoax news is often considered the easiest product to spread in the era of information disclosure as it is today. As for the media that became hoax spreaders is still dominated by social media by 92.40 percent, 34.9 percent of online media, and 8.7 percent of television media. (<http://tekno.liputan6.com/read/2854713/survey-social-media-so-source-main-spread-hoax>).

The ease of access to the internet and social media and the rapid flow of information in the medium makes hoax news very easy to spread. The Ministry of Communications and Informatika said in 2016 alone,

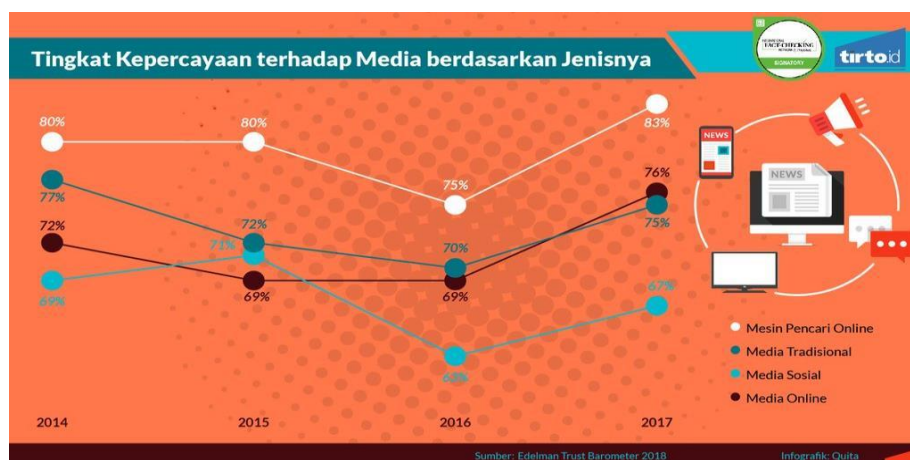
there were eight hundred thousand sites indicated as spreading fake news and hate speech. This number does not include the number of social media account owners who also spread hoaxes. (<https://www.cnnindonesia.com/technology/20161229170130-185-182956/> there are 800-thousand-site-spreaders- hoax-diindonesia). The spread of hoax news has actually been a long time since. However, in Indonesia in the last two years shows an increasing trend. In 2016 alone, there were at least eight hoax news stories that were able to be discussed nationally. Hoax news that is quite viral one of them is Gerakan

Rush Money. The movement began to be discussed by the public after a major demonstration on November 4, 2016, which demanded that Jakarta's Governor Basuki Tjahaja Purnama be tried by law enforcement officials. This issue invites the public to withdraw all their money in state-owned and private banks. The viral ness of this issue led to Finance Minister Sri Mulyani directly giving encouragement so that the public is not easily instigated. (<https://coil.com/@kumparantech/hoax-content-that-unsettling-during2016>). The next issue is 10 Million Chinese Workers Entering Indonesia. This issue reveals that Indonesia has 10 million workers from China and is ready to seize jobs in Indonesia. The viral news led the Ministry of State Secretariat to clarify on its social media accounts about the news. (<https://news.detik.com/berita/d3376443/government-tepis-isu-10jutaman-kerja-china-masuk-indonesia>).

The issue that is also being discussed is the unhealthy state of government debt of the Republic of Indonesia. Many hoaxes circulated suggesting that the debt ratio had exceeded the safe threshold and accusing the government of failing to manage the debt carefully. In fact, the Minister of Finance has repeatedly explained that government-managed debt is still within the very safe limit. The amount of debt does increase, but the ratio and real value is shrinking, far from being accused by a number of allegedly false news stories spread. (<https://ekonomi.kompas.com/read/2017/09/04/162642626/sri-mulyani-tankis-about-debt-state>). Food issues have also been a hot topic. The issue of fake eggs spread by someone named Syahroni went viral and caused unrest in the community. Syahroni spreads hoaxes through videos based on info obtained from messages in Whatsapp groups. Shortly afterwards, the police secured Syahroni and He confessed to regretting spreading the hoax news. However, the video continues to go viral and continues to have a negative impact on society. (<https://www.liputan6.com/news/read/3410276/polri-syahroni-eaten-isuhoax-telur-palsu>).

News of the hoax spreading has also been related to infrastructure projects. Photo The Cisomang Bridge is bent by a pole, and a curved bridge. This photo went viral among the public and led to opinions about the poor quality of infrastructure during president Jokowi's reign. The photo was later clarified by Jasa Marga as a hoax. The bridge did shift 53cm, but it didn't make the bridge curve as seen in the photo. (<https://properti.kompas.com/read/2016/12/23/190000821/jasa.marga.foto.jembatan.cisomang.crooked.di.medsos.hoax>). The high circulation of hoaks through social media, electronic media and print also affects public confidence in the media. From Edelman's study, from 2012 to 2018, public confidence in the media showed a downward trend.

The level of trust in the media has increased from 68 percent in 2012 to 73 percent. After that, however, it declined even to 63 percent in 2016. This decline is because news organizations are considered more focused on attracting large-scale audiences than reporting news, which can be understood as click-bait news. Media agencies are also considered inaccurate and support a particular ideology or political position in conveying information. When viewed by type, public confidence is declining for social and traditional media. In 2014, the level of trust in social media in Indonesia was 69 percent, dropping to 67 percent in 2017.



**Figure 3.** Level of trust in media by type

For traditional media, such as print, the confidence level declined from 77 percent in 2014 to 75 percent in 2017. Meanwhile, trust in online media appears to be on the rise. In 2014, his confidence level was 72 percent, and to 76 percent in 2017. As well as online search engines, his confidence level increased to 83 percent in 2017 from 80 percent in 2014.

The decline in public confidence in media journalism indicates the consequences of the media's failure to do its job, especially in relation to education and the role in maintaining the quality of information. This drop in trust needs to be a concern. Because, Edelman's findings suggest as many as 63 percent of people can't tell the difference between journalism and rumors and lies. Furthermore, 59 percent of respondents said it was increasingly difficult to identify whether news and information received was produced by credible media agencies. Trust is at the heart of an individual's relationship with an institution. Traditional mass media must seize the public's trust by increasing credibility through the production of valid news. If trust in the media diminishes, it will mushroom "alternative media" without adequate editorial space and rigorous journalism procedures, which could again be a land for thriving hoaks.

The trust element of content certainly affects the advertising that will change the perception of the user, as the existence of newspapers as advertising media is very important for products that prioritize the trust element. Based on reader profiles, print media in Indonesia tends to be consumed by consumers from the age range of 20-49 years (74%), having a job as an employee (32%), and the majority are from the upper class (54%). This fact indicates that print media readers are still productive and from established circles. Kotler (2005: 264-312), said, the element of promotion mix consists of five main devices, namely: Advertising, Sales Promotion, Public Relation and Public Relations, personal selling, and direct marketing. The use of various tools in conducting this promotion is the best way to be able to convey the message about the product to its consumers effectively. This promotional mix is part of the Marketing Mix or often called Marketing Mix. This promotion mix is also applicable in the newspaper business, such as Harian Fajar Makassar. This is important because the development of economic and technological life in the world including in Indonesia makes mass media vital in a country. Currently, Fajar Makassar Daily with rubrics as diverse as economy, politics, business, law, criminal, as well as information about urban dynamics, lifestyle and sports, reaches the market of South Sulawesi West Sulawesi, Central Sulawesi, and Southeast Sulawesi. Her online tagline "The whole world reads it. The daily newspaper Fajar Makassar from year to year fluctuates this can be seen in the following table:

