

STRATEGY FOR UTILIZING MEDIA CONVERGENCE IN INCREASING MARKET ATTENTION

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Abstract. The phenomenon of modern media development utilizes advances in network technology to make it easier for humans to get the information they needs and innovate. For business people to use this opportunity by creating a platform that makes it easy to achieve goals, this is an indicator of a healthy commercial world. PT Moladin is one of the users who has reaped the benefits thus far. This research aims to create an analysis scheme regarding the use of digital platforms in media convergence to build a brand image for expanding business networks and winning the market. In the effort to develop a strategy to capture the attention of the passer, as intended above, the researcher obtained, through a data collection mechanism, the results of interviews and field observations as material for analysis using a descriptive qualitative approach. The author also uses technological determinism to find the main factors that emphasize the influence of technological developments and media convergence in market capture strategies. The growth of similar companies makes market competition tighter, therefore building employee motivation so that they are increasingly active in innovating to turn obstacles into opportunities that must be juxtaposed parallel to the stragi above, in order to set work parameters, means of control and evaluation of the company so that it can always dominate the market.

Keywords: Branding, Media Convergence, Marketing Strategy.

INTRODUCTION

Now we are in the age of digital technology IoT (Internet of Things) is a phenomenon that describes how civilization has embedded network technology in objects around humans to move and operate without being connected to the human body, making the other words much more modern. Human dominance in ancient times played a large role in physically moving object and equipment; at this time, this was gradually phased out. The digital era based on network technology as we experience it today makes human body movements increasingly expensive, even the lightest movements. In an activity, they only need to move enough to turn on the power start on a practical machine and then the equipment then completes everything according to the will that has been written in the digital command of the device concerned.

With it's high level of flexibility and multifunctional nature, the internet network has transformed the glory of machine technology into virtual objects and services that have value and are needed for daily human activities. Media businesses are then using this as an effort to expand market reach, modernize products, and offer other benefits that are not only for the transfer of information, but also as a means of fun entertainment.

In line with the development of communication technology, the media business has undergone many changes, especially with mainstream media that have begun to be abandoned by enthusiasts. This is related to the increasingly fierce competition in the media business world amid the rise of social media as the people's favorite choice of media. Adjusting to these situations and conditions, business actors must quickly encourage the realization of convergence, build capacity and modernize the media so that information traffic to the public can be guaranteed a balance.

Media convergence is a necessity that can no longer be avoided by media business players because the current market conditions and situations have identified the gathering of people not only in real life but also in virtual life. Media platforms with good modifications and performances will of course be visited by many netizens and many will also use them for the advancement of their businesses. The presentation of contemporary journalistic ideas will be a sensation in itself, especially for young netizens, either as entertaining information and knowledge or even as a source of inspiration that can produce creative content that is favored by the public.

Media convergence will not be separated from the existence of gadgets, laptops and PCs as exposer devices that are believed to be closest to human life, without which it seems that humans will experience acute awkwardness in living their daily lives. Gadgets or cellular phones are designed to coexist with modern network-based media and are becoming increasingly compact and sophisticated. Leaning on the role of cellular phones, humans no longer need to move to go from one place to another to get something they want, they just need to lie on the bed while pressing buttons until something they want can be fulfilled in front of their eyes. This includes the need for information and providing interactive information. It can be said that in the digital network era, the world seems to be not far away, so fast and so accurate that it is possible for human interaction and business transactions to be carried out in a very short time.

The phenomenon of media convergence is undoubtedly welcomed among entrepreneurs who have made the media a permanent work partner in advancing their business; the prospect of a symbiotic relationship of mutualism between the media and business actors will be even better, with features offered on various platforms that provide flexibility for service users, so practical with the activities of marketing agents in the field.

