

OWNED MEDIA: SYSTEMATIC LITERATURE REVIEW (SLR)

Fian Arifiona Faradila^{1*}, Indri Safitri², Herlina Kusuma Wardhani³

¹⁻³ Program Studi Pascasarjana Ekonomi dan Bisnis, Universitas Negeri Malang

E-mail: ¹⁾ fian.arifiona.2304138@students.um.ac.id,

²⁾ indri.safitri.2304138@students.um.ac.id, ³⁾ herlina.kusuma.2304138@students.um.ac.id

Abstract

E-marketing communications offer a great way to establish and enhance connections with customers. In this digital realm, there are various key strategies to consider. One of them is delivering relevant and captivating content that truly resonates with the target audience. Another strategy involves encouraging internet users to engage with the content by leaving comments, sharing their own content, or even participating in interactive games provided by the company. The main objective of this study is to gain a deeper understanding of the knowledge, characteristics, and impact of owned media on digital marketing. To conduct this research, the Preferred Reporting Items for Systematic Review and Meta Analysis related to owned media were utilized. Data was collected from multiple journal sites indexed in Scopus over a span of six years. The findings of this study reveal that having a large social media following does not necessarily translate to increased sales. In fact, owned social media platforms tend to be more effective for brands with a smaller number of followers. Additionally, while it may be tempting to adopt a one-size-fits-all global social media strategy, it is crucial to take into account the cultural context of each country. In countries with a high power distance, a more nuanced approach is required for owned social media to be truly effective. This research contributes to a better understanding of the functions of social media and provides valuable insights for developing effective marketing strategies.

Keywords: Owned Media, Digital Marketing, Marketing Strategy, Systematic Literature Review

1. INTRODUCTION

The ease of use of the internet has had a big impact on the current development of digitalization. Where digitalization is closely related to the process of changing manual or traditional technology to digital to facilitate human activities. This digitalization can make company performance more effective and efficient so that it can optimize company performance to achieve goals. Digitalization is important for companies to be able to develop and also compete with their competitors. Today's digital technology can be used to promote products or services digitally.

Companies can take advantage of digital marketing to reduce costs, where companies can use social media to achieve the targets they want to achieve. Overall, digital marketing can be said to be an adaptive, digital-based process where companies work together with customers and partners to create communication processes and maintain company value for stakeholders (Kannan & Li, 2017). According to Sanjaya and Tarigan (2009: 47) Digital marketing refers to marketing initiatives that use a variety of media, including branding. As an illustration, consider blogs, websites, email, AdWords, and different social media networks.

Social media opens up opportunities for companies to get closer to customers and can also increase the company's brand awareness. Where it can influence the behavior of the target market and get feedback directly or indirectly. Customers can directly see and recognize the products offered by the company in detail. So to build a good company image, the company needs the right marketing and promotional strategies. Because that way, customers will start to be interested and it is possible that customers will like the product.

Nowadays, digital technology is developing very rapidly, making it possible for people to complete various activities from home or the office. This is very easy in the era of digitalization which is rapidly developing. The advent of digital technology and the simplicity with which it can be accessed the internet have made it possible for people to undertake a wide range of activities, including reading books, socializing, conversing with friends across great distances, and even shopping online. The face-to-screen interaction in marketing communications has been replaced by screen-to-face interaction due to technological advancements. This is the reason for the rise in social media and internet users in Indonesia, which in turn contributes to the growing popularity of online shopping. In the middle of hectic daily activities, the internet can be considered to be incredibly useful, simple, and effective in the contemporary digital era. In marketing a product, whether through screen to face or face to face marketing, a marketing communication strategy is required. Having an appropriate marketing communication strategy can prevent companies from losing out on ineffective and inefficient promotions (Arfan & Hasan, 2022). Since technology has advanced, marketers have created marketing communications tools that leverage value-added product experiences and technology to establish their brands. These tools are crucial for drawing in attention and cultivating enduring customer relationships. While brand building through online advertising is still effective, there are many more cutting-edge strategies that are frequently more effective. According to Judy and Frost (2014), e-Marketing Communication is a powerful way to initiate and strengthen relationships with customers. The secret to successfully implementing eMarketing Communication is to provide content that is interesting and relevant to the target market for the company. You should also involve internet users by inviting them to share, upload, and play games or other entertaining content that has been created. supplied and made available by the business (Uva et al., 2023).

