

Top Post Based on Animo Facebook Social Media Followers PT Mitra Meisou Indonesia As a Means of Promotion of Apprenticeship to Japan.

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Abstract

PT Mitra Meisou Indonesia uses information technology to market its products, in this case offering services to send apprentices to Japan. The most common social media used by PT Mitra Meisou Indonesia to promote the apprenticeship program they offer is facebook. This study aims to find out the type of content that is most liked by followers of PT Mitra Meisou Indonesia's facebook account. The method or ways that the author does is to use descriptive methods. i.e. a method of research through direct observation in the field and data collection from the company. The result of this study is the type of content most favored by followers of PT Mitra Meisou Indonesia's facebook account is the content about apprenticeship information and cooperation programs conducted by PT Mitra Meisou Indonesia.

Keywords

Marketing, Apprenticeship, Facebook,

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Introduction

At this time the development of technology is advancing rapidly. Information that is so fast makes people have to be able to process various information that exists to obtain something desired (Desai & Von Der Embse, 2001). The development is not only in a matter of years, months, or days, but hours, even minutes or seconds mainly related to information and communication technology supported by electronic technology. The rapid development of communication and information technology certainly provides great benefits for human life. Technological advances are increasing rapidly today, giving the impact of expanding information technology to all fields, one of which is the field of marketing. Information technology in the field of marketing will have a great positive impact to carry out the desired marketing business. The development of marketing strategy technology at this time is not limited through newspapers, radio or television but many references can be used such as through social media, brochures or online marketing (Yunus, Susilo, Riyadi, Indrasari, & Putranto, 2019).

Companies channeling labor or apprenticeships to Japan are increasing in Indonesia (Saragih, Zulham, & Mulyana, 2020). One of them is PT Mitra Meisou Indonesia. This company is a foundation engaged in apprenticeships to Japan under the Japan Liaison Office with the supervision of JITCO (Japan International Training). PT Mitra Meisou Indonesia utilizes existing technology to offer its products to prospective interns and reduce the unemployment rate in Indonesia.

PT Mitra Meisou Indonesia tries to improve the work capabilities of Indonesian youth through technical apprenticeship programs so that Indonesia, which is a developing country, can transfer technology from Japan. with the birth of high-quality labor, it is expected that it will be able to advance Indonesia's industry and economy.

To make trainees interested in apprenticeships, PT Mitra Meisou Indonesia uses information technology to market its products, in this case offering services to send apprentices to Japan (Wijayana & Achjari, 2020). The most common social media used by PT Mitra Meisou Indonesia to promote the apprenticeship program they offer is facebook, because facebook social media is very effective and efficient to be used as a promotional media. PT Mitra Meisou Indonesia often posts on facebook accounts. This has an impact on the number of apprentices of PT Mitra Meisou Indonesia is increasing every year. Based on that background, the author will discuss the posts on pt Mitra Meisou Indonesia's facebook account from 2015 to 2019. The author wants to know the type of content that is most liked by followers of PT Mitra Meisou Indonesia's facebook account.

Identify The Problem

Identify the problem that will be discussed by the authors in this study is.

1. What kind of uploads are the most liked (top post) followers of PT Mitra Meisou Indonesia's facebook account.
2. What is the reason for followers of PT Mitra Meisou Indonesia account likes the upload of PT Mitra Meisou Indonesia facebook account.

Research Objectives

The objectives of this study are as follows.

1. Know the most popular uploads (top posts) followers facebook account PT Mitra Meisou Indonesia.
2. Know the reason for followers of PT Mitra Meisou Indonesia facebook account likes uploads on pt Mitra Meisou Indonesia facebook account.

Research Methods

The method used in this study is a descriptive method that is describing or describing a thing. Siedlecki (2020) suggests that descriptive methods are methods that aim to create descriptions; meaning images, paintings systematically, factually and accurately about the data, properties and relationships of the phenomena studied. This method is also said to be the right method. Thus, the author set using descriptive writing method as a method of drafting this research.

The research consists of three stages, namely.

1. Data Collection Stage.

The author collected data on promotional content on PT Mitra Meisou Indonesia's facebook account in the last five years, starting in 2015 and 2019

Year	Number of Posts
2015	10
2016	10
2017	10
2018	10
2019	10
Total	40

Data Classification Stage.