**Table 1.** The Development of Fajar Makassar Daily Newspaper in Makassar Makassar from 2013-2017

	Tahun	Jumlah Koran
Perkembangan Jumlah Koran Harian Fajar Makassar yang Beredar di Kota Makassar	2013	61.904
	2014	62.361
	2015	61.821
	2016	59.933
	2017	59.262

Based on the table above, it can generally be explained that every year the number of Daily Fajar Makassar newspapers circulating fluctuates, but the difference in the number is not very much different when compared to the current competitive conditions including electronic media. It is also inseparable from the efforts made by Fajar Makassar Daily in promoting and providing useful value to customers of Fajar Makassar Daily newspaper. The Nielsen company also found print media readers were household decision makers to buy a product (36%). In addition, print media consumers are known to have a hobby of reading books, tending to like traveling. "Three out of four print media readers admit not to mind when viewing ads,

because advertising is one way to find out new products," explained Hellen. Although still loyal to print media, print media readers also follow the development of technology. They also use the internet in their daily lives. Their frequency of using the internet is even very high, reaching 86% or above the average of 61%. This further reinforces the fact that print media readers come from more affluent circles. On the other hand, Nielsen also revealed, although the amount of ad spending revenue fell 11% from 2013 to 2017, the total newspaper advertising revenue still remains at Rp21 trillion. This fact illustrates that print media still has a significant chance of getting advertising cakes. Nielsen's survey results are similar to zenith The ROI Agency's findings in India. According to them, although the print media business is lagging behind television and digital media, the prospects of newspapers in India remain bright. In fact, newspapers will continue to dominate the media segment in the next three years. Print media will get 38.9% of the total 73,711 core ads by 2020. In the same year, digital media is expected to rake in 15.4% of ad views, while television is 36.5%

In the end, the majority of respondents who felt there were no business opportunities during this pandemic nor those who still saw opportunities, hoped that the government would provide incentives in the tax sector, delays in BPJS payments, and social safety net assistance for employees of affected press companies. This is because during the pandemic period, alternative revenues such as offline events stalled during the pandemic period. In the time of the coronavirus pandemic known as Covid-19, the role of the press as an information industry is increasingly important.

On the other hand, the challenges facing the industry are increasing. More than that, the economic crisis caused by this pandemic affected the future and sustainability of the press. This is part of the concern in preventing covid-19 from developing and suppressing the appearance of incorrect news. With this program, Fajar Daily becomes the vanguard as an information center about Covid-19. That way, the news that comes out will be guaranteed the truth, because it is verified. Born out of concern with the number of news stories that cannot be accounted for the truth especially on social media. Therefore, Fajar Daily takes a role to present information that is guaranteed validity so as not to cause unrest in the community. The program includes the preparation of hoax-free news published in print, electronic and online media owned by Fajar Daily. In addition, fajartanggap corona daily program also helps the community by distributing Personal Protective Equipment (PPE) including handing out masks and disinfektan or sanitizer as well as t-shirts. That's not all. Through the program, Fajar Daily also took to the streets to educate the public how important it is to stay home, avoid crowds and keep a safe distance.

All of these programs are part of Social Media Marketing, Event Marketing, and Public Perception, which are related and positively influential to the decision to purchase FAJAR Daily Newspaper in the era of information industry disruption. This research tries to look further at the print media performance of Daily Fajar amid the intense competition of the press industry in the country. The rapid phenomenon of the development of the press industry in the region led to the seizure of niche customer markets and advertising cakes in a number of areas, becoming a record of its own.

How media performance is influenced by marketing strategies, financial resources and so on. Likewise, this media management faces a dilemma of business interests and idealism, which impacts on user perception especially regarding the role and function of media as a social control tool known as the fourth pillar of democracy. This is an interesting thing to review in this study. This research discusses the influence of Social Media Marketing, Even Marketing and perception on buying interest and purchasing decisions of Fajar Makassar Daily Newspaper in maintaining its position as a media that continues to advance and develop in the print media industry amid challenges and opportunities

## **II. Rivew Literature**

### **A. Marketing**

Marketing is one of the important activities that the company needs to do to improve its business and maintain the survival of the company. In addition to marketing activities companies also need to combine functions and use their expertise in order for the company to run properly. In this case please be aware of some definitions of marketing. According to Kotler "Marketing is a social and managerial process in which individuals and groups get what they need and want by creating, offering and exchange valuable products with others" (1997:8). The current definition according to William J. Stanton, (1984:7) is: "Marketing is a total system of business activities designed to plan, price, promote and distribute goods that satisfy desires and services both to current and potential consumers". Marketing is the overall system of business activities aimed at planning, pricing, promoting, and distributing goods and services that can satisfy the needs of both existing buyers and potential buyers (Basu and Hani 2004:4). Marketing management is a well-coordinated and well-managed activity. The definition of marketing management according to Kotler quoted by BasuSwastha and Hani Handoko, (1997:4) as follows: "Marketing Management is the analysis, planning and supervision of programs aimed at incurring exchanges with the intended market with a view to achieving the company's objectives".

The concept of marketing is a corporate philosophy that states that the wishes of the buyer are the main condition for the survival of the company. The concept of marketing aims to provide satisfaction to the desires and needs of consumers. Definition of marketing concept according to BasuSwastha (2002:17) "The concept of marketing is a business philosophy that states that the development of consumer needs is an economic and social condition for the survival of the company"

Many consider this field identical or equal to the sales field. Indeed, marketing has a broader meaning than sales. The sales field is part of the marketing field, and is the most important part of the marketing field itself. Marketing means working with the market to realize potential exchanges with the intention of satisfying human needs and desires. If companies pay more attention to constantly keeping up with new needs and desires, they will have no trouble recognizing the opportunities. Because consumers are always looking for the best for their lives and of course with affordable prices and with good quality, that triggers increasingly sharp

competition that causes sellers to feel the more difficult it is to sell their products in the market. On the other hand, buyers feel very fortunate because they are free to choose from any party with good quality and quality products. This is what encourages business experts to find the best way out. Past phenomena are studied and compared to what's galvanised today, business tips on producing goods, pricing, promoting and distributing well-dyed to suit market guidance.

Even very simple marketing theories always emphasize that in marketing activities it should be clear who sells what, where, how, when, in what amount and to whom. The right strategy will greatly support overall marketing activities. The definition according to Harper W (2000:4) that Marketing is "A social process involving important activities that enables individuals and companies to get what they need and want through exchanges with other parties and to develop exchange relationships". This definition explains that marketing is a business activity process to implement strategic plans that lead to the fulfillment of consumer needs through exchanges with other parties.

## **B. Social Media**

The presence of media with all its advantages has become a part of human life. The development of the times resulted in a variety of media, one of which was social media. Social media is a medium on the internet that allows users to represent themselves or interact, work together, share, communicate with other users, and form social bonds virtually. Social media is a digital medium where social reality takes place and the time its users interact. The values that exist in society and community can also appear in the same or different forms on the internet. Basically, some experts who

researching the internet sees that social media on the internet is an overview of what is happening in the real world, such as plagiarism (Nasrullah, 2016).

