

The Role of Non Paid Magazine In Different Level of Readers

Dini Salmiyah Fithrah Ali, Freedy Yusanto

Faculty of Communication and Business – Telkom University, Jl. Telekomunikasi, Terusan Buah Batu, Bandung 40257, West Java, Indonesia

Abstract

The purpose of this study is to elaborate the role of non paid magazine in different level of reader. The methods, which are used to answer the research question, have been collected through qualitative research, which include focus groups and personal interview. Next to qualitative research there has also literary research conducted. This has been done by of comparing theories and philosophies from various theorists and researchers. The object of this study is non paid magazine – *Free! Magazine* with Hierarchy Model Response. The concept of research focused on the article on *Free! Magazine* that had been published within one year. The result shows article in non paid magazines boost the effectiveness of other media at all stages of the funnel. Readers in non paid magazine become deeply engaged with their non paid magazines. As a result a strong relationship, a bond of trust, grows up between different level of readers chosen non paid magazines.

Keywords: non paid magazine, free! magazine, article, behavior, hierarchy model response

Introduction

People still love printed magazine, especially non paid magazines for decades. It is engaging to see the influence and capability of non paid magazines among various online media. Moreover, we are facing the information age. The needs for information offer various kind of mass media that have the wide of range to spread information to public. People are spoiled by the numerous

information out there as the same time confusing easily to choose the precious information because we can get the information from many sources. One of sources is from non paid magazines. Non Paid magazines are easy to find in various attractive covers, spread out in many public areas in big cities, including Bandung.

Gradually, the existence of non paid magazine becomes stronger. Many public areas such as mall, hospital, community or some big companies spread their ideas through non paid magazine with new concepts, creative format and attractive content. These concepts offers various content such as about article of the newest cafés in the town, the hottest clubbing place, new trend of clothes, movie review or product launching.

Non Paid Magazines focus on very segmented readers. But to be profitable, they strive for the largest possible audience they can reach within their potential target group. Publishers claim that they distribute non paid magazines in particular area and place in order to save the distribution cost to a very minimum level. Readers could find and get the non paid magazine easily at some pick-up points. It is considering that the pick-up points are quite relevant with the content of the magazines, meaning that the readers are the people that are quite similar with the profile set by the magazine Hence, placing relevant article in the non paid magazine will be more effective.

Here are references numbers of non paid magazine in Jakarta that classify itself as lifestyle non paid magazine (PPPI, 78, 2015)

No	Classification	Media Titles	Numbers
1	Lifestyle	<i>Free! Magazine</i> , Maxx Media, Area, Citi Mag, Clue Magazines, Djakarta, Vlex, Real, Liquid, G Plus, The Heat, D'Point Mag	12

The research focus on the *Free! Magazine* because as the first non paid magazine in Jakarta, *Free! Magazine* has been surviving for almost 2 decades in non paid magazine industry. Since 2000, it has managed to reach its audience who loves modern living; entertainment, music, film,

fashion, style, sport and technology. *Free! Magazine* audience is primarily local Bandung residence between the age of 18 and 35. The target of *Free! Magazine* is the executives, about 70% is primarily for the single ones and the rest is for young married couple. *Free! Magz* readers! are divided into 55% male and 45% female. The circulation of magazine is 10,000 copies per edition.

Literature Review

Mass Communication

According to Bittner (2011), “*Mass communication is messages communicated through a mass medium to a large number of people*”. Mc Quail (2005) defined the mass communication as follows: “Mass communications comprise the institutions and techniques by which specialized groups employ technological devices (press, radio, films etc) to disseminate symbolic content to large, heterogeneous and widely dispersed audiences”. The units of analysis for mass communication are the messages, the mediums, and the audience. Mass Communication represents the creation and the sending of a homogeneous message to a large heterogeneous audience through the media. Mass communication studies the uses and effects of the media by many as opposed to the study of human interaction as in other communication contexts.

Mass Communication Models

The most obvious feature of the mass media is that they are designed to reach the many. But we are now faced with new technological possibilities for communication that are not massive or one-directional (McQuaill and Windahl; 2003). Here some alternative models of process of public communication relevant for different purposes.