2. RESEARCH METHOD

This research employs quantitative techniques. The method employed to carry out this study is to The Systematic Literature Review (SLR) approach was utilized in the compilation of this article. SLR identifies, reviews, assesses, and analyzes all accessible research. With this method researchers do review and identify journals structurally that in each process follow predetermined steps (Afsari et al., 2021). This literature review cites 7 articles relevant to the application of PRISMA principles. Using the Watase Uake program and the Scopus database (Q1-Q4), topic grouping analysis and visualization of relationships between emerging themes were carried out. Term “Owned Media, Communication, Paid Media , Earned” used, and each article found uses pre-established inclusion and exclusion standards. The publication year of the article used between 2018-2019 is the first requirement. This criterion seeks to maintain the applicability of the topic while keeping abreast of current

developments in the research subject related to the research problem. The second shara, the article must be a complete document; Proceedings and books published in other formats are not acceptable.

The details of article selection are described using the PRISMA flow diagram in figure 1. After screening, researchers read one by one articles that have complete documents. The goal is to ensure that all articles collected are relevant to the research topic. Conversely, articles that do not meet the criteria are excluded from the analysis process.

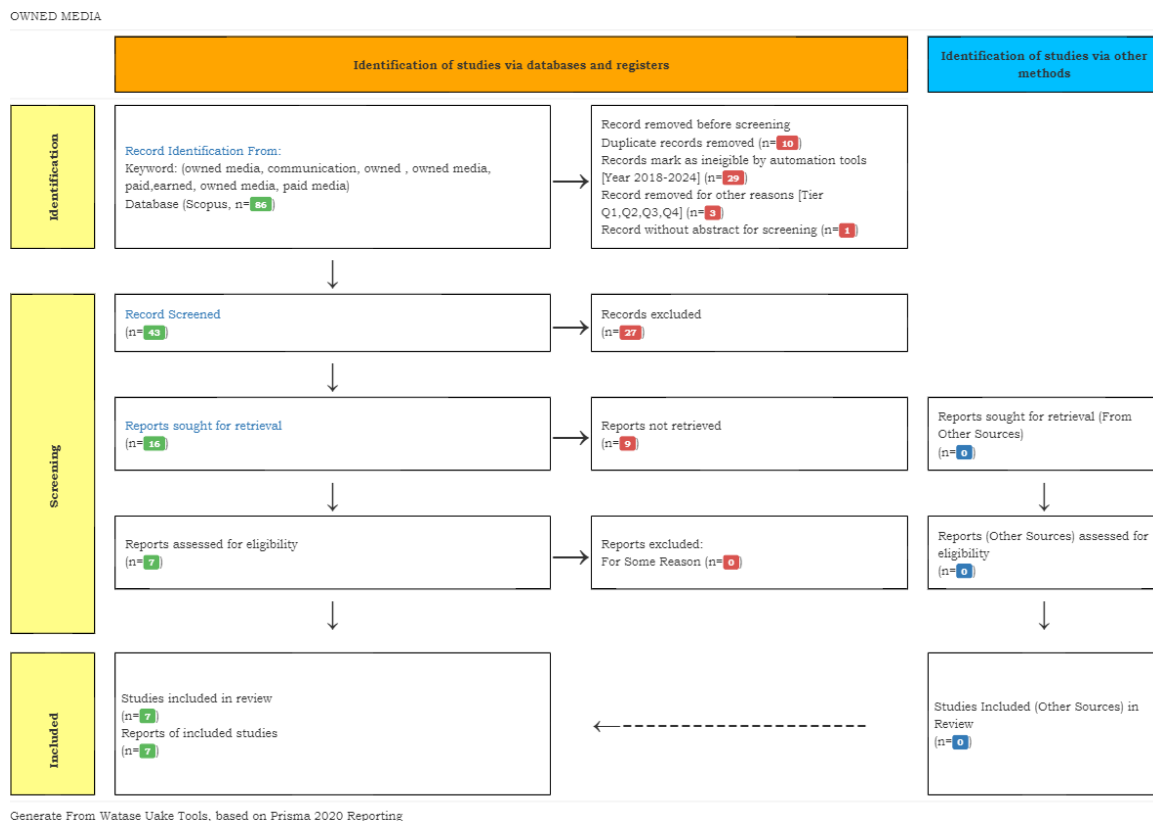


Figure 1. Prism Diagram

3. RESULT AND DISSCUSION

The following are the results of the PRISMA (Preferred Reporting Items for Systematic Review) identification:

Table 1. Overview of Analysis Result

No	Authors	Year	Title	Journal	Citation	Journal Rank
1	Zhou et al.	2023	Owned media or earned media The influence of social media types on impulse buying intention in internet celebrity restaurants	International Journal of Hospitality Management	3	Q1
2	Vieira et al.	2022	Amplifying retailers sales with a hub s owned and earned social media The moderating role of marketplace organic search	Industrial Marketing Management	4	Q1
3	Barquero et al.	2023	Owned media, influencer marketing, and unofficial brand ambassadors differences between narratives, types of prescribers, and effects on interactions on Instagram	Humanities and Social Sciences Communications	1	Q2
4	Liang and Chen	2020	A Qualitative Study on Local Individual- or Family-Owned Casual Chinese Restaurants Marketing Communication Strategies	Journal of International Food & Agribusiness Marketing	3	Q2