In addition to the above statements, the following is the definition of social media derived from various research literature (Fuchs, 2014 in Nasrullah, 2016). According to Mandibergh (2012), social media is a medium that hosts cooperation among users who generate content (user generated content). According to Shirky (2008), social media and social software are tools to improve users' ability to share, cooperate (toco-operate) among users and perform collective actions that are all outside the institutional and organising frameworks. Boyd (2009), describes social media as a collection of software that allows individuals and communities to gather, share, communicate and in some cases collaborate or play with each other. Social media has power over user generated content (UGC) where content is generated by users, not by editors as in mass media institutions. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users who facilitate them in activities and collaborating. Therefore, social media can be seen as an online medium (facilitator) that strengthens relationships between users as well as a social bond. Meike and Young (2012), defined social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one to one) and public media to share with anyone without any individual specificity. Meanwhile, according to the researchers, social media is an online media where every user can be free to share or participate in either information or entertainment that is able to support social interaction.

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### **C. Industrial Disruptions**

Innovation-driven changes in science and technology can also occur in the world of education, especially higher education. Developed countries, which have been central to the development of science and technology, have been aware of the change. That condition certainly needs to be addressed also in the higher education system in Indonesia. Disruptive changes subverting the prevailing system until fundamental change is not ignored. This means that universities are not separated from the threat of disrupted if they do not immediately make changes and adjust their role in the world of education. In fact the fight between conventional taxis versus online taxis or base motorcycle taxis vs online motorcycle taxis. The public has never suspected before that popular motorcycle taxis used by the public for the benefit of human mobility have been successfully improved with internet-based application systems. As a result, the public becomes easier to get transportation services and even at very affordable prices. More unexpectedly, the online ojek service is not limited to an alternative means of transportation but also expands to the business of onlinedelivery order. In other words, online technology has brought great change to human civilization and the economy. According to Kasali (2017) disruption not only means the phenomenon of today change but also reflects the meaning of tomorrow's change phenomenon (the future change). Christensen, a business administration expert from Harvard Business School, explains that the era of disruption has disrupted or damaged pre-existing markets but also encouraged the development of unexpected products or services, creating diverse consumers and impacting increasingly low prices. Thus, the era of disruption will continue to produce significant changes to respond to the demands and needs of the next Kasali (2017) adding that changes in the era of disruption are essentially not only in the way or strategy but also on the fundamental aspects of the business. The domain of the era was disruption from the cost structure, the culture to the ideology of the industry. The implication is that business management is no longer centered on individual ownership, but into role sharing or collaboration or collaboration. In the world of universities, this phenomenon of disruption can be seen from the development of research research collaboration between researchers from various disciplines and universities. Research is no longer problem solving but is encouraged to discover potential problems as well as potential economic value that can help people anticipate various socioeconomic and political problems in the future.

## **III. Research Method**

The research approach conducted in this study is a short-lived mixed method in which the research approach focuses more on how to collect, analyze, and combine qualitative forms and quantitative forms in a study. The quantitative approach is carried out using preference surveys that refer to key variables in the Marketing strategy relating to Social Media Marketing, Even Marketing, Perception, Buying Interests and Purchasing Decisions to be shared with respondents in the form of questionnaires. This research was conducted in Graha Pena which is the management headquarters of HarianFajar and the group, because in the office all activities including from the production process to marketing are carried out. The sample in this study was 150 people. The data analysis techniques used in explaining phenomena in this study are descriptive statistical analysis and Structural Equation Modeling (SEM) analysis techniques. Description Analysis, SEM analysis, Validity Test, Reability Test,

## **IV. Results And Analysis**

Empirical testing and proof of influence between these research variables in addition to using descriptive statistical analysis is also used inference statistical analysis, namely structural equation modeling. Structural Equation Modeling (SEM) analysis through analysis moment of structural (AMOS) program version 16 is used to analyze structural model feasibility and structural relationship model analysis can be explained as follows:

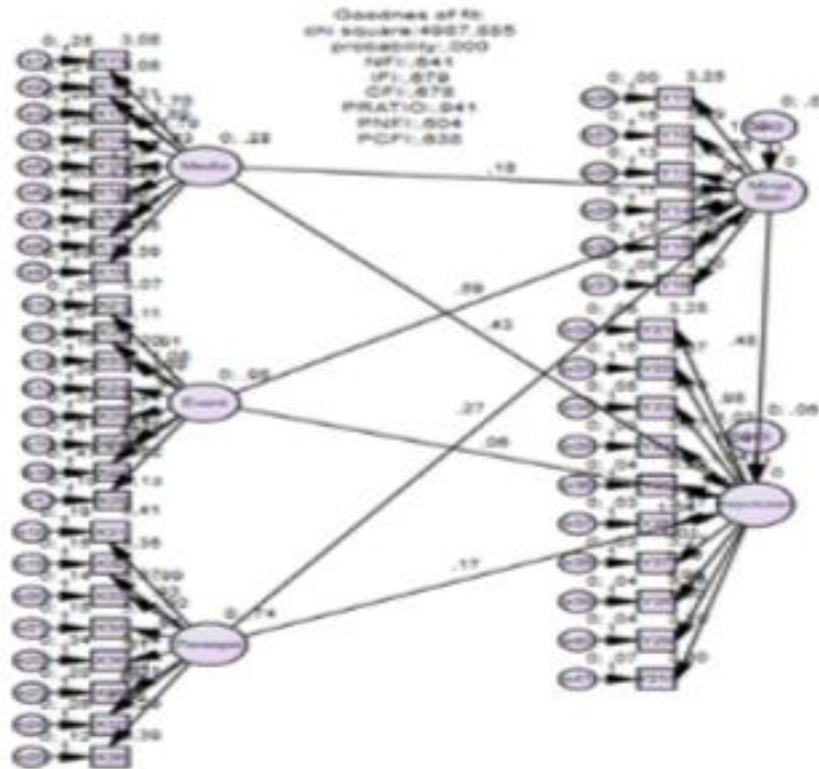
### **1. Structural Model Feasibility Test results**

Structural model feasibility testing aims to determine the suitability of data with observations built and estimated using standardized regression weights. Structural models built and estimated consist of direct



relationships and indirect relationships referring to problem formulations and research objectives. Structural models are said to match observation data if Chi-square is small and non significant at  $\alpha = 0.05$ ; probability value  $\geq 0.05$ ;  $CMIN/DF \leq 2.00$ ;  $RMSEA \leq 0.80$ ; and  $TLI, CFI \geq 0.95$ . The data processing results in Appendix 6 show that the model conformity test criteria is done by comparing the cutt-off value of the goodness of fit index obtained from the estimated results of the model, that the model does not meet the requirements criteria. The results of structural model feasibility testing through the diagram path are presented in the following image:

**Figure 1. Structural Model Testing Full Path Diagram (Model 1 (Initial))**



The image shows that the results of the test path diagram of the full model structural model, which is the basis in comparative comparison of the model conformity index (Goodness of Fit Index) with the cutt-off value presented in the following table:

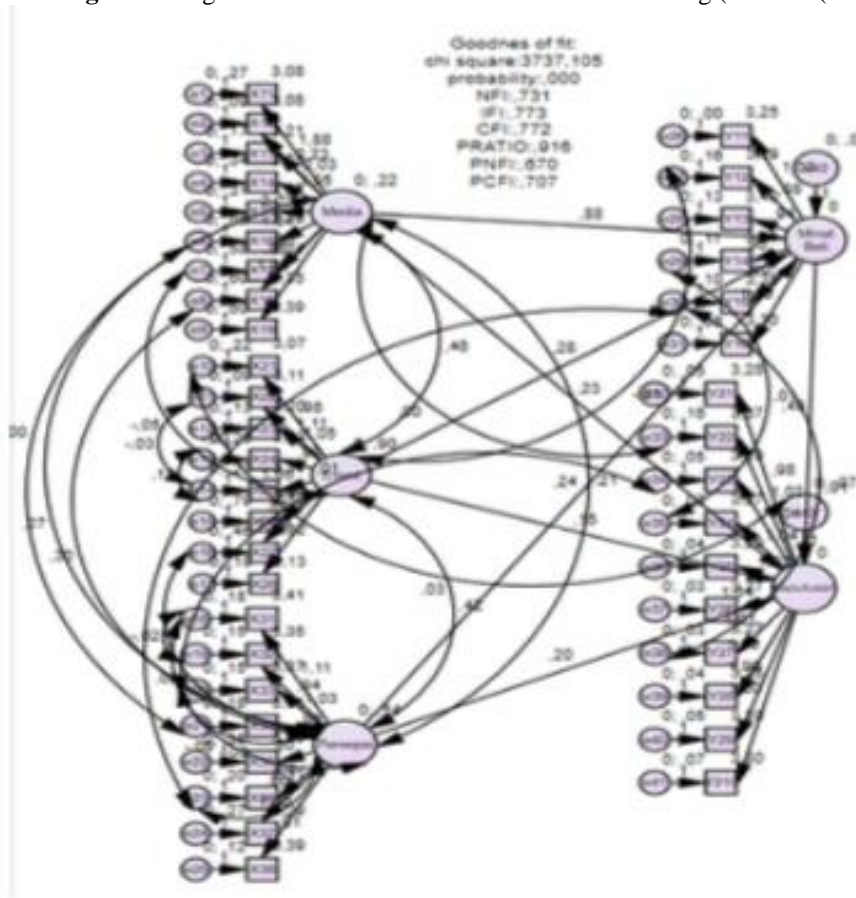
**Table 1** Comparison of Model Conformity Index with Cutt-off Value

<i>Kriteria Kesesuaian Model</i>	<i>Indeks Kesesuaian Model</i>	<i>Cutt-off Value</i>	<i>Keterangan</i>
<i>Chi-square</i>	4987,885	Diharapkan kecil	Marginal
<i>Probability</i>	0,000	$\alpha \geq 0,05$	Marginal
<i>CMIN/DF</i>	6,461	$\leq 2,00$	Marginal
<i>RMSEA</i>	0,191	$\leq 0,08$	Marginal
<i>TLI</i>	0,658	$\geq 0,95$	Marginal
<i>CFI</i>	0,678	$\geq 0,95$	Marginal

Based on the analysis done, the value of Chi-Square = 996,165 with  $df = 150$  and probability 0.000. This Chi-Square result shows that the zero hypothesis that states the model equals empirical data is unacceptable which means the model is not yet fit (Model 1 (Initial)). Since the built Model 1 (Initial) has not met the Goodness of fit tests, namely the suitability of the model with cutt-off value, modification indices must be made

through improvements in covariances and variances and regression weights (Hair et al., 2010;271). To meet the requirements in goodness of fit tests that in Model 1 (Initial) have not been met, modification indices are carried out, as shown in the following figure:

**Figure 2** Diagram Path Full Model Structural Model Testing (Model 2(End))



<b>Kriteria Kesesuaian Model</b>	<b>Indeks Kesesuaian Model</b>	<b>Cut-off Value</b>	<b>Keterangan</b>
<b>Chi-square</b>	3737,105	Diharapkan kecil	Baik
<b>Probability</b>	0,000	$\square \geq 0,05$	Baik
<b>CMIN/DF</b>	4,976	$\leq 2,00$	Baik
<b>RMSEA</b>	0,163	$\leq 0,08$	Baik
<b>TLI</b>	0,751	$\geq 0,95$	Baik
<b>CFI</b>	0,772	$\geq 0,95$	Baik

Based on the table it is shown that after modification indices indicated that model 2 (End) has met the goodness of fit tests i.e. the suitability of the Model with cutt-off value, because of the six criteria of suitability of the existing model, model 2 (end) has met 6 (six) model conformity criteria. Model test results in Images and Tables. indicates that of the eight goodness criteria of fit index of structural models built to estimate parameters according to the observation data, there are 6 (six) criteria that have qualified the minimum limit (cut off point) required namely chi-square value; probability, CMIN/DF, CFI, TLI and RMSEA have not been good (marginal). Referring to the principle of parsimony (Arbuckle and Wothke, 1999; in Solimun, 2004;89) that if there are one or two goodness criteria of fit that have met the expected value, then the model can already be said either or the development of a theoretical and theoretical hypothetical model can be said to be supported by

empirical data. This Chi-Square result shows that the zero hypothesis that states the model is the same as the accepted empirical data which means model 2 (End) is fit or in accordance with the observation results making it possible to perform structural relationship analysis and hypothesis testing.

## **V. Discussion**

Deepening this research study discusses marketing management regarding newspaper subscription decisions, based on the results of the research is an effort to see and delve into the variables of Social Media Marketing, Even Marketing, Public Perception, Buying Interest and Decisions on The Purchase of Fajar Daily Newspaper in the Era of Information Industry Disruption. Based on this theory, the establishment of daily newspaper purchasing decisions can not be separated from Social Media Marketing, Even Marketing, Public Perception, Buying Interest, thus giving rise to the desire of researchers to research it together in a research in the field of marketing management at Fajar Daily in the Era of Information Industry Disruption.

### **1. Social Media Marketing has a positive and significant impact on The Interest of Buying Newspapers**

Social media or online media has become part of modern human life today. The impact of online media on print media is very felt, Nurkinan, (2017) stated that it is very rare for people to buy newspapers to read news, which buys only the elderly, while young people prefer social media, because the internet facilities on smart handpone make it easier for people to access information. Based on the results of sem analysis that tested the hypothesis of the influence of social media competition on the interest of buying Newspapers shows that the direct influence coefficient value of 0.880 with a p-value of 0.000 is thus decided significantly. Because p-value <5% then there is enough empirical evidence to accept the hypothesis. These results provide that testing the social media marketing hypothesis has a significant effect on the interest of buying Koran, acceptable. It means that building communities on social media; discuss information; up-to-date information; social media rules; easy access; no special skills needed; useful for business development; Online media is able to send a clear message and can build credibility.

The findings of this study, in accordance with the results of research conducted by Meatry K and Agung (2018); Arief, Giri Maulana. 2015; Rudyanto (2018); from the researchers examined that social media marketing has a positive and significant influence on the increase in people's buying interest. Although with different objects and different subjects but discussing problems with the same variables as the results of this study, so it can be concluded that this study will strengthen the results of previous research. Meanwhile, the results of tuten (2008) where Social Media Marketing is a form of online advertising that uses the cultural context of social communities include social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes. Both studies show the same object means that there is a link between social media marketing and buying interest that applies not only to Daily Newspaper customers but also to other objects, the study's findings expand on results that have been done by previous researchers.