Models of the mass communication process

	Orientation of	
	Sender	Receiver
Transmission model	Transfer of meaning	Cognitive processing
Expressive or ritual model	Performance	Consummation/shared experience
Publicity model	Competitive display	Attention-giving spectatorship
Reception model	Preferential encoding	Differential decoding/construction of meaning

Source: Mc Quail 2003

The Character of The Audience

According to Wiryono (2000), the mass audience has the characters as below

a. Large

The amount of mass audience is relative and spread in various locations. Television audiences, for example, an individual scattered in hundreds or thousands (even millions) of households in public places that are installed television receiver.

b. Heterogen

Mass communication is aimed at all levels of society, from different social status, gender, education, and shelter. Heterogeneous is all walks of life with various diversity.

c. Anonymous

Anonymous defined members of the mass audience, is generally does not have personal connection with the communicator.

Media

Media is the umbrella term that includes all types of printed and electronic communication, including TV, radio, newspapers, magazines, outdoor, mail. Every medium has different function and contribution in shaping Consumer Behavior

Mc Quail (2007) offers the following typology of common reasons for media use

First is media use for information. It means media has a function to find out about relevant events and conditions in immediate surroundings, society and the world, to seek advice on practical matters or opinion and decision choices, to satisfy curiosity and general interest learning; self-education, and to gain a sense of security through knowledge

Second is media use for personal identity. This condition requires media to find reinforcement for personal values, models of behavior, to identify other values (in the media), and to gain insight for one's self

Third is media use for integration and social interaction. This is for any situation where the purpose of using the media is to gain insight from circumstances of others; social empathy, to identify others and to gain a sense of belonging, to find a basis for conversation and social interaction, to have a substitute for real-life companionship, to help carrying out social roles, and to enable one to connect with family, friends and society.

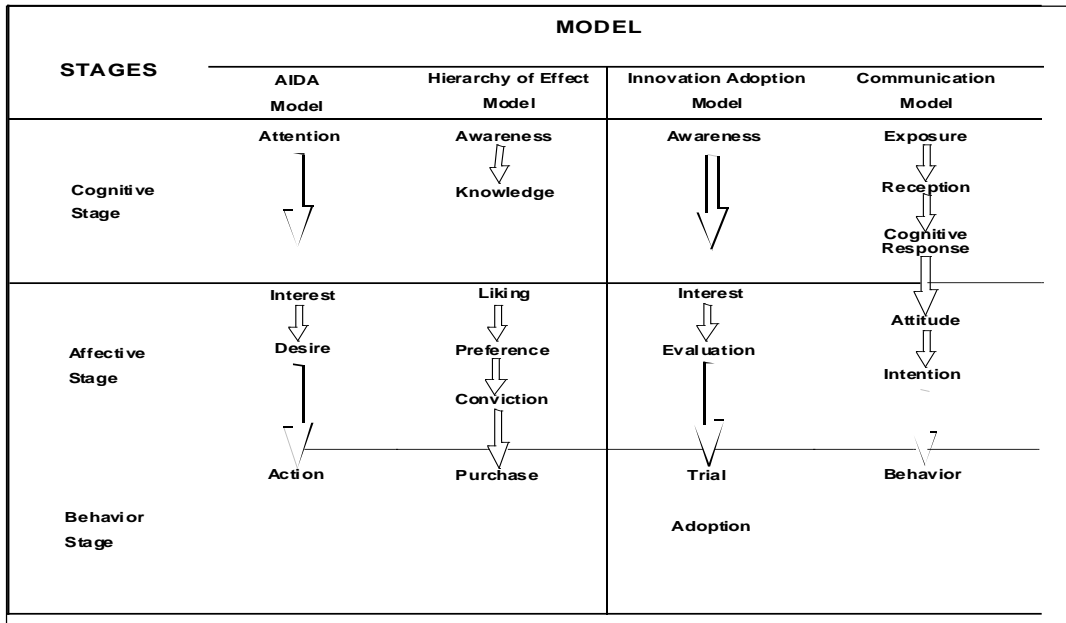
Fourth is the media used for entertainment. This function helps readers to escape or divert from problems, relax, get intrinsic cultural or aesthetic enjoyment, kill time, release emotion, get sexual arousal.

