



VIRAL MARKETING CONCEPT AND VIRAL MARKETING DEVELOPMENT ON CONSUMER BUYING APPROACH

Lucky Radi Rinandiyana¹, Tine Badriatin^{*2}, Asep Saepudin³

Universitas Siliwangi, Indonesia^{*12}, Universitas Langlangbuana, Indonesia³
luckyradi@unsil.ac.id¹, tinebadriatin@gmail.com^{*2}, asep.saepudin@unla.ac.id³

Abstract: Viral Marketing is one of the current marketing promotion techniques. Viral Marketing is a type of marketing that uses social media to achieve certain marketing goals. Marketing technology is achieved by establishing the communication process chain itself. The key to viral marketing is to attract website visitors and refer them to others they believe will be interested which will increase consumer buying. Therefore this research also aims to help marketing through viral marketing which will be very effective to be able to telling the public about the products being marketed. Qualitative descriptive methods were used, and the results obtained were that spreading social marketing through viral marketing was very effective in informing the public about the products being marketed, because the process of disseminating information through Instagram social media accounts was very fast and did not care about the time or distance of production. one marketing through viral development. The main purpose of viral marketing is to spread promotions on social media, allowing the general public to not only be a passive observer but also to participate in marketing and react to something to adopt a more positive attitude.

Keywords: Consumer Buying; Viral Development; Viral Marketing

INTRODUCTION

Advances in technology have changed various aspects of the nation's life, including the marketing aspect. People who are familiar with social media try to continue to use it by shifting the shopping process from retail to online. This is certainly a consideration for various parties, especially business people to see this sector as a new marketing field.

Surviving in today's highly competitive business environment is a difficult task for entrepreneurs. Competition can increase revenue within the company, and because revenue growth is very important for the growth of the company. Companies that fail to meet customer preferences will see a drop in revenue. The ever-increasing competition requires a marketing strategy that can sustain business growth. A company must outperform its competitors in terms of satisfying target customers to be successful. The needs of consumers and the strategic needs of competitors must be taken into account in the marketing strategy. Analyzing the competition should be the first step in developing a competitive marketing strategy. Customer value and satisfaction are constantly compared with the value offered by the company's products, prices, distribution, and promotions compared to its closest competitors.

Viral marketing is one of the current marketing promotion techniques. Viral marketing is a type of marketing that employs social media to achieve certain marketing goals. By replicating the communication process itself, the marketing technology is realized in the chain. The key to viral marketing is attracting website visitors and referring them to others they believe will be interested. They will connect the data with potential customers who will use the goods or services offered and recommend them to others. Because marketing messages need to be just as compelling, their creation requires creativity. Relevant text with tips and tricks, demos, overviews, great ideas, special offers, coupons, and testers can spark customer interest. It's also a place where customers can provide feedback.

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Therefore, this research also aims to help marketing through viral marketing which will be very effective to be able to tell the public about the products being marketed. Viral marketing stems from everyday life events where we are constantly telling about the good and bad things that happen to us, so what we talk about can influence our interest in receiving the news. Proceed in the same way. So, this is what we get from the company. This is where a viral marketing strategy comes in handy. Each customer who successfully promotes the uniqueness of the company and invites friends to join the program as a loyal customer will receive prizes and bonuses.

Furthermore, as consumers, we place a higher value on the people or friends who surround us. As a result, it is easier for us to do or suggest what our friends do. We are more receptive to people we know. This is where viral marketing comes into play. We can ask our friends to sponsor us or we can sponsor our friends.

Viral marketing is a form of promotion that employs the power of word of mouth but is done via email. 25 Viral marketing is a method for promoting a product to a large number of people through a link that spreads by word of mouth and has a wide influence (Helianthusonfri & Creativity, 2012). Similarly, Hamdani & Mawardi (2018) believe that viral marketing is a marketing technique that employs social media to achieve certain marketing goals and then replicates itself through a series of communication processes. Gobert, on the other hand, believes that viral marketing is a derivative product that spreads by word of mouth over the Internet. This strategy requires sending a message to a friend or coworker about a favorite product. Through the use of intermediaries, information will promote the product brand.