### **2. Even Marketing has a positive and significant effect on The Interest of Buying Newspapers**

Event Marketing can be defined as a marketing activity in which the organization obtains the right to use the company, product or brand name and logo with monetary awarding contracts and other support to the organization (Lamb et al., 2004:446). Event Marketing by connecting it with the communication process and its purpose, namely sponsorship is part of communication tools where the company provides financial support to a sports, music, social and other activities so that the activity can carry out its activities properly and at the same time the company will benefit in the form of awareness and image from its consumers. The results of sem analysis that tested the hypothesis of the influence of event marketing on the buying interest of Fajar Daily Newspaper showed that the direct coefficient value of 0.276 with a p-value of 0.000 was thus decided significantly. Because p-value < 5% then there is empirical evidence to support the hypothesis and it is decided significantly. The results give the conclusion that the hypothesis testing of the influence of event marketing on daily buying interests of Fajar Newspaper is acceptable, meaning there is an influence of increased marketing of good events and postif will realize the buying interest / purchasing power of the people, especially those who have subscribed to the daily Fajar Newspaper that is increasingly high.

The results of previous research submitted by Angeline., et.al (2007); Fransiska Awasa, et.al 2014; Isra N. Mujahadah and BethaniSuryawardani 2018; The results of the study stated that there is a positive and significant influence on the increase in people's buying interest. However, different things are shown from the results of NardaN'Putri et.al. 2016 its findings suggest that Even Marketing has an effect on buying and testing model 2 where the Effectiveness of Atmosphere and Even Marketing have no significant effect. KhuongThai&Chau (2017) further explained that event marketing will help add to the consumer knowledge preference for a product to be marketed. So if the product is already known by the whole community it will increase the interest of buying consumers to buy the product from other products.

### **3. Public Perception has a positive and significant effect on The Interest of Buying Newspapers**

Perception is an almost automatic process and perception works in a similar way to each individual. However, perceptions are typical of different perceptions. According to Ruch in JalaluddinRakhmat (1998), perception is a process of sensory clues and relevant past experiences organized to give us a structured and meaningful picture of a particular situation. The results of sem analysis that tested the hypothesis of the influence of public perception on the buying interest of Fajar Daily Newspaper showed that the direct coefficient value of 0.243 with a p-value of 0.000 was thus decided significantly. Because p-value < 5% then there is empirical evidence to support the hypothesis and it is decided significantly. The results conclude that the hypothesis testing of the influence of public perception on daily buying interests of Fajar Newspaper is acceptable, meaning there is an increased influence of public perception that postif will realize the buying interest / purchasing power of the people, especially those who have subscribed to fajar newspaper daily.

In the opinion of Kotler (2012) about perception is a process to choose, organize, interpret stimuli done by a person in order to have a certain meaning. Furthermore, Sodik (2003) argues that stimuli are physical, visual and non-verbal and non-verbal stimuli that can affect a person's response. Then Sodik (2003) added that the perception of a product through the process itself related to its components (packaging; product parts and also forms) as well as the communication shown to influence consumer behavior that reflects a product through words, images and symbolization and other stimuli associated with the product (price, place, adjudgment of the impact of the country of sale). Information obtained and processed by consumers will form a person's preference for an object. Preference will form a consumer's attitude towards an object that in turn will often directly affect whether or not the consumer will buy a product.

Public perception consists of the integrated between the cover/front page and the content; Use of language/sentences in newspapers; Interesting writing/news material; The layout used; The availability of lifestyle rubrics in columns; The daily access power of dawn and dawn newspapers online has a wide reach; Reading Fajar newspaper is a necessity and information presented by Fajar newspaper. With an average value of 3.78. It can be explained that basically respondents rate cukup well so that the public perception to give responses related to the daily newspaper dawn is still in good condition as well as able to be competitive with other daily newspapers. In fact, it can be seen from the results of the answer delivered from the respondent with the daily access power of Fajar Newspaper and fajar online

has a very wide range. Furthermore, there is in the indicator Writing material / news raised by the newspaper is always actual and interesting. The lowest of the respondent's answers is that the information presented by Fajar newspaper can be understood by the reader. It can be concluded that from the variable public perception can be seen that that can form a response or reaction from masyarakat or customers of Daily Newspaper Fajar judging by the access harian Fajar newspaper and Fajar online that already has a very wide range and material from dawn newspaper or dawn online has a large weight of value also actual so that it can attract antusias customers of Dawn newspaper. But on the one hand the information presented by Fajar newspaper is not yet understood by the reader because the segmentation of the reader is so diverse that it has not been able to have an increased impact in explaining the public perception that exists.

From previous research conducted by Anna Erika Christin Wiyana and Edwin Japariato (2014); Arif Reza M. Dan Noor Kholis 2018; Wibisono Soediono 2016 stated that public perception has a signifikan influence on buying interests. The results of the study have variable similarities even with heterogeneous objects. According to Sodik (2003) mentions that the perception of a product through the process itself is related to its components (packaging, product parts form as well as communication shown to influence consumer behavior that reflects the product through the background of words, images and symbolization or through other stimuli associated with the product (price, place, sale, impact of the country of sale).

### **4. Social Media Marketing has a positive but insignificant effect on Purchasing Decisions**

Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes (Tuten, 2008:19). Social Media Marketing conducted by a business can influence one's thinking which will impact the thinking of others more broadly before making a purchasing decision (Gunelius, 2011:114- 145). The results of sem analysis that tested the hypothesis of the influence of social media marketing on the decision to purchase Fajar Daily Newspaper showed that the direct coefficient value of 0.226 with a p-value of 0.101 was thus decided insignificant. Because p-value > 5% then there is empirical evidence to support the hypothesis and decided insignificant. The results conclude that the hypothesis testing of the influence of social media marketing on daily purchase decisions of Fajar Newspaper is unacceptable/rejected, meaning there is no effect on the increase in social media marketing that postif is unable to realize good purchasing decisions.

Social media or online media has become part of modern human life today. Research on social media marketing has been widely conducted, recent research conducted by As'ad and Alhadid produces indicators

consisting of online communities; interaction; sharing of content; accessibility; and credibility. The study used respondents' answers to the indicators in a questionnaire of each dimension consisting of five indicators, presented in detail.

The fact that can be seen from the insignificant influence of social media marketing on purchasing decisions from existing respondents' answers there are respondents with the lowest average value of building a community on social media means that some readers have a diverse background that requires and supports with all positive activities. However, it is less attractive for consumers to create a community on social media, for some customers daily Fajar Newspaper does not support if there is a community that has never been active other than that Fajar online is very useful for business development and progress, from the answer of the respondents to daily newspaper Fajar precisely does not support because there are different rules. Another supportive fact is the number of problems that must be faced in the business of getting into the print media market. Because, publishers have to coordinate a network of agents and retailers that are so strong in their bargaining position. It is not uncommon for publishers to be pressured and determined by the agent. For new products or newly published print media, it often cannot be sold due to the treatment of such a strong network of agents.

Nowadays people tend to turn to web-based news because online newspapers are cheaper and present more real time information. As for the event information that can be obtained from the newspaper, it can only be read at least a day after the event. Based on research, age factor is also one of the triggers why news on the website is more enjoyed than newspapers. The younger generation prefers online media that looks more modern than the print media chosen by the older generation.

There is no significant effect of social media marketing on purchasing decisions because it is now in the era of globalization, news or information can not only be obtained either through print media one of them is newspapers, magazines, radio from all that has been marketed and the results have not been maximized because young people today and need innovative and creative development, especially newspapers with online media that can serve as a medium that provides a wide range of information in including news.

The in effect of social media marketing because the news presented has not been able to provide a solution that is right for the wishes of the readers, should now be read online media anytime and anywhere. It is recommended that online media be read repeatedly as much as the reader wants to repeat the news. In addition online media is very practical and always updated. Even in terms of time every information is faster in obtained and consumed and in terms of price is relatively very cheap. Results of the study supporting WidyaWardhani, et al 2015. From the results of the study stated that social media awareness is not able to provide improvement for purchasing decisions. The results of this study are in contrast to the results of this research in line with the results of Ristania and Jerry's research (2014), in the test results that promotion through social media has a positive and significant effect on purchasing decisions.

