Doctor (PhD)

by Anna Gustina

COMMUNICATION MODEL OF LINE'S ACCOUNT MANAGERS
IN MANAGING CONSUMERS

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ABSTRACT

Each social media account created by users has its own purpose and meaning,. That is to attract the sympathy of the audience, Just like in real world, humans can not live without socializing and interact each other. This research was designed to find out the communication model of social media account managers in managing consumers. This study used an interactional communication model with qualitative descriptive method. The results showed that the communication model used to manage the "chat relationship" account is the interactional communication model.This model had used because followers have different back backgrounds, knowledges, experiences, and cultures that affect each person in interpreting message. There are many factors as key success to running an online-based business through social media "relationships chat" account in order to increase followers loyalty in accordance with the strategy adopted by the account managers. Several management strategies had been applied such as a presentation to the audience, audience segmentation, consistency in providing entertainment to the audience, consistency of the characteristics and features needed, constantly looking for the latest entertainment innovations, communicating directly with consumers to support activities, and creating cooperation between account managers are being the key success to gained sympathy and loyalty from followers.

Keyword: communication model, new media, line, followers

ABSTRAK

Hakikatnya media sosial yang dibuat oleh setiap pemilik akun (*users*) memiliki tujuan dan kegunaannya masing-masing, yaitu menarik simpati khalayak, karna apabila diumpakan sebagai kehidupan sosial di dunia nyata, manusia tidak dapat hidup jika tidak bersosialisasi dan berinteraksi antara satu sama lain. Penelitian ini bertujuan untuk mengetahui model komunikasi pengelola akun media sosial line dalam strategi mengelola konsumen. Penelitian ini menggunakan model komunikasi interaksional. Pendekatan penelitian yang digunakan dalam penelitian ini yaitu pendekatan metode deskriptif kualitatif. Hasil penelitian diketahui bahwa model komunikasi yang digunakan pengelola akun *relationship chat* adalah model komunikasi interaksional. Penggunaan model komunikasi ini dikarenakan dengan banyak nya *follower* yang memiliki latar belakang pengetahuan, pengalaman, serta budaya yang berbeda satu sama lain memengaruhi setiap individu dalam menginterpretasi pesan yang diterima. Kesuksesan dalam menjalankan sebuah bisnis berbasis *online* melalui media sosial khususnya bisnis berjenis hiburan seperti *akun relationship chat* guna meningkatkan loyalitas *follower* sesuai dengan strategi yang diterapkan oleh pengelola *akun*. Beberapa strategi pengelolaan yang telah dilakukan pengelola akun seperti bentuk hiburan seperti apa yang ingin disuguhkan kepada khalayak, penentuan segmentasi khalayak yang tepat dan sesuai dengan isi hiburan, konsistensi dalam memberi hiburan kepada khalayak, konsistensi terhadap ciri khas dan karakter hiburan yang dimiliki, terus menggali dan mencari inovasi hiburan terbaru, berkomunikasi secara langsung dengan konsumen untuk mengevaluasi kegiatan,

dan menciptakan suasana kerja yang baik antar pengelola *akun*, menjadi satu-kesatuan kunci keberhasilan *akun* meraih simpati dan loyalitas dari *follower*.

Introduction

According to Utami et.al. (2015) as much as 90 percent Indonesia people which use internet access for social media. New media era makes social media as main option to connect with other people in internet. LINE is one of newest social media which most used by digital natives. As generation who fluent using technology, digital natives using LINE as communication media when social needs separated by geographic location. Usage of LINE continuously can make a habit eventually change into culture in communication. In this study, digital native communication culture cause by usage of LINE is interresting to research.

Currently, the dissemination of information is easy supported by the advanced of technology especially internet. In addition, ease of communication can be obtained by the presence of social media. According to Shirky (Fuchs, 2014) social media and social software are tools to improve the ability of users to share, to cooperate between users and to take collective action which are all outside the institutional or organizational framework.

There are many forms of social media for example WhatsApp, Instagram, Snapchat, Facebook, Line, and others. Social media interacts using techniques that are very easy to access and facilitate publication to users (Kaplan & Haenlein, 2010). According to Mayfield (Razmerita, et.al, 2015) social media has various indicators. First, participation that social media encourages contribution and feedback. The second is openness where almost all media platforms are open for feedback and participation. Third, encourage users to vote, comment, and share information. Fourth, communication on social media communication takes place in two directions, and can be distributed to a wide audience easily and quickly. Fifth, forming communities by providing opportunities to communicate effectively with each other according to their goals. Sixth, can be connected to each other because almost all social media can be connected to each other such as, making links on sites, other sources and people (Nasution, 2016). These six indicators, if synergized properly, will create organizational communication in an online forum to be effective.