Because marketing messages need to be just as compelling, their creation requires creativity. Relevant text, such as tips and tricks, demos, overviews, great ideas, special offers, coupons, and testers, can spark customer interest. Not only that, but it also serves as a forum for consumers to provide feedback (Hamdani & Mawardi, 2018).

Viral marketing, according to Kotler & Armstrong (2012), is the Internet's version of word-of-mouth marketing. This requires sending an email or other type of marketing campaign. Customers want to tell their friends about this type of marketing campaign because it is so effective. It can be summarized as follows: The use of word of mouth marketing in online marketing is closely related to the creation of infectious information or marketing methods so that customers want to share it with their friends (Farih et al., 2019).

Viral marketing is also known as v-marketing, sharing marketing, TYF program (tell your friend reward program), word-of-mouth marketing, word mouse marketing, and so on. The term "viral marketing" is the most well-known. People often use the term sharing marketing to describe this process. The reason for this is that the company shares some of its profits with its customers. Since viral marketing originated in cyberspace, this type of marketing strategy emerged and became popular in the form of e-commerce after the Internet era.

Viral marketing is a type of internet marketing. The term viral is used to describe how information sent over the Internet can spread quickly in the same way a virus does, but has a positive connotation rather than damaging computer software. To put it another way, viral marketing is similar to word-of-mouth marketing, where information is passed from one party to the next. Since one person receives a message and can communicate it to tens or even hundreds of other Internet users, viral marketing is expected to have a multiplier effect.

Simply put, viral marketing is a marketing strategy that aims to get people to spread a marketing message to their friends after they try a product and like it. This has



a positive impact on the company, namely the company can reduce marketing costs and is efficient in time.

Viral marketing can be divided into two basic structures, according to Zien in Andini et al. (2014) namely active viral marketing and frictionless viral marketing: (1) Active Viral Marketing: Because users are often personally involved in the process of attracting new customers, radical viral marketing is tied to the traditional concept of word of mouth; (2) Frictionless Viral Marketing: Frictionless viral marketing differs from active viral marketing in that it does not rely on the active participation of consumers to promote or disseminate product information. The product will send promotional information to the specified address automatically. As a result, the company developed its product before promoting the viral spread.

In short, the difference between product advertising and viral marketing is the basic structure of viral marketing. Consumers traditionally advertise products by word of mouth, without official advertising for the product, inactive viral marketing. However, in frictionless viral marketing, viral marketing companies start advertising to promote what they are going to sell to the product first.

Viral Marketing itself according to Kotler & Armstrong (2012) is the internet version of word of mouth, which has a relationship by creating an e-mail or marketing method that is very contagious so that consumers or customers are willing or willing to share and pass it on to their friends. Way concept the work of Viral Marketing itself is like the spread of a virus, that is, it reproduces itself. A customer who is satisfied with the products they buy or the services they get will automatically disseminate the information or products to their relatives to also try and prove it yourself Viral Marketing is a promotional effort that utilizes the power of social media such as email, Facebook, Twitter, Yahoo, Instagram, TikTok, and others.

According to Kaplan & Haenlein (2010), three criteria must be met for viral marketing to be successful: (1) The media, and those who take action to deliver campaign messages. Individuals must have a sufficiently large and trustworthy network and social media that can be easily accessed by anyone; (2) The message or invitation that is promoted is impressive and catches the eye; (3) a Friendly environment and the ideal time to launch viral marketing campaigns. Finally, it should be noted that viral marketing criteria are a fundamental requirement for a viral marketing strategy to function properly and achieve its goals.

The following are the main benefits of viral marketing, according to Richardson and Elaine: (1) At the push of a button, the internet connects millions of people around the world; (2) No other medium of communication can match the speed with which information travels through the Internet. Internet indexes have the only impact. Many people around the world can read messages in just a few seconds; (3) The effectiveness of viral marketing reduces the cost of disseminating information; (4) Viral marketing, through messaging, lends instant credibility to the internet's most user-friendly internet companies, products, and services; (5) Viral marketing makes it possible to track, measure and analyze campaign effectiveness.