When viewed from the current process of marketing activities in the automotive buying and selling business, it is still very relevant to the conditions of the media world described above, because this type of business is still classified as a business of luxury goods or secondary goods, as evidenced by the level of need for specifications of goods in people's lives, as well as the still high price of each object being traded. The profile of car consumers in general is only in demand by certain circles where there are not too many in the community, so that in order to market this category of goods, it is difficult to find prospective customers who are domiciled in one range, both as sellers and buyers, so conventional methods will certainly not be able to be done effectively or at least will require a lot of operational costs.

Data on social media users by age in 202-2022 in Indonesia, according to records from data Indonesia, Id is dominated between the ages of 13-34 years if taken from the highest users (90% Up), while the age of at-risk workers in Indonesia listed in Law No.13 of 2003 concerning Manpower is above 18 years. The marketing division in the car buying and selling business is the spearhead of the company, whose contribution will have a major influence on the sustainability of the business in the future. Employees in this field are required to be ready for high levels of physical activity, have the ability to use media wisely, and be mature enough to carry out business communication so that they can implement marketing work optimally. This division is filled on average by young people at the most competent age of 25-35 years.

Moladin is a company engaged in buying and selling four-wheeled vehicles in Pekanbaru and surrounding areas. Established in March 2021 after it became known that the previous business was progressing rapidly both at the center and in several branches. The car buying and selling platform is the 7th physical branch office opening in Indonesia or the 2nd in Sumatra after the Medan Sumbagut region, which previously only existing through virtual branch services.

The inclusion of media convergence at PT Moladin is a priority in optimizing market attention by involving external elements. Virtually, Moladin already has a platform that is also introduced for the product market process, but expanding market reach is not enough to rely only on a number of internal platforms, the role of media convergence as an external element cannot be ignored in seizing the automotive buying and selling market.

Determining the choice of media-which media will be used as a working partner plays an important role in increasing product ratings. Companies and marketers individually participate in determining the choice of media that will assist in marketing. This is because, in addition to the capacity and quality of netizens who are grouped in certain media, companies must also look

carefully at the typical netizen in terms of potential market glasses. Furthermore, the use of unobservant media will result in wasted costs in the company's marketing activities.

PT Moladin is a brand where, in every other big city, it has succeeded in seizing the market in the car buying and selling business. Based on sales data since the opening of the Pekanbaru branch, this trend continues and will continue to increase, therefore the sales targets imposed on marketing actors in the company will continue to strive to increase. As with other brands, excellence in marketing strategies, especially customer service, at PT Moladin will continue to be improved so that it is increasingly recognized by the public as a car buying and selling business in the Pekanbaru area and its surroundings in its capacity as a leading brand and is the first search for consumers who will want car buying and selling transactions safely and comfortably to achieve the company's criteria as intended above. Moladin does not just increase the number of consumers; it must also internally dare to increase capacity, related to the quality of brand maintenance services by providing added value to buyers, sellers, and prospective sellers and buyers so that Moladin as a leading car buying and selling company is increasingly known by the wider community.

RESEARCH METHOD

The author conducts a descriptive qualitative research method where this research is carried out with the aim of obtaining a systematic description through various sources, both written and oral, will be compared based on the current reality, then producing a problem-solving document containing information that is full of validity so that it is useful in the writing process. The research method carried out by the author included several procedures such as interviews, literature studies, and field observations. All available data is required to determine the priority scale where Moladin can achieve the maximum target and earn an adequate profit. The comparison of the above statement is if the company succeeds in combining these data with the theories of experts who have been recognized as experts in their fields, so that the urgency of data collection will have more meaning for the company and that it can always be developed according to any situation and condition. There are three aspects that must be observed in field observations, including:

1. Marketing's ability to develop its work by using media convergence as a tool.
2. Which involves providing service to customers and putting brands on customers and prospective customers so they become potential customers who can create a positive image of the company. a deteriorating market situation:
 - a. The economic situation that developed at that time in order to become a priority study meant that as a Moladin company, we did not spend a lot of capital in order to carry out promotions, but the results of sales and purchases did not reach the target.
 - b. Business competition, as a car company with long business experience, Moladin certainly has a good formula to win healthy competition so as not to make competitors a significant barrier to increasing sales turnover that provides profit to the company. On the contrary, the existence of rivals will increase motivation and increase creativity for the company's marketing professionals.