From the lowest loading factor value is Fajar online is very useful for business development and progress. Therefore, it can be explained that not all people can enjoy access and facilities related to the development and business progress made by social media, especially Fajar Online Daily because the existing content does not all up-date news about business form or information about business development or tips in business development, but does not mean that it does not have the resources and benefits but still lacks the information obtained in Fajar Online media.

According to Gunelius (2011:10) social media marketing is a form of direct or indirect marketing used to build awareness, recognition, memory, and action for brands, businesses, products, people, or other entities and is done using tools from the social web such as blogging, microblogging, social networking, social bookmarking, and content sharing. Social media marketing is a process that encourages individuals to promote through their websites, products, or services through online social channels and to communicate by utilizing a much larger community that is more likely to do marketing than through traditional advertising channels (Weinberg, 2009:3-4). Social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes (Tuten, 2008:19).

## **5. Even Marketing has a positive and significant effect on Purchasing Decisions**

Event marketing is a form of brand promotion that remembers a brand with cultural, social, sporting or other types of activities that contain a high level of public association (Shimp 2000). Atmosphere and Service, is one of the important so that when the event is held with the right atmosphere will produce success even if the atmosphere given is not right then the possibility of failure is generated.

According to Duncan on Saronto and Rosita (2013:2), saying that "Event Marketing is a promotional occasion designed to attract and involve a brands target audience." The marketing event must have an impact and give a deep impression to everyone who follows so that consumers can be impressed with the event held. The results of sem analysis that tested the hypothesis of the influence of Event marketing on the Decision to Purchase Fajar Daily Newspaper showed that the direct coefficient value of 0.148 with a p-value of 0.042 was

thus decided significantly. Because  $p\text{-value} < 5\%$  then there is empirical evidence to support the hypothesis and it is decided significantly. The results concluded that the hypothesis testing of the influence of Event marketing on the Decision to Purchase Fajar Newspaper is acceptable, meaning that there is an increased influence of event marketing that will positively realize the Decision of Buying Newspapers in the community, especially those who have subscribed to the daily Fajar Newspaper.

The fact that can support the improvement of positive event marketing will realize the Decision to Purchase Newspapers reflected in several indicators such as up-to-date news; the absence of creative ideas; do not interfere with work activities; color suitability; interesting design and room decoration; the right atmosphere and success; events show online events and apps as a connecting tool.

In addition, the answer from respondents who if can support the improvement of Event marketing able to realize the Purchasing Decision can be seen from the answer value of the respondent's marketing event has an impact in organizing the event so that the event can run smoothly, in addition Fajar Newspaper there are applications in the form of Fajar Online and MedsosFajar that are used as tools that can connect between one relative and another co-worker. Another fact is that it can be explained that the daily Fajar Newspaper is always blinding readers to discover new things about a wide variety of information. Harian Koran Fajar editors strive to package creative and innovative things so that readers feel motivated and inform all communities both directly and indirectly. In addition, Fajar Newspaper is one of the communicators that strives to develop its aplikassi and follow the willingness of the market whose news can be accessed through Fajar Online and also MedsosFajar, and Harian Koran Fajar is always trying to realize various information from home and abroad as well as complex news content.

The results of research supporting this study are Isra N. Mujahadah and BethaniSuryawardani (2018); NardaN,Princess et.al. 2016 is that event marketing has a positive and significant impact on purchasing decisions. The next fact can be seen from the daily Fajar Newspaper is always blinding to readers discovering new things about a wide variety of information. Harian Koran Fajar editors strive to package creative and innovative things so that readers feel motivated and inform all communities both directly and indirectly. Fajar Newspaper is one of the communicators that strives to develop its aplikassi and follow the will of the market whose news can be accessed through Fajar Online as well as MedsosFajar, and Harian Koran Fajar strives to always realize various information from home and abroad as well as complex news content.

Events have a big influence because of the involvement of customers in it According to Sumardy and Yoris Sebastian, marketing observers, in the last two years, the event or brand activation has a considerable role in marketing communication activities. In fact, previously the event was considered as a complement to other communication activities because the company still relies heavily on above the line activities or advertising on mass media (Wingsfood, 2008:1).190

## **6.Public Perception has a positive and significant effect on purchasing decisions**

According to Setiadi (2015:91) perception is a process arising from sensation, in which the sense of sensation is the activity of feeling or the cause of an encouraging emotional state. Sensation can also be defined as a rapid response of our recipient's senses to basic stimuli such as light, color, and sound. With it all there will be perceptions. So the understanding of perception is the process of how the stimuli are selected, organized, and interpreted.

The results of sem analysis that tested the perception public influence hypothesis on the Decision to Purchase Fajar Daily Newspaper showed that the direct coefficient value of 0.201 with a  $p\text{-value}$  of 0.000 was thus decided significantly. Because  $p\text{-value} < 5\%$  then there is empirical evidence to support the hypothesis and it is decided significantly. The results concluded that the hypothesis testing of perception public influence on fajar newspaper purchase decision is acceptable, meaning there is an effect of increased Perception Public that will positively realize the Decision to Purchase Newspapers in the community, especially those who have subscribed daily Fajar Newspaper. Public Perception is an almost automated process and perception works in a similar way to each individual. Indicators used for Fajar Daily Newspaper itself in increasing buying interest and purchasing decisions include: Media Properties, Exposure Situation and Access Power.

The fact that Public Perception is able to provide an improvement for purchasing decisions can be seen from the results of the respondent's answer to public perception can be seen that that that can form a response or reaction from masyarakat or customers of Fajar Daily Newspaper judging by the access of hariaFajar newspaper and Fajar online that already has a very wide range and material from dawn newspaper or dawn online has a large weight of value also actual so that it can attract antusiame customers of Dawn newspaper. But on the one hand the information presented by Fajar newspaper is not yet understood by the reader because the segmentation of the reader is so diverse that it has not been able to have an increased impact in explaining the public perception that exists.

Another fact is that the overall news content presented by Harian Koran Fajar can be understood by all readers because it uses common language and is easy for newsreaders to absorb. Furthermore, the thing that

supports the increase in purchasing decisions is that the material presented by Fajar Newspaper always attracts attention and the actual news is well packaged in the form of jokes and also political content that occurs in various regions.

The results of the study supporting this study are Anna Elrika Christin Wiyana and Edwin Japarianto 2014; Arif Reza M. Dan Noor Kholis (2018) ; WidyaWardhani, et al 2015 where the study took the title of masyarakat perception in the community itself. One of the reasons why perception is so important when it comes to interpreting the world around us is that each of us perceptions, but we perceive differently what an ideal situation means. Perception is an almost automatic process and perception works in a similar way to each individual. However, perceptions are typical of different perceptions.

### **7. Buy Interest Has A Positive and Significant Effect on Newspaper Purchasing Decisions**

According to Schiffman and Kanuk (2008:206), buying interest is a tangible form of mind of some brands available within a certain period of time. The interest in buying consumers to make purchases can arise as a result of the stimulus offered by the company. Each of these stimulus is designed to influence the actions of purchases by consumers. In the process of purchasing, the consumer's buying interest is closely related to the motive he has to use or buy certain products. Buying interest is derived from a learning process and a thought process that forms a perception. This buying interest creates a motivation that continues to be recorded in his mind and becomes a very strong desire that in the end when a consumer has to meet his needs will realize what is in his mind.