METHODS

The steps of data analysis in this paper are a systematic process of searching and compiling data obtained from interviews, field notes, and archival notes, by organizing the data into categories and breaking them into units, and by organizing them into categories and breaking them down into units. Integrate it into the model, decide what is important and what needs to be researched, conclude, and make it simple for yourself and others to understand. Inductive thinking is a method of thinking employed by researchers when analyzing data. The goal is to organize and simplify the



data collected so that the findings can be understandably communicated to others. The researchers were able to characterize the impact of viral marketing on the development of the creative culinary economy using the social media account @thevintage Metro, and then draw broad conclusions about whether the actual situation fits the applied theory. To increase consumer buying, the concept of marketing and viral marketing is being developed.

RESULTS AND DISCUSSION

Consumers today will be more interested in things that are current or are viral among the public (Hidayati, 2018). Viral marketing is a type of marketing that employs social media to achieve certain marketing goals. Through a series of communication processes, marketing technology replicates itself. Viral marketing is a type of promotion that harnesses the power of social media to spread a message. While viral marketing may be pure coincidence, there is always a source for all this chatter, and some people amplify it so information can spread quickly, As shown in the image from the communication study center below:

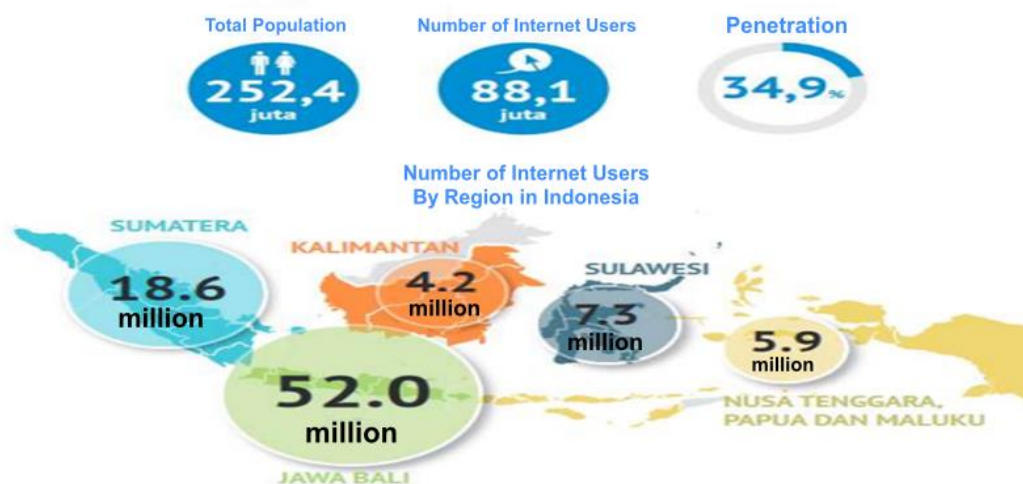


Figure 1. Internet User Profile in Indonesia

Source: PUSKAKOM UI (2014)

The existence of MSMEs in the City of Tasikmalaya is very much if its existence can be managed and developed. Of course, it will help MSME actors to be able to increase income turnover. The application and development of viral marketing are one of the various techniques used by MSMEs in the City of Tasikmalaya to increase consumer purchases. To find out the implementation of this technique, interviews were conducted with the following results:

There is a message being campaigned

It should be noted that MSME actors in the City of Tasikmalaya have carried out marketing that is in line with the indicators in viral marketing, namely; viral marketing strategy, viral marketing criteria, and the advantages of viral marketing. Based on that explanation, there is a harmony between the theory of viral marketing strategy according to Skrob in Andini (2014), namely in the High Integration strategy point.

This is in line with the results of an interview with one of the MSME actors in the City of Tasikmalaya, it is known that in addition to personal promotion in our respective



Instagram accounts, we are also developing this viral marketing technique through our MSME visitors or consumers. Dominta is posting on her personal Instagram social media account. From the results of interviews with Devi Arvina as a visitor, information was obtained that she knew the existence of each MSME and through friends' posts on her Instagram social media and finally decided to come and buy the products marketed by these MSMEs. In addition, I also admit that I participated in re-posting both the food produced and other products. This is following the theory of the High Integration strategy where consumers participate in spreading promotions

In another interview, I conducted with Mr. Rama password and other respondents said that he also participated in disseminating information about the existence of MSMEs in Tasikmalaya City on his Instagram social media both about the products and the presentation of the MSME locations. According to Surniandari (2017) that the message or invitation being campaigned is easy to remember and attracts people to follow it.