From the media purpose above, we can conclude that media has a very significant function. Compared to niche media only focusing on a defined group sharing a characteristic, mass media has an advantage as a vehicle for reaching the masses in large or diverse audience.

Hierarchy-of-Effect Model

The most important factor in this research is the impact from readers side placed by brands/products article. Hierarchy-of-Effect Model respond explain about customers (readers)' response to marketing communication designed by communicator. In this theory, there are three main steps, namely, cognitive, affective and behavioral.

Kotler (2010) mention three-dimensional mass communication, namely: cognitive, affective, and behavioral. Cognitive effects include increased awareness, learning, and additional knowledge. Affective effects associated with emotions, feelings, and attitudes. While behavior effects related to the behavior and intentions to do things in a certain way. Furthermore, Kotler stated that, although the dimensions of these effects relate to one another, they are also independent of each other.



(Kotler, 2010)

Magazine

Magazine remains as a competitive medium. In fact, as magazines have proliferated within new niches and segments, they can draw in new audiences primarily interested in other type of medium. Licensed magazines could trigger readership smoothly. But, their rapid growth could make the advertising pie getting smaller for each of them, and threaten the viability of both new and established magazines.

Magazine contributes to significant gains across the purchase funnel (from brand awareness to purchase intent). Magazine advertising appears to work well with advertising in other media. Magazine's strong performance could be attributed to a number of factors

First is message context. The medium is the message (or at least part of it). Marketer has the ability to target their message in a relevant context and can enhance the effectiveness of their article'. Second is Targeting. Marketer can select media placement from a wide range of attitudinal and behavioral profiles, using common magazine media-planning tools. Last is engagement with article of magazine . Magazine may be perceived as part of natural flow of a magazine and therefore, of value to the reader.<www.magazine.org>[accessed 26 July 2016].

With magazines, the reader is in full control of his or her exposure. Exposure can be extended as long as the reader wishes. An ad can be studied in as much depth as desired, the diagrams examined, the room layout pored over, the small print read, and so on. It's a positive aspect of the fact that magazines are on paper and therefore can be held in the hand.

Magazines allow readers to extend the mental work they choose to do when looking at an article. It can be reread to resolve any unclear aspects, or to work out the implications to one's own circumstances of what the article is saying

The consequence of putting in this extra work is that the messages are likely to be more deeply ingrained into the reader's mind. Thorough connections can be made with the reader's existing experience, attitudes and plans. The knowledge and impressions derived from the article can be interpreted and translated through the filter of the reader's own requirements, and this anchors them in the mind.

The will to read an article is the easiest to secure if the product is already of inherent interest, but all ads can draw attention through the strength of the creative work, even if the product is initially of low-interest.

Furthermore, many magazines have highly targeted readerships, which ensure that a high proportion of article are indeed relevant to those readers. This underlines the importance of assessing ad effectiveness.

Change promotes change. Consumers have an increasing array of media options and new technology to control how they use media. In this brave new world, consumer can reject unwanted article and they are doing so.

For magazines, this new level of scrutiny extends beyond audience to how consumer buys magazines-what they pay and how they acquire their copies. Magazine itself, as printed media, is basically divided into two basic types

First type is paid Circulation where the readers pay to receive it and most revenue comes from advertisement. Second type is Non Paid/Free Circulation where the readers get it free and all revenue comes from advertisement.

Paid and Non Paid Magazine

Debbie Solomon from Mediamark Research Inc (MRI) conducted a research about the reader of magazine, and suggested that many assumptions may not be accurate about the connection between consumer's reaction to magazine advertising and the price paid and circulation source for the magazine that they read.

The growing composition of public place readers among total magazine audiences has fueled advertiser interest in understanding the effects of circulation source and price. The analysis of Mediamark Research Inc (MRI) data shows that approximately one-fourth (24%) of magazine reading is done in public places, going up from 16% in 2015. The research also shows that with the advances in addressability and targeting capabilities, public place readers represent an extremely valuable audience segment.<www.magazine.org>[accessed on 26 July 2016]

Public place magazine copies offer a key benefit for article: additional advertising exposure opportunities. Public place copies typically generate many more readers per copy than the average copy of a magazine, and these public readers are often more upscale.