5	Xie et al.	2018	Paid, Earned, Shared and Owned Media From the Perspective of Advertising and Public Relations Agencies Comparing China and the United States	International Journal of Strategic Communication	24	Q1
6	Liadeli et al.	2022	A Meta-Analysis of the Effects of Brands Owned Social Media on Social Media Engagement and Sales	Journal of Marketing	22	Q1
7	TenBerge and Riggins	2018	Responding to Unsolicited Medical Requests from Health Care Professionals on Pharmaceutical Industry-Owned Social Media Sites Three Pilot Studies	Journal of Medical Internet Research	6	Q

After the screening process related to the specified criteria, 7 relevant articles related to owned media were obtained. where the research is the latest research from the publication of various scopus indexed journals in the last 6 years.

The first journal Zhou et al (2023) has up to three citations. The results of this study show that social media marketing is crucial to the growth of online eateries, but further research is needed to determine how different social media platforms relate to customers' intentions to make purchases at this celebrity restaurant. It was discovered that paid media is more likely to elicit more impulsive buying intents than owned media. Additionally, their trust and interest creation mediate this process; yet, significant brand familiarity reduces the impact of paid advertising on consumers' trust, interest creation, and impulsive purchase intention. The research itself has the potential to advance knowledge of social media's capabilities and offer managerial insights for creating marketing plans.

The second, which contains up to four citations, was carried out (Vieira et al., 2022). This study shows that owned media (blog comments) and paid media (Facebook comments) positively moderate organic market search. The way these factors interact has an impact on how well the business performs, namely on the sales of online retailers. The study discovered that owned media revenue had a higher moderating effect than paid media revenue. The study also discovered that retailers' performance is impacted by fans' affective commitment that is in line with group norms. Through shared social media profiles, such as company profiles, fans establish emotional and social ties with brands and companies, which in turn promotes fan connections on social media. Market marketing managers have the opportunity to enhance brand presence and visibility to audiences beyond their actual market followers on social media platforms by leveraging the volume of social media activity utilized to implement communication strategies on their own social media channels.