Supportive environment

A supportive environment and the right time to launch a viral marketing program. To prove whether the environment and time are suitable for launching this viral marketing program, further interviews were carried out with the following results:

Based on the results of interviews with MSME managers, information was obtained that he always prioritizes consumer comfort and a comfortable work environment. This aims to make visitors from various circles feel comfortable considering that the majority of visitors at MSMEs want a different and comfortable atmosphere. The MSME employee also added that we became famous because we were more focused on our uniqueness in various aspects, even though it was an MSME, but we did not rule out marketing our products through this viral marketing technique.

The results of an interview with one of the MSME visitors obtained information that these MSMEs are in a comfortable and spacious environment, moreover, the place is nice, contemporary, and comfortable so that it produces unique photos to be re-shared on Instagram social media. After seeing the suitability of the field results with the theory of viral marketing strategies and viral marketing criteria, there is also a match between the reality of the field and the latest theory, namely the theory of the advantages of viral marketing according to Richardson and Elaine in Farih (2019).

By doing viral marketing, management can see how consumers or the public respond to products and services which can be used as evaluation material for management. This is in line with the theory of the advantages of viral marketing, namely viral marketing can be measured, tracked, and analyzed the effectiveness of the campaign being carried out. In managing social media accounts, it is only by having 1 admin take full responsibility for the Instagram account. This is done so that the vintage account management is more systematic and does not overlap so that people who view the account can feel the message conveyed by the manager is conveyed to consumers. This is in line with the theory of the advantages of viral marketing, namely providing instant credibility in the company or product along with the most friendly internet service users through messages. The owner also realizes that promoting a viral marketing strategy can minimize promotional costs. This is following the theory of the advantages of viral marketing, which makes the costs incurred to publish information very little.

Based on the results of the interview with Mrs. Indah, she said that the promotion through postings on Instagram was very helpful in terms of knowing information about these SMEs. Researchers found that the use of the internet as a promotional medium



is very effective and relevant in the current era of globalization. This is in line with the theory of the advantages of viral marketing, namely that the internet has united millions of people in the world just through a button.

Based on the results of interviews with the respondent, Mrs. Yogati, it was obtained information that the respondent knew of the existence of SMEs producing snacks through social media, both from the accounts created by the MSMEs and from the posts of colleagues who uploaded them while visiting the MSMEs.

This is in line with the theory of the advantages of internet viral marketing, namely that the rapid dissemination of information on the internet cannot be compared to other means of information.

The Role of Marketing Concepts and Development of Viral Marketing Techniques in Increasing Consumer Purchases

Based on the discussion, it is known that visitors say that they are interested in MSMEs because of posting photos of both products and places that are instagramable, plus the sentences used in the promotion are very interesting so that visitors are moved to visit and try the products they market.

Furthermore, based on the previous discussion, it can be seen that the viral marketing carried out by some MSMEs in the City of Tasikmalaya is appropriate and operating well, this can be seen from the number of visitors who know the existence of these MSMEs through Instagram posts either from the account of the owner or employee of the MSME itself or from visitors' posts that unknowingly promote on their social media accounts, this continues in photo reposts and unconsciously has increased promotions on social media.

By presenting products produced by other MSMEs that initially look ordinary, but in the hands of these MSMEs, the products are presented in an attractive style so that they not only taste good but produce art when the food and drinks are photographed. This strongly supports the viral marketing strategy where instagramable photos are also an attraction for social media users to view the information so that they are moved to visit it.

These MSMEs always innovate products by adding various variants to existing foods to produce a menu dish that has a higher selling value and of course, it has very much promotional selling value on Instagram social media. In addition to innovation, creativity is also needed, MSMEs give a touch of creativity to the place by presenting a vintage 70s-style atmosphere. Apart from the product, it also makes the atmosphere as comfortable as possible for consumers to spend time both with family and friends.

CONCLUSION

The use of viral marketing to spread social marketing is very effective in making people understand the products being marketed, according to the results of the discussion, because of the process of using Instagram social media to disseminate information. When it comes to billing recognizing the value of time and distance can help in saving money.

The role of viral marketing, especially the spread of promotional activities on social media, allows the public and viewers to stop being passive observers and instead take a more positive attitude by participating in marketing and responding to something.



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