Public Place Readers

	Non Paid Copies	Paid Copies
Devoted to just reading	71%	66%
Doing other things at the same time	34%	54%

Source: <www.media.org> [accessed on 26 July 2016]

Firstly, reading magazines is the most commonly cited activity in each and every type of public place.

Secondly, readers reveal a strong emotional connection with public place copies. For example, almost all or 95% of public place readers report that they would be upset, undeserved or bored if no magazines were available in public places.

Thirdly, public place readers are engaged in their magazines though readers spend less time with public place copies than paid copies, the time spent with public place is more focused.

Public Place Reading Generates Action

Across Taken (Total)	98
Created word of mouth	86
Visited Website mentioned in magazine	88
Purchase interest based on ad	75
Used info/ideas from magazine	89
Learned about products/services wasn't aware	92
Researched to find out more about product/service	77
Asked beauty salon/doctor/professional	93

Source: <www.media.org> [accessed on 26 July 2016]

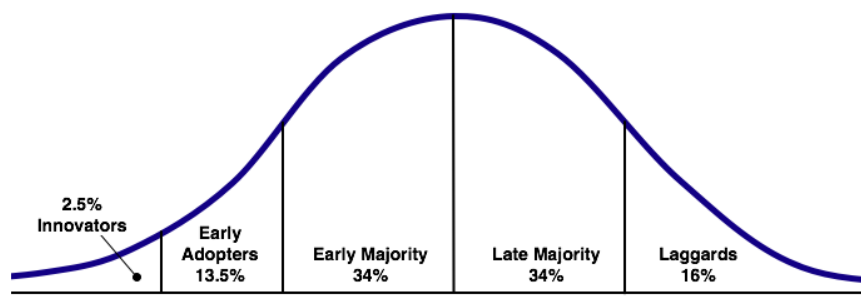
Meanwhile, Affinity Research VISTA studies the response of magazine readers to article placed across various publications and noted that on average, more than half took or planned to

take action as a direct result of exposure to specific printed ads. Reader action levels were similar for both paid and unpaid readers. <www.magazine.org>[accessed on 26 July 2016]

Methodology

To examine the role of non paid magazine in different level of readers the researchers used qualitative research methods through focus group discussion, collecting accurate data based on the data field also features an interview with informants. According Jumroni and Suhaemi (2006; 14), the qualitative research conducted in a reasonable situation (natural setting) and data collected are generally qualitative. The reason using the methods of qualitative research is to investigate the role of non paid magazine in different level of readers.

The qualitative research was conducted with different focus groups discussions. Four groups were put together to create an interactive conversation on the specific research theme. First group consisted of three people who read the *Free! Magazine* under 1 years, the second group consisted of three people who read *Free! Magazine* between 1-5 years, the third group consisted of three people who read the *Free! Magazine* between 5-10 years, the last group consisted of three people who read *Free! Magazine* above 10 years. The overall research strategy was to explore consumer's feelings and behavior in relation to non paid magazines within the context of their day-to-day lives. (Stevens, 2011) The participants were divided according to innovation theory model from Everett Rogers as below



Source: Everett Rogers definition of innovation

This model will help to differentiate the four different groups of people and analyze similarities between the people opinions who are situated within the same category. The different categories

will make a distinction in the kind of knowledge and values the people possess. The way the groups are divided, within the categories, were based on their knowledge, interests and prediction towards trends.

Findings and Discussion

The content of non paid magazines has impact on the influence they generally have on the industry. It is therefore important to elaborate the values that non paid magazines have in terms of the stories that they sell and the feeling a magazine provides when its read. Moreover, the way that non paid magazines portray things is also an important factor in understanding their power.

To underpin the influence of non paid magazines it is important to explain the advantages that magazines have compared to other media sources. The non paid magazines will be strengthened in the active way in which readers choose and use their magazines.

At Cognitive Stage, main articles in *Free! Magazine* are always gain the most attention for the early adopters. It shows when consumers read magazines, they are much less likely to engage with other media or to take part in no media activities compared to the internet. Meanwhile for early majority and late majority the article of the magazine ranked at or near the top of list. Furthermore, for the laggards, readers are more likely to turn to non paid magazines to search the information means valuable content across a variety of categories.