The third investigation, cited (1), was carried out by Barquero Cabrero et al (2023). The purpose of this study was to compare the narrative devices employed by the official Instagram accounts of five national brands that are Ibero-American with those used by users (UGC) to see which hashtags advocated by these official accounts result in more natural interaction on these social media platforms (likes and comments). It was discovered that owned media posts with photographic content and posts that created more engagement had greater interaction rates, while UGC posts with reels had nearly six times more interaction than other post categories. In this instance, it's critical to emphasize that, while developing a nation branding content plan, visual material should take center stage. Conversely, influencer marketing works best for vertical video (Reel), as it expands the brand's audience and fosters brand interaction. It was discovered that contests result in less likes when the study examined the kinds and resources that boost interaction and reach of owned media and UGC postings. But as was to be expected, those that promoted audience interaction—like asking questions—got more comments than those that didn't.

The fourth study, which has up to three citations, was carried out (Liang & Chen, 2021). Although the interviewees' grasp of advertising differed, it was determined from the results that Chinese restaurant owners understood the value of advertising to their businesses. Where Chinese restaurant owners choose between a unitary and multiplicity advertising plan style based on their understanding of advertising. Chinese restaurant operators, whether solo or family-run, have also experimented with a range of traditional and digital media promotion strategies. Delivery coupons are thought to be the most successful conventional

promise technique. Regarding new media, restaurant owners' personal use and felt pressure from competitors were the two most significant factors, despite the fact that many other factors, such as perceived ease of use and utility, also influenced respondents' use of new media advertising.

The fifth study by Xie et al (2018) has up to 24 citations. By contrasting the viewpoints of 42 advertising and PR practitioners in mainland China and the United States, this study explores the media landscape as well as the incorporation and incursion of these strategies in the two nations. It was discovered that changes to social media systems and financial models, as well as encroachment into each other's media domains, are among the major effects of the unparalleled expansion of social and digital media on Chinese and US agencies' media practices. While participants agree on the nature of owned media, the research also reveals that practitioners in the two countries have different definitions of new media. For instance, the PESO categorization system—which stands for paid, earned, shared, and owned media—is not as widely accepted in China as it is in the US. Chinese practitioners, it is noteworthy, attribute the success of Asia Pacific's strategic communications to digital and social media tactics such mobile advertising, Wechat, Sina Weibo, and sponsored influencers.

The sixth study by Liadeli et al (2023) has up to 22 citations. With an average elasticity of 0.137 for social media engagement and 0.353 for sales, the results show otherwise, contradicting the common assumption that social media only drives engagement and almost has no effect on sales. These findings support some current beliefs, such as the idea that owned media is more effective in increasing sales of new products compared to mature products. The study's findings also offer suggestions for improving the way social media content is tailored to communication goals. For example, to increase engagement, content should be more functional rather than emotional, and avoid deals, which are the least effective kind of content. To boost sales, content should communicate product benefits and be more functional rather than emotional. While it is tempting to use one global social media strategy, owned social media will be more effective in countries with high power distance, so it is important to use one global social media strategy. The study found that growing large social media communications is not important for increasing sales because owned social media is more.

TenBarge & Riggins (2018) completed their seventh study, which has as many as six citations. This study looked at the usage of social media as an extra avenue for healthcare professionals (HCP RUR) to reply to unsolicited medical requests directed at the pharmaceutical sector. Two company-owned social media accounts and four accounts used for marketing were present. Compared to the business accounts, which received two unsolicited medical requests, the marketing accounts received seven. This might be because the corporate account uploaded high-level, business-focused content, whereas the marketing account posted more scientifically detailed content. Compared to the LinkedIn account, which only had one medical request, the three Twitter accounts had more total engagement (medical requests and other general activity). This could be largely attributed to the experiments being carried out during media congresses, when the adoption of hashtags relevant to the congress tends to increase Twitter activity. Because of the nature of the channel, there is a chance that new questions will arise with the inclusion of new digital channels. Since medical congresses tend to boost HCP social media usage, particularly on

Twitter, inquiries about congress logistics may become more common. Nine unsolicited media queries were the outcome of the three RUR HCP social media trials, according to this report. While the number of innovative media information contact center channels may seem low compared to more conventional channels like the telephone, it often takes some time to raise awareness of new service offerings. Nevertheless, knowing about the channel is essential to comprehending its actual purpose. Additionally, businesses should think about developing a combined consumer and HCP RUR strategy that can be implemented uniformly across sites, since customers now appear to account for the majority of interactions on social media.