Based on a report entitled "Essential Insights Into the Internet, Social Media, Mobile, and E-Commerce Use Around the World" published on January 30, 2018, of Indonesia's total population of 265.4 million, active users of social media reached 130 million with penetration by 49 percent. One of the application that is widely used by the Indonesian is Line. Users who claim to frequently access Line are 33 percent (Pertiwi, 2018).

Nowadays social media can be operated by anyone from teenagers to elderly, thus making social media as a strategic platform to explore various needs and necessities of life. One of them is in business activities or better known as e-commerce activities. Basically, social media created by users have their own goals and uses, namely to attract the sympathy of the public, just like in real life, humans cannot live without socializing and interacting with others. Moreover in online-based business activities, the goal is to reach the sympathy of the audience to be interested in the products or services offered.

The rapid growth of e-commerce market share in Indonesia cannot be doubted anymore. With the number of internet users reaching 63 million people or around 30 percent of the total population in Indonesia, the e-commerce market is a gold mine that is very tempting for some people who can see the potential going forward. This growth is

supported by data from kominfo.go.id stated that the value of e-commerce transactions in 2017 reached Rp. 130 trillion.

Line is a new form of Instant Messenger where the function is to communicate where each users does not use credit, but rather a network or internet connection (Karmila, 2018). The Line application can also be referred to as a social networking application because there are timeline feature as a place to share status, voice messages, videos, photos, contacts, and location information. Furthermore the ongoing communication is not just to convey information or exchange information but also to create and maintain relationships.

The many advantages possessed by Line @ that can be utilized by its users, ranging from shop owners, restaurants, organizations, to part-time workers, the most important is direct integration with Line, where contacts that are stored in a line account will automatically stored in the Line @ account. Furthermore, Line @ users can send broadcast messages to their entire contact list, complete with an auto-reply function where replies can be given automatically, including those based on certain keywords.

Line @ also allows businesses to distribute promotional campaign coupons directly through the Line @ platform, just like Line, Line @ also has a timeline feature so that business people can display the latest information to be conveyed in a unique format. There are also statistical features so that Line @ account owners can manage their accounts optimally. The author chooses the e-commerce application Line @ as the object of research in accordance with the data described above, because of e-commerce development in Indonesia and teenage interest in Line social media. The researcher is interested in the development of the online-based business that is Relationship Chat account. This account is

one of e-commerce account in Line Indonesia that have many followers, mostly kids and teenagers.

Relationship chat is an entertainment account created aimed at inspiring followers from the stories of others, in the form of a conversation screenshot, romantic, funny and sad pictures, and quotes that form a meaning and ultimately can be understood as a interesting story to read and the story could be an inspiration for his followers. In carrying out its activities is to gain loyalty from consumers,

The owner said that in managing an entertainment account such as a Relationship chat account that does not offer products, but only provides stories that have inspirational value, the most important thing in the success of this account is how the manager presenting posts liked by followers then the followers can always follow and enjoy all account activities, and in the end can form a loyal attitude of followers towards the account. In addition to followers, consumers also included advertiser accounts, which collaborated with Relationship chat accounts. To be able to manage consumers (in this case followers), an appropriate communication model is needed between the account owner and his followers. This is important to do because the competition between entertainment accounts is quite high. This study aims to determine the communication model of line social media account manager in the strategy of managing consumers.

Theoretical Framework

The communication process starts from the mind of the person who will convey the message or information. What is thought is then symbolized (symbol), both in the form of speech or picture cues. The next process is through transmission in the form of media and intermediaries or channels such as telephone, letter, orally, etc., then

the message delivered arrives at the recipient. In the recipient, he first receives the message, then tries to interpret the message (decode) and finally understands the contents of the message. The response or reaction from the recipient of the message to the sender of the message is feedback. If there is a change in the recipient's message, it means that the communication was successful. From this statement, we can conclude the elements that exist in the communication process, namely the source or source, communicator as a messenger, message (channel), channel (channel or media), communicant as the recipient of the message, and effects as a result. In communication, communicators can be communicants, and conversely communicators can become communicators.

The requirements that need to be considered by a communicator are as follows: a) Has high credibility for the communication. b) Have communication skills. c) Having extensive knowledge. d) Have a good attitude towards the communicant. e) Has appeal. Having an attraction in the sense that the communicator has the ability to change attitudes or increase knowledge for or in the communicant (Cangara 2015). Communication patterns are also divided into two parts, the term communication patterns can also be referred to as communication models. But the point is the same, namely a system consisting of various components that are related to one another.