At Affective Stage, main articles in *Free! Magazine* are appealing for the early adopters. Non Paid Magazine readers are more likely than users of other media to show their interest to friends and family on products or service across a variety of categories. Magazines are also most likely to complement the web in reaching social networkers, whom marketers increasingly favor in generating buzz. Later on for early majority and late majority they interest to the article in non paid magazine because it supplies credibility. Readers trust and believe the article in non paid magazines. The finding on being trustworthy compared to the internet confirms by the laggards that consumers place significant trust in non paid magazine articles according to their experience.

At Behavior Stage, main article in *Free! Magazine* make readers as the early adopters comes to the place and try the products or services are being offered. It means the greatest impact on readers attitudes are aided brand awareness. Articles in Non Paid Magazines tied their contribution to awareness as long as it shows consistent performer with other main media which is internet. For early majority and late majority the greatest impact on readers attitudes are arising brand favorability. Consumer were asked to rate their opinion on a scale similar to the following: Very favorable, somewhat favorable, neither favorable nor unfavorable, somewhat unfavorable, very unfavorable.(Kaznuk, 1994).Mostly, the article tell the stories that connect to their readers, the heart of any good story or experience is a narrative that the reader can connect with – this is true across non paid magazine readers. For the late majority, they loyal to the non paid magazine because they feel the engagement. From the possible response and answer, we can capture the reader interest that inform the publishing to see how the content of article drive to positive results. For the laggards, article in non paid magazines are contributing significant factor on the purchase funnel. The articles are relevant and targeted considering the readers to pursue the product or services that fit their needs. Tehe article based on the experience from the true story of the expert that put on the non paid magazines are generally the strongest driver of purchase intent. The research demonstrated more than half of readers act on the that kind article itself. Non paid magazine are also have strong driver point in spur online purchase and offline behavior.

Conclusion

Non Paid Magazines are more than just a bundle of paper with the latest new, trends and info. The result which are shown, underpin the unconscious effect that non paid magazines have while readers are reading them. The existence also depends on the physical part of the reader's association with reading non paid magazines. By projecting themselves upon the ideal picture and inaccessibility, they create a bigger desire while reading the article in non paid magazines. This formula is used by the majority of the non paid magazines; they turn the article in non paid magazine into storybook, by which the reader can dream away and forget about the reality. With

the historic background that non paid magazines have with story, the magic of non paid magazines is still being proceeded by numerous experts in the industry.

Non Paid Magazines generally contribute more than other media when looking at the readers purchase decision-making process. As a result, magazines boost the effectiveness of other media at all stages of the funnel. Readers in non paid magazine become deeply engaged with their magazines. As a result a strong relationship, a bond of trust, grows up between the readers chosen non paid magazines.

References

- Betts, Peter, et al. *Marketing Communications Strategy*: BPP Publishing Limited and Chris Fill, 1998
- Claywood, Clarke L. *The Handbook of Strategic Public Relation&Integrated Communications*; McGraw-Hill, 1997
- Effendy, Onong Uchjana. *Ilmu Komunikasi Teori dan Praktek*. Bandung: PT Remaja Rosda Karya, 2003
- Kotler&Keller, *Marketing Management 14th edition*, Pearson, 2015
- Leon G. Schiffman, Leslie Lazar Kanuk. *Consumer Behavior*: Prentice-Hall International, Inc. Fifth Edition, 1994
- McQuail, Denis. *Teori Komunikasi Massa: Suatu Pengantar*, Jakarta: Erlangga, 1994
- Prickton,David and Amanda Broderick. *Integrated Marketing Communications*; Prentice-Hall International, 2001
- Rakhmat, J. *Metode Penelitian Komunikasi*. Bandung: PT Remaja Rosdakarya
- Stewart, C, Lavelle, M and Kowaltzka, A, (2001) *Media and meaning: An introduction*, British Film Institute, England
- Wimmer,Roger D and Joseph R Dominick. *Mass Media Research*, Wadsworth Publishing Company, 1997

WEBSITES

Magazine Effectiveness (2016)

www.magazine.org [accessed 26 July 2016]

Free Magazine Effectiveness (2016)

www.media.org [accessed 26 July 2016]

Jurnal

Maricar, Ari et al “ *Magazine Proliferation: Going Global,*” Indonesia Media Guide 2015, 77 – 79