In this paper, the author deliberately draws on expert reviews in the fields of social media, marketing, and social media and marketing, including:

- a. Dharmmesta and Irawan (2000: 10). "The marketing concept is a business philosophy that states that satisfying of consumer needs is an economic and social condition for the survival of the company. "Ridwan Sanjaya & Josua Tarigan (2009:47), Digital marketing is a type of marketing strategy that makes use of web-based media such as blogs, websites, e-mail, Google Adwords, and even social media.
- b. Dave Kerpen, in his book entitled "Likeable Social Media published in 2011" argues that social media has a definition as a place for a collection of images, videos, and writings to foster interaction relationships in networks, both between individuals and between groups such as organizations.

- c. According to Bruhn et al. (2012), social media marketing succeeds in creating a brand image and mindset, lifestyle, and perception of a product that is sold so as to generate the willingness and desire of consumers to buy brand X products without considering the price aspect.

The equation derived from the three opinions is that marketing plays a very important role in the company, which means that by marketing the product, all of the company's potential will be mobilized, because marketing can lead to the company's progress or decline.

Marketing has the role of connecting potential customers with the products of the company itself, so marketing work has a big share in carving out the company's track record and reputation; this is where the role of the media is included as a partner.

From the results of observations in the field, the author can see the dynamics of shifting the number of consumers from one region to another in almost the same period of time, while the company's turnover is generally recorded as not experiencing a significant decline. According to the author, this indicates that the marketing capabilities of each company have an equal level of professionalism, as evidenced by the achievement of targets that can be said to have no serious problems for the company. The above observations are deliberately connected to the results of interviews with both consumers and management. The above observations are deliberately connected to the results of interviews with both consumers and management, including marketing in the field, to then synchronize with the target parameters and the level of customer satisfaction, which according to the interviewees did not get much correction, so that the author dares to conclude that this condition will be maintained as long as there are no certain conditions that require special attention, for example, such as natural disasters or other conditions that are post-major in nature that cause the percentage of sales to decrease.

The application of turnover standards and targets is given by gradually increasing them; along with this, manager-level employees provide support, incentives and certain approaches in order to maintain a more productive work system and must be able to maximally support daily operational activities.

From the results of the interview, the author also got the point that, although the world of media convergence has been utilized effectively and provides maximum benefits, Moladin still uses the role of mainstream media. The interviewee suggested that the involvement of the mainstream media be arranged in such a way according to the level of need, such as the need for backup in the framework of documentation in certain cases that are considered to affect fluctuations in company turnover. Specifically, the documentation will be able to strengthen the sales and purchase data of products that experience certain conditions, so that it is easier to make comparisons to determine steps in providing solutions in the future. Maintenance of good relations with partners or relationships that support the strength of Moladin's business by maintaining relationships, both business and emotional, so that these circumstances can help improve Moladin's positive image in the community.

Moladin sales agents are added and maintained by providing services and making simple sales applications, making the buying and selling process more practical and shorter. This not only benefits Moladin as a parent company, but also provides adequate additional income benefits for agents who assist in the used car sales process.

The existence of the Moaldin agent center is a gathering place for Moladin agents to share experiences and knowledge with fellow agents so as to provide additional knowledge for them as well as provide mutual motivation among fellow agents. MAC (Moladin Agent Center) must be prioritized for management to periodically provide the latest information, both internal and external, that is known in advance by management and is considered important for agents.