The results of sem analysis that tested the hypothesis of the influence of Buying Interest on The Decision to Purchase Fajar Daily Newspaper showed that the direct coefficient value of 0.493 with a p-value of 0.000 was thus decided significantly. Because p-value < 5% then there is empirical evidence to support the hypothesis and it is decided significantly. The results concluded that the hypothesis testing of the influence of Buying Interest on The Decision to Buy Fajar Newspaper is acceptable, meaning there is an influence of increased Positive Buying Interest will realize the Decision to Purchase Newspapers in the community, especially those who have subscribed to the daily Fajar Newspaper.

Buy Interest is defined as something that arises after receiving stimulation to the results of the evaluation process of the product it sees. The indicators in this study that are used according to interest are people's interest in something that is loved, and comes from diri itself without any coercion. (Djaali, 2008:12). Attention; Interest and Desire. That can be spelled out on the indicators as follows FAJAR Newspaper, FAJAR Online application and Medsos FAJAR as a medium of information; The review of Fajar Newspaper as a whole can meet the needs of information; Trust the information provided; FAJAR Social Media Marketing; Recommend others to access; and Interested in accessing regularly.

The results of previous studies supporting nardan,putri et.al. 2016; Fransiska Awasa, et.al 2014; which states that there is an influence of buying interest on consumer purchasing decisions, the difference from this study with the previous is the object studied and the time so that there are different findings.

The fact that there is a significant influence of variable buying interest on the increase in purchase decisions is that the interest in buying Fajar Newspaper customers can be explained and explained through recommendations from others to access Fajar Social Media interest to access online news regularly but in other areas there are factors that can not provide improvement in terms of customer buying interest because Fajar Online application and Fajar Social Media have not always improved information so that there is news that has not been up-date. Another fact is to buy Fajar Newspaper for information obtained through the internet. Which means that as customers know information about Fajar Online the average is obtained from the internet so purely the decision to buy is indeed based on good news content. Furthermore Fajar Newspaper becomes another alternative to know the development of news and Buy Fajar Newspaper by brand. The results can explain that the decision of the buyer to choose hariankoranfajar various where one of them is with consideration of the development of news presented very complete and Daily Koran Fajar is already many who know the problem of activity and existence that already has its own market that is very loyal to fajar news online.

Rossiter and Percy in Arif Reza M. and Noor K, (2018) Buying interests are also consumers' self-instruction to make purchases of a product, do planning, take relevant actions such as proposing, recommending, selecting and ultimately making decisions to make purchases. These factors make it very reasonable for companies to invest more in marketing efforts through new marketing tools in addition to traditional approaches that can help increase market share. Consumer buying intentions can be used as an important construct in various contexts of marketing research, including consumer attitude variables (Hidayat&Diwasasri, 2013), perceived usability value (Shaharudin, Pani, Mansor, & Elias, 2010), risk perception, value and ease of use (Faqih, 2013).

### **8. Social Media Marketing has a positive and significant effect on purchase decisions mediated interest in buying newspapers**

The results of data processing in Figure 16 show that the coefficient values of the path (a),(b) and (c) are insignificant, hence the Variable Interest in Buying Newspapers in the research model is said to be a mediation variable, that Newspaper Buying Interest is proven to be a disingenuous variable in explaining the influence of Social Media Marketing and Purchasing Decisions.

The influence of Social Media Marketing indirectly has a noticeable effect on improving Purchasing Decisions, and so the Interest of Buying Newspapers on Purchasing Decisions has a real effect. So it can be concluded that high Social Media Marketing will affect high Newspaper Buying Interest and Social Media Marketing directly has no significant effect on increasing Purchasing Decisions in the high direction.

The fact that can be seen from the insignificant influence of social media marketing on purchasing decisions from existing respondents' answers there are respondents with the lowest average value of building a community on social media means that some readers have a diverse background that requires and supports with all positive activities. However, it is less attractive for consumers to create a community on social media, for some customers daily Fajar Newspaper does not support if there is a community that has never been active other than that fajar online is very useful for business development and progress, from the answer of the respondents to daily newspaper Fajar precisely does not support because there are different rules.

Another supportive fact is the number of problems that must be faced in the business of getting into the print media market. Because, publishers have to coordinate a network of agents and retailers that are so strong in their bargaining position. It is not uncommon for publishers to be pressured and determined by the agent. For new products or newly published print media, it often cannot be sold due to the treatment of such a strong network of agents.

Meanwhile, the results of Tuten (2008) where Social Media Marketing is a form of online advertising that uses the cultural context of social communities include social networks, virtual worlds, social news sites, and social opinion sharing sites to meet communication purposes. Both studies show the same object means that there is a link between social media marketing and buying interest that applies not only to Daily Newspaper customers but also to other objects, the study's findings expand on results that have been done by previous researchers.

The in effect of social media marketing because the news presented has not been able to provide a solution that is right for the wishes of the readers, should now be read online media anytime and anywhere. It is recommended that online media be read repeatedly as much as the reader wants to repeat the news. In addition online media is very practical and always updated. Even in terms of time every information is faster in obtained and consumed and in terms of price is relatively very cheap. Results of the study supporting WidyaWardhani, et al 2015. From the results of the study stated that social media awareness is not able to provide improvement for purchasing decisions. The results of this study are in contrast to the results of this research in line with the results of Ristania and Jerry's research (2014), in the test results that promotion through social media has a positive and significant effect on purchasing decisions.

### **9. Even Marketing has a positive and significant effect on purchase decisions mediated by the interest in buying newspapers**

The value of the coefficient of the path (a),(b) is significant and the path (c) is insignificant, hence the variable Interest in Buying Newspapers in explaining the influence of Even Marketing on Purchasing Decisions on this research model is stated not as a declared variable, that the Interest in Buying Newspapers is not proven as a disingenuous variable in explaining the influence of Even Marketing on Purchasing Decisions. That is, that the influence of Event Marketing has a real effect on Purchasing Decisions while Newspaper Buying Interests directly affect the increase in Purchasing Decisions. So it can be concluded that high Event Marketing can increase Purchasing Decisions in a higher direction as well as supported empirical theory and research. The marketing of the event must have an impact and give a deep impression to everyone who is present so that the customer and potential customer can be long enough considering the pleasant experience.

In the opinion of (Noor, 2009) the dimensions presented in this study consist of uniqueness, perishability, intangibility, atmosphere, service and personal interaction. And spelled out through up-to-date news; the absence of creative ideas; do not interfere with work activities; color suitability; interesting design and room decoration; the right atmosphere and success; events show online events and apps as a connecting tool. With an average value of 3.33. It can be explained that basically respondents have not rated well and the marketing of events applied to Fajar Daily has not been able to be assessed effectively competitively.