4. CONCLUSION

In conclusion, the implementation of Owned Media holds great significance for companies in enhancing their digital marketing efforts. This conclusion is drawn from the findings of Watase Uake and Scopus software. Through a comprehensive review of literature and research journals, it can be inferred that Owned Media plays a crucial role in fostering consumer loyalty by ensuring consumer satisfaction. By delivering relevant and influential content and engaging with consumers, owned media helps in strengthening and nurturing consumer loyalty. Moreover, companies can exercise control over their content narratives and tailor them according to their objectives, while also utilizing media platforms that align with their target audience. Furthermore, owned media can lead to earned media, which refers to content published by third parties without direct company control, but has the potential to reach new audiences organically. The utilization of owned media involves several steps, including setting goals, understanding target consumers, and analyzing company content.

REFERENCES

- Afsari, S., Safitri, I., Harahap, S. K., & Munthe, L. S. (2021). Systematic literature review: efektivitas pendekatan pendidikan matematika realistik pada pembelajaran matematika. *Indonesian Journal of Intellectual Publication*, 1(3), 189–197.
- Arfan, N., & Hasan, H. A. (2022). Penerapan Digital Marketing Dalam Upaya Peningkatan Pendapatan Usaha Mikro Kecil Dan Menengah. *ILTIZAM Journal of Shariah Economics Research*, 6(2), 212–224.
- Barquero Cabrero, J. D., Castillo-Abdul, B., Talamás-Carvajal, J. A., & Romero-Rodríguez, L. M. (2023). Owned media, influencer marketing, and unofficial brand ambassadors: differences between narratives, types of prescribers, and effects on interactions on Instagram. *Humanities and Social Sciences Communications*, 10(1), 1–12.
- Liadeli, G., Sotgiu, F., & Verlegh, P. W. J. (2023). A meta-analysis of the effects of brands' owned social media on social media engagement and sales. *Journal of Marketing*, 87(3), 406–427.
- Liang, X., & Chen, H. (2021). A qualitative study on local individual-or family-owned casual Chinese restaurants marketing communication strategies. *Journal of International Food & Agribusiness Marketing*, 33(3), 243–264.
- TenBarge, A. M., & Riggins, J. L. (2018). Responding to unsolicited medical requests from

- health care professionals on pharmaceutical industry-owned social media sites: three pilot studies. *Journal of Medical Internet Research*, 20(10), e285.
- Uva, I. M., Ariati, E., & Fantini, E. (2023). Digital Marketing and Marketing Communication Strategy at Ciwaringin Cirebon Batik Ukm as a Challenge in Technological Development. *Indonesian Journal of Contemporary Multidisciplinary Research*, 2(6), 1055–1068.
- Vieira, V. A., de Almeida, M. I. S., & Schreiner, T. F. (2022). Amplifying retailers' sales with a hub's owned and earned social media: The moderating role of marketplace organic search. *Industrial Marketing Management*, 101, 165–175.
- Xie, Q., Neill, M. S., & Schauster, E. (2018). Paid, earned, shared and owned media from the perspective of advertising and public relations agencies: Comparing China and the United States. *International Journal of Strategic Communication*, 12(2), 160–179.
- Zhou, Y., Li, Y.-Q., Ruan, W.-Q., & Zhang, S.-N. (2023). Owned media or earned media? The influence of social media types on impulse buying intention in internet celebrity restaurants. *International Journal of Hospitality Management*, 111, 103487.

Copyrights

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4.0/>).