As a car buying and selling business, we have the opportunity to transact quickly every time so that there is an orderly individual management process. Faced with this, the role of quality control (manager control area) occupies a very important role; this is related to the potential for fraud, which has implications for company losses both financially and reputationally. Therefore, scheduling massive periodic control must be a commitment so that, as early as possible, the losses that arise due to negligence and intentions that are not in accordance with company procedures can be immediately anticipated and corrected. Still related to potential violations that can harm the

company, there is a possibility related to legal issues, both criminal and civil. Legal analysis skills for employees are needed in this case to determine the advantages and disadvantages of having a case in court, this is related to the company's reputation in the future.

RESULT AND ANALYSIS

As developments occur in the area of technology today, people are always looking for a tool or object that can help carry out their daily activities. Information, along with entertainment, is a driving force for a person to always keep up with the times, and technology is also an important aspect of life that aims to fulfill needs. With the term “media convergence”, all forms of activity or work can be transferred to more sophisticated media, namely digital media. People can access and reach various types of information practically without space or time constraints thanks to the existence of digital media, which is inextricably linked to the role of sophisticated technology and is commonly referred to as the internet. The rapid development of technology and information has an effect on the media, starting with intense competition, news content that includes the latest information, and people's needs for the increasingly complex process of accessing the internet, all of which encourage the mass media to adapt. A professional marketing strategy based on media convergence to digital is required in order for market reach and criteria to meet the needs and desires of the community.

Specifically, media convergence is not only defined as a shift in technology, but its existence changes the function and relationship between existing technologies. With the rapid development of technology and information, people can easily access all kinds of information and entertainment through various types of media, beside that, it can also have positive effects such as expanding networks and relationships.

Media convergence produces a positive impact on the process of socializing, one of which is knowing how individuals interact with other individuals by utilizing the media and digital content that is around.

Media convergence theory, proposed by Henry Jenkins in 2006, explains that media convergence is a process whose development coexists with social culture; in other words, the developments that occur in the world's technology and information industry are currently adapted to the technological environment, economy, daily habits and global media.

In the process of media convergence development, it is not only focused on changing the means of accessing technology and information but also pays attention to the right strategy in developing it. For example, the author uses Kohler and Smith's opinion as a reference, which states that there are several marketing strategies, including:

a. **ADVERTISING**

This marketing process is carried out with the aim of attracting customers through persuasive messages, which can be presented through images, videos, or other interesting taglines.

b. **SALES PROMOTION**

Usually, product introductions through sales promotion are carried out by introducing new products that attract public attention, but in a short period of time or at certain moments, the aim is to exhaust old products while increasing sales figures. Buy one, get one free product promotions are an example.

c. **PUBLIC RELATION & PUBLICITY**

Conducted with the goal of establishing a close dependency between the product and the general public. This strategy is carried out by running interesting programs that can generate a positive image of the company.

d. **PERSONAL SELLING**

This strategy can explain the product's composition in detail to consumers directly, allowing for quick feedback.

d. **DIRECT MARKETING**

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The difference between personal selling and direct marketing is in the delivery media: personal selling involves promoting products directly without going through any media, while direct marketing promotes products through several media such as telephone, email, etc.

e. SPONSORSHIP

Sponsorship itself is the process of introducing a product or service through cooperation with other parties outside the company. That way, the product being promoted can be easily spread evenly so that it can increase brand awareness and the reputation of the company.

f. CORPORATE IDENTITY

The company also needs to build a good image so that people will be interested in consuming the products presented.

g. PACKAGING

Product packaging must be done carefully because packaging is an important aspect of a product, without packaging, the product will look ordinary and less neat. Good packaging design can attract consumer attention.

h. POIN OF SALE AND MERCHANDISING

This marketing strategy can be done by presenting products through presentation displays or involving other technologies in the form of photos or videos, while merchandising as a supporting component in the form of unique and interesting products will later be used as gifts or souvenirs.

i. WORD OF MOUTH

This marketing strategy is a personal communication that can be categorized as effective in increasing product sales, it requires the ability to provide persuasive effects on potential customers.

According to the author, the essence of the above opinion is that activities in marketing performance from presentation to customers are the top priority before other problems are carried out as support.