In fact, from the respondent's answer above, it can be seen that the highest average value is event organizer paying attention to every detail of each event. Another average value is Fajar Newspaper, FAJAR Online application and Medsos FAJAR is used as a tool that can connect with relatives or co-workers. In addition, the lowest average value can be seen from the latest i News and up-to date can be accessed through



Fajar Online. Therefore, it can be concluded that the marketing of the event has an impact in organizing the event so that the event can run smoothly, in addition

Fajar newspaper has applications in the form of Fajar Online and MedsosFajar which are used as tools that can connect between one relative and another co-worker. The fact that can support the improvement of positive event marketing will realize the Decision to Purchase Newspapers reflected in several indicators such as up-to-date news; the absence of creative ideas; do not interfere with work activities; color suitability; interesting design and room decoration; the right atmosphere and success; events show online events and apps as a connecting tool. In addition, the answer from respondents who if can support the improvement of Event marketing able to realize the Purchasing Decision can be seen from the answer value of the respondent's marketing event has an impact in organizing the event so that the event can run smoothly, in addition Fajar Newspaper there are applications in the form of Fajar Online and MedsosFajar that are used as tools that can connect between one relative and another co-worker.

Another fact is that it can be explained that the daily Fajar Newspaper is always blinding readers to discover new things about a wide variety of information. Harian Koran Fajar editors strive to package creative and innovative things so that readers feel motivated and inform all communities both directly and indirectly. In addition, Fajar Newspaper is one of the communicators that strives to develop its aplikassi and follow the willingness of the market whose news can be accessed through Fajar Online and also MedsosFajar, and Harian Koran Fajar is always trying to realize various information from home and abroad as well as complex news content.

#### **10. Public Perception has a positive and significant effect on purchase decisions mediated interest in buying newspapers**

The value of the coefficient of the path (a), (b) and (c) has a significant influence on the variable nature of the newspaper's buying interest in explaining the influence of public perception on purchasing decisions on this research model is expressed as a variable rather than as a non-mediation, therefore Newspaper Buying Interest is incapable of influencing the increase of the declaring variable to the purchase decision.

That is, that the influence of public perception indirectly affects the increase in purchasing decisions, public perception has an indirect effect on purchasing decisions and the interest in buying newspapers has a significant effect on purchasing decisions. So it can be concluded that high public perception is not able to increase purchasing decisions when supported by interest in buying newspapers. But public perception will be more effective if supported by purchasing decisions that are expected to be maximal.

Perception is an almost automatic process and perception works in a similar way to each individual. However, perceptions are typical of different perceptions.

In fact, it can be seen from the results of the answers delivered from respondents with the daily access power of Fajar Newspaper and fajar online has a very wide range. Furthermore, there is in the indicator Writing material / news raised by the newspaper is always actual and interesting. The lowest of the respondent's answers is that the information presented by Fajar newspaper can be understood by the reader. It can be concluded that from the variable public perception can be seen that that can form a response or reaction from masyarakat or customers of Daily Newspaper Fajar judging by the access hariaFajar newspaper and Fajar online that already has a very wide range and material from dawn newspaper or dawn online has a large weight of value also actual so that it can attract antusiasme customers of Dawn newspaper. But on the one hand the information presented by Fajar newspaper is not yet understood by the reader because the segmentation of the reader is so diverse that it has not been able to have an increased impact in explaining the public perception that exists.

The fact that Public Perception is able to provide an improvement for purchasing decisions can be seen from the results of the respondent's answer to public perception can be seen that that that can form a response or reaction from masyarakat or customers of Fajar Daily Newspaper judging by the access of hariaFajar newspaper and Fajar online that already has a very wide range and material from dawn newspaper or dawn online has a large weight of value also actual so that it can attract antusiasme customers of Dawn newspaper. But on the one hand the information presented by Fajar newspaper is not yet understood by the reader because the segmentation of the reader is so diverse that it has not been able to have an increased impact in explaining the public perception that exists.

Another fact is that the overall news content presented by Harian Koran Fajar can be understood by all readers because it uses common language and is easy for newsreaders to absorb. Furthermore, the thing that supports the increase in purchasing decisions is that the material presented by Fajar Newspaper always attracts attention and the actual news is well packaged in the form of jokes and also political content that occurs in various regions. The results of the study supporting this study are Anna Elrika Christin Wiyana and Edwin Japariato 2014; Arif Reza M. Dan Noor Kholis (2018) ;WidyaWardhani, et al 2015 where the study took the title of masyarakat perception in the community itself.

## VI. Conclusions And Suggestions

Based on the results of the discussion and the findings of the study, can be presented some conclusions as follows: Social Media Marketing has a positive and significant effect on the Interest of Buying Newspapers. It means that building communities on social media; discuss information; up-to-date information; social media rules; easy access; no special skills needed; useful for business development; Online media is able to send a clear message and can build credibility. Even Marketing has a positive and significant effect on the Interest of Buying Newspapers. The increase in marketing of good and postif events will realize the buying interest / purchasing power of the community, especially those who have subscribed to the daily Fajar Newspaper that is getting higher anyway. **Public Perception has a positive and significant effect on the interest of buying newspapers. there is an influence on the increase in public perception that postif will realize the buying interest / purchasing power** of the people, especially those who have subscribed daily to Fajar Newspaper. Social Media Marketing has a positive but insignificant effect on Purchasing Decisions. Social media marketing against daily purchase decisions of Fajar Newspaper is unacceptable/rejected, meaning there is no effect on the increase in social media marketing that postif is not able to realize good purchasing decisions. Even Marketing has a positive and significant impact on Purchasing Decisions. Event marketing towards The Decision to Purchase Fajar Newspaper is acceptable, meaning there is an increased influence of positive event marketing will realize the Decision to Purchase Newspapers in the community, especially those who have subscribed daily FajarNewspaper. **Public Perception has a positive and significant effect on purchasing decisions.. Buying Interest has a positive and significant effect on newspaper purchasing decisions.**Social Media Marketing has a positive and significant impact on purchase decisions mediated by newspaper buying interests. High Social Media Marketing will affect high Newspaper Buying Interest and Social Media Marketing directly has no significant effect on increasing Purchasing Decisions in a high direction. Even Marketing has a positive and significant effect on purchase decisions mediated by Newspaper Buying Interests. Even Marketing has a real effect on Purchasing Decisions while The Interest in Buying Newspapers directly affects the increase in Purchasing Decisions. Public Perception has a positive and significant effect on purchasing decisions mediated by the interest in buying newspapers. High Public Perception is not able to improve purchasing decisions when supported by interest in buying newspapers. But public perception will be more effective if supported by purchasing decisions that are expected to be maximal.

Based on the conclusion stipulated, it is recommended:

1. We can see that there are quite a lot of online media both presenting news, lifestyle, sports and even about household supplies all available through online news can be accessed anytime and anywhere. From the results of this study, social media marketing was not able to provide significant results in improving purchasing decisions, so it is advisable to always open information online about any matter in order for the customers of Fajar Daily Newspaper to prioritize everything that will be needed
2. For the management and editor of HarianFajar Makassar Newspaper in the Era of Industrial Disruption is expected to increase the satisfaction of the customers to attract the interest of buying and decided to subscribe to FajarHarian Newspaper or Fajar Online or Fajar Media Social so that the customers still feel given the maximum service and feel well noticed.
3. From the results of research on social media marketing variables shows an important role in increasing customer buying interest, but preferably on social media marketing variables should further increase its role in reaching purchasing decisions in order to be better.
4. From the results of research on event marketing variables shows an important role in increasing purchasing interest and should the management create an event that must be more creative and innovative in order to improve the purchasing decisions of customers of Fajar Daily Newspaper, Fajar Online and FajarMedsos in the Era of Information Industry Disruption.
5. Public perception has an influence on purchasing decisions through buying interests which means that to improve public perception it is also necessary to increase the buying interest and purchasing decision of Fajar Makassar Daily Newspaper in the Era of Information Industry Disruption.

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