The collected data amounted to 40 uploads. Furthermore, the author classify the data that the author has obtained. Data classification by upload type. Here is a breakdown of the results of the classification of data that has been done.

a. Apprenticeship Company Information.

This content contains information about internships in Japan in cooperation with PT Mitra Meisou Indonesia. Number of uploads 5 uploads.

b. Documentation of Activities of PT Mitra Meisou Indonesia.

This content is in the form of photos of PT Mitra Meisou Indonesia with staff, teachers and interns in Indonesia. Number of uploads 10 uploads.

c. Information of PT Mitra Meisou Indonesia.

This content contains about the cooperation of PT Mitra Meisou Indonesia with companies in Indonesia. Number of uploads 10 uploads..

d. Documentation of the daily activities of interns in Japan.

This content is a photo of an intern while in Japan. Number of uploads 15 uploads.

Data Analysis Stage.

a. Search for the most popular uploads on PT Mitra Meisou Indonesia's facebook account.

b. Find out why followers of PT Mitra Meisou Indonesia facebook account like uploads on PT Mitra Meisou Indonesia facebook account based on the results of questionnaires distributed by the author.

Results and discussion

The authors distributed questionnaires to 30 repondens. Demographic data of questionnaire respondents are as follows.

RESPONDEN							
Gender		Age			Occupation		
Male	Female	15-17	18-20	23	Student	University Student	Employee
12	18	4	15	11	3	21	7
Number of Respondents 30		Number of Respondents 30			Number of Respondents 30		

Here are the responses the authors received from 30 respondents to the questionnaire being disseminated. The response consists of three uploads that facebook account followers like the most and the reasons why they like them.

1. Post about "Information of apprenticeship companies in cooperation with PT Mitra Meisou Indonesia". The reason respondents liked the upload from PT Mitra Meisou Indonesia's facebook account with the theme of internship company information is because of the interesting content

material. This reason was chosen by 62% or 18 people out of 30 respondents. The reason for liking uploads is because of the attractive images of 28% or 8 people. While as many as 10% or 4 people like the content of the post for other reasons.

2. Post about "Documentation of internship activities at PT Mitra Meisou Indonesia". PT Mitra Meisou Indonesia in addition to uploading every internship activity in Japan, they also upload every activity of the trainees during the training and teaching and learning process at PT Mitra Meisou Indonesia.

The reason respondents liked the upload from PT Mitra Meisou Indonesia's facebook account, which was themed on the activities of interns, was because of the interesting content material. This reason was chosen by 58% or 16 people out of 30 respondents. The reason for liking uploads is because of the attractive images of 26% or 6 people. While as many as 16% or 8 people like the content of the post for other reasons.

3. Post about "Learn traffic rules in Japan". The upload that is widely liked by followers of PT Mitra Meisou Indonesia's facebook account is the activity of interns in Japan while studying traffic rules in Japan. The reason respondents liked the upload from PT Mitra Meisou Indonesia's facebook themed learning traffic rules in Japan in the fourth classification is because of the interesting content material, this reason was chosen by 28% or 8 people out of 30 respondents. The reason for liking uploads is because of the interesting images as many as 49% or 20 people out of 30 respondents, while as many as 23% or 2 people like the content for other reasons.

Conclusion

The conclusions obtained by the author are as follows:

1. The most popular type of content by followers of PT Mitra Meisou Indonesia's facebook account from 2015 to 2019 is the content about apprenticeship company information and cooperation programs conducted by PT Mitra Meisou Indonesia. This upload was liked by female respondents, who are students with a range of 23 years old.

2. Based on the results of the questionnaire, the reason respondents liked the upload on pt Mitra Meisou Indonesia's facebook account was because of the interesting and useful content.

Suggestion

Here are some suggestions for PT Mitra Meisou Indonesia in order to increase the number of facebook account followers and increase interest for the public to follow the apprenticeship program that PT Mitra Meisou Indonesia offers:

1. Increase the upload on PT Mitra Meisou Indonesia's facebook account about apprenticeship programs to Japan.

2. Reproduce content with interesting and useful materials to increase knowledge about apprenticeship programs to Japan and introduce Japanese culture because the majority of respondents are students.

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