The following is a report from Moladin's sales team during the month of October.

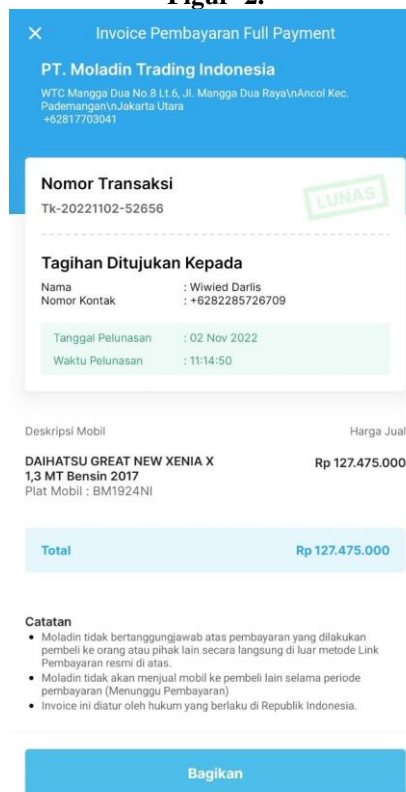
Figur 1.

DAILY REPORT SALES BY AREA CUT OFF 31-October-2022 PUKUL 00:00

REGION	AREA	30-October-2022 (MTD)						31-October-2022 (ACT)						31-October-2022 (MTD)					
		BUY	SELL	TGT	ACH	DIFF TO	GAP TO	BUY	SELL	TGT	ACH	DIFF TO	GAP TO	BUY	SELL	TGT	ACH	DIFF TO	GAP TO
REGION 01	DKI 1	240	233	8	241	308	78,25%	13	15	62	22,59%	-52	-52	253	255	308	83,12%	-52	-52
	DKI 2	110	115	8	123	208	59,13%	12	10	85	11,76%	-75	-75	122	133	208	63,94%	-75	-75
	DKI 3	172	159	7	166	238	69,75%	20	20	72	27,78%	-52	-52	192	186	238	78,15%	-52	-52
	DKI 4	275	283	7	290	338	85,80%	19	22	48	45,83%	-26	-26	294	312	338	92,31%	-26	-26
	TANGERANG 1	249	249	13	262	308	85,06%	11	10	46	21,74%	-36	-36	260	272	308	88,31%	-36	-36
TOTAL	1.046	1.039	43	1.082	1.400	77,29%	75	77	318	24,21%	-241	-241	1.121	1.159	1.400	82,79%	-241	-241	
REGION 02	BAU	149	149	12	161	250	64,40%	1	1	89	1,12%	-88	-88	150	162	250	64,80%	-88	-88
	NUSA TENGGARA	82	83	27	110	150	73,33%	7	8	40	20,00%	-32	-32	89	118	150	78,67%	-32	-32
	SURABAYA	209	204	35	239	350	68,29%	6	14	111	12,61%	-97	-97	215	253	350	72,29%	-97	-97
TOTAL	440	436	74	510	650	68,00%	14	23	240	9,58%	-217	-217	454	533	750	71,07%	-217	-217	
REGION 03	BEKASI 1	172	139	40	179	460	39,35%	27	41	81	50,62%	-40	-40	399	410	460	91,30%	-40	-40
	BEKASI 2	336	352	57	409	590	69,32%	10	24	181	13,26%	-157	-157	339	433	590	73,39%	-157	-157
	BOGOR	223	209	0	209	350	59,71%	23	28	141	19,86%	-113	-113	246	237	350	67,71%	-113	-113
TOTAL	924	500	97	997	1.400	71,21%	60	93	403	23,08%	-310	-310	984	1.090	1.400	77,86%	-310	-310	
REGION 04	BANDUNG	313	294	24	318	395	80,51%	15	19	77	24,68%	-58	-58	328	317	395	80,31%	-58	-58
	CIREBON	330	327	10	337	405	83,21%	8	17	68	25,00%	-51	-51	328	364	405	89,81%	-51	-51
	KARAWANG	127	145	0	145	350	41,43%	9	7	205	3,41%	-198	-198	136	152	350	43,43%	-198	-198
TOTAL	760	766	34	800	1.150	69,57%	32	43	350	12,29%	-307	-307	792	843	1.150	73,30%	-307	-307	
REGION 05	PURWOREJO	273	270	21	291	380	76,58%	5	10	89	11,24%	-79	-79	278	301	380	79,21%	-79	-79
	SEMARANG	175	164	2	166	380	43,68%	9	8	214	3,74%	-206	-206	184	174	380	45,79%	-206	-206
	YOYAKARTA	474	461	1	462	390	118,46%	7	4	-72	-5,50%	76	76	481	466	390	119,49%	76	76
TOTAL	922	895	24	919	1.150	79,91%	21	22	231	9,52%	-209	-209	943	941	1.150	81,81%	-209	-209	
REGION 06	JEMBER	353	348	26	374	500	108,29%	5	7	-72	-31,82%	29	29	358	379	500	108,29%	29	29
	KEDIRI	384	385	56	441	500	88,20%	12	24	59	40,68%	-35	-35	406	465	500	93,00%	-35	-35
	MALANG	246	229	42	271	350	77,43%	8	7	79	8,86%	-72	-72	254	278	350	79,43%	-72	-72
TOTAL	983	962	122	1.084	1.200	90,33%	25	38	116	32,76%	-78	-78	1.018	1.122	1.200	93,50%	-78	-78	
REGION 07	SUNTEG	275	318	16	334	315	106,03%	8	10	-19	-25,26%	29	29	283	344	315	109,21%	29	29
	SUMUT 1	362	379	13	392	395	99,24%	5	10	3	333,33%	7	7	367	402	395	101,77%	7	7
	SUMUT 2	326	312	19	331	340	97,35%	9	13	9	144,44%	4	4	335	344	340	101,18%	4	4
TOTAL	963	1.009	48	1.057	1.050	100,67%	22	33	-7	-471,43%	40	40	985	1.090	1.050	103,81%	-40	-40	
REGION 08	BANTEN	216	248	35	313	360	100,99%	10	16	-23	-105,71%	39	39	276	399	360	111,11%	39	39
	KALIMANTAN 1	140	138	14	152	215	70,70%	14	17	63	26,98%	-46	-46	163	169	215	78,60%	-46	-46
	KALIMANTAN 2	277	227	0	227	260	87,31%	12	6	33	18,18%	-27	-27	289	233	260	89,62%	-27	-27
TOTAL	1.084	1.000	61	1.021	1.150	88,78%	36	39	69	27,30%	-32	-32	1.112	1.122	1.150	97,56%	-32	-32	
REGION 09	SULSEL	386	386	22	408	425	96,00%	23	26	17	152,94%	8	8	419	434	425	102,12%	8	8
	SULTENG	50	74	0	74	150	49,33%	5	5	76	6,58%	-71	-71	65	79	150	52,67%	-71	-71
	SULUT	416	396	31	427	420	100,47%	43	47	72	23,9000%	43	43	452	474	420	113,55%	43	43
TOTAL	852	856	53	909	1.000	90,90%	70	78	91	65,21%	13	13	933	987	1.000	98,70%	13	13	
REGION 10	BENKULU	265	272	0	272	320	85,00%	26	23	48	47,92%	-25	-25	291	295	320	92,19%	-25	-25
	LAMPUNG	357	342	24	366	330	110,91%	10	12	-36	-33,33%	48	48	367	378	330	114,55%	48	48
	PALEMBANG	465	370	15	385	590	65,25%	19	25	15	106,67%	10	10	261	300	590	102,86%	10	10
TOTAL	927	984	39	972	1.000	97,20%	55	60	27	222,22%	63	63	1.042	1.033	1.000	103,30%	63	63	
NASIONAL		8.978	8.797	595	9.392	11.250	83,48%	425	518	1.858	27,88%	-1.340	-1.340	9.403	9.910	11.250	88,09%	-1.340	-1.340

Fullpayment invoice from Moladin to customers through an application made by PT Moladin for customers.

Figur 2.



Here is evidence of important documents related to Moladin through a special application made by PT Moladin specifically for employees.

Figur 3.



Figur 3.



CONCLUSION

The presence of media convergence in the midst of the media industry's development has given birth to digital works that make many aspects of human needs appear easier, faster, more practical, and have a wider reach.

As a company engaged in buying and selling automotive (second cars), PT Moladin is certainly interested in receiving and disseminating information to the public related to the company's existence, reputation, and other marketing needs. The public at large must know as much as possible about what and who Moladin is, about how to provide services to customers, because in an effort to provide confidence and trust in the community this process is very important and main. to do. The need for and accuracy in selecting the right media will reduce time and operational costs, resulting in overall operational savings.

The development of digital technology and media convergence gives Moladin more space to innovate internally and externally. This is very influential on self-development efforts to expand market reach. Besides this, efforts to expand the network by adding more agents as partners require fast communication, considering that market conditions have undergone many changes that have led to increasingly fierce competition.

The larger the crowd in social media, the more the group will want to turn every social dynamic into an opportunity, so there will be times when the determined target market quickly becomes a competitor, all of which require their own managerial treatment. Finally, the ability of field employees to analyze the situation is a material that must be trained, particularly for Moladin employees and partners who have lost their desire to join to help develop the company; they must be constantly stimulated so that they are able to innovate to create new formulations that can strengthen their participation in managing the growth of new competitors so that they become opportunities that can expand the market or at least facilitate its expansion. In practice, the involvement of convergence media as a partner in matters that require speed is also the business of marketing and agents in the field, for the sake of smoothness and ease of work individually, they have established cooperation with other parties, so the company's job is only to provide motivation and freedom to innovate so that marketers and agents compete to find customers and transact faster. Thus, it will indirectly expand brand image building and the achievement of new, more potential target markets.

From the above review, the author notes everything regarding how far the influence of media convergence is used as a strategy for marketing and agents who are members of PT Moladin. The results of the analysis based on the information of several narasubers and the data and observations made indicate that PT Moladin has utilized this media convergence through several online platforms such as Facebook, Instagram, Twitter, LinkedIn, and others for several strategic purposes of the company, namely in order to increase sales turnover, facilitate management and supervision, and update information as part of a company effort to manage competitors so that they do not become a big obstacle but can use their existence for more positive and profitable interests. In addition to promotional purposes as well as creating a good corporate image.

All of these activities adjust to the ultimate goal that PT Moladin wants to achieve, which is to create a brand awareness in the wider community. By adjusting the development of related information technology as quickly as possible, it is hoped that Moladin companies will be able to easily interact with the larger community and contribute directly or indirectly to nourishing the community's economy, which is not limited to the specified market zone but has a broader scope of impact. Through several social media Moladin also provides special applications for customers and employees. And continuously maintain good relations with the media because Moladin has committed to using the existence of media convergence in order to capture market attention.

Empowerment of management responsibility for a company like Moladin is also very necessary to provide operational support. These managerial activities are carried out on a regular basis as a means of control, evaluation, and moments of providing motivation and information to all employees, in order to create a symbiotic mutual cooperation as a whole Moladin management in order to raise the brand for the formation of a positive image for the company.

As the final word through the results of this author's study, PT Moladin opens suggestions and criticisms from readers, which are very useful for the development of the company towards a better direction. The author also wants to convey the term "there is no ivory that is not cracked", meaning that all forms of presentation that are considered shortcomings will be corrected by the author while making it a valuable lesson, so constructive criticism and suggestions from readers will certainly increase the author's knowledge in making similar works in the future.

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