The main problem in communication and behavior models is errors in social perception caused by differences in social and cultural backgrounds that affect the process of perception, so that the communication model that is formed also changes. The communication model that occurs starts from the delivery of the message, the media used to convey the message and who receives the message

(Mulyana 2007). Communication Model is a process designed to represent the reality of the elements involved and their continuity, in order to facilitate systematic and logical thinking (Effendy 1989).

Communication is one part of human relations both individuals and groups in everyday life (Zainal et al. 2019) from this understanding it is clear that Communication involves a number of people where one states something to others, so who is involved in communication is that human. Communication starts from an idea that is in someone, the idea is processed into a message and sent through certain media to others as recipients.

Recipient of the message, and has understood the message to the sender of the message. By receiving a response from the recipient of the message, the sender of the message can assess the effectiveness of the message sent. Based on that response, the sender can find out whether the message is understood and the extent to which the message is understood by the person sent the message. While the communication pattern according to Riyanto (2016) is a process designed to represent the reality of the elements involved and their continuity, in order to facilitate systematic and logical thinking.

Communication is a very complex process because it is very difficult to know who started communication, to whom communication is intended, and where communication begins and ends. To understand the communication process that is so complex, we need an instrument that helps to explain the communication process. The instrument is a communication model.

The communication model is a conceptual model to explain the process of human communication and show the process of communication using various symbols. The communication model forms a communication perspective by describing

communication that is so complex it becomes simpler without eliminating the components that are in it.

This study uses an interactional communication model. Interaction communication model is a communication model that describes two-way communication. Generally the interaction communication model is used in new media such as the internet or modern communication media. Interactional communication model or also called convergent communication model is a communication model that has similarities with the transactional communication model because they are two-way communication models.

However, the interactional communication model is mostly used for such as the internet. One of the communication models included in the interactional communication model is the Schramm communication model. Experts have introduced various communication models in an effort to describe and explain the communication process and various factors that influence the flow and effectiveness of communication.

The interactional view illustrates that a person can be a sender and a receiver in an interaction, but not both. An important element in this model is feedback or response to a message. Feedback can be verbal or nonverbal, intentionally or unintentionally. Feedback to help communicator to know whether their message has been conveyed or not and the extent to which the achievement of meaning occurs. In the interactional model, feedback occurs after the message has been received, not while the message is being sent.

In the interactional communication model there are communication components that support the ongoing communication process. These components are as follows:

1. The source or sender of the message - the person who initiated the message.
2. Encoder - the person who sent the message. Encoder and decoder are the same person as the source. The source acts as an encoder when sending messages and acts as a decoder when receiving messages.
3. Decoder - the person who received the message. Decoder and encoder are the same person as the recipient of the message. The second source decodes the message then sends another message, encodes the message, and sends it to the first source.
4. Message recipient - the person who received the message.
5. Message - information sent during the interaction process.
6. Feedback - the decoder forms the second message after receiving the first message.
7. Disturbances - various things that can interfere with the course of the communication process and can occur at every stage of communication.
8. Barriers - various things that hamper the course of the communication process such as physical barriers, mechanical barriers, semantic barriers, and others.

There is another important element or part in the concept of interactional communication which is marked by the existence of a person's field of experiences, crocodiles or descendants that can influence the ability to communicate with others. Each communication participant brings a unique and unique experience in every communication behavior that can affect the communication that occurs. Schematically it can be seen in the following interactional model image:

Interaksional

This communication model emphasizes the process of two-way communication between communicators. In other words, communication takes place both ways: from the sender to the recipient and from the recipient to the sender. This circular process shows that communication is always taking place. The interactional view illustrates that a person can be both a sender and a receiver in an interaction, but cannot be both.

The most important element in this communication is the existence of feedback from the speaker. The existence of feedback is proof that the message has been sent and has reached the other person. Responses (feedback) can be verbal and non-verbal messages, intentionally or unintentionally. The existence of this feedback helps communicators to know the extent to which the message has been conveyed and the extent to which the achievement of meaning occurs. In the interpersonal communication model, a feedback is a response after the message has been sent or can be felt when the message has been sent rather than happening at the same time as sending a message.

The final element in this model is a person's field of experience, or how a person's culture, experience and ancestry affect his ability to communicate with others. While interacting someone will bring the experience he/she has experienced and then shared with others.

Research methods

The research used qualitative method with descriptive approach, because the qualitative method is able to explain phenomenon through data collection obtained during interviews. According to Kriyantono (2006) a qualitative approach goal is to explain phenomenon profusely through deep data collection. This study does not prioritize population size or sampling. If the data collected is deep and can explain the phenomenon under study, then there is no need to look for other sampling. This research emphasizes the problem of depth (quality) of data rather than the amount (quantity) of data. According to Maleong (2007), descriptive research aims is to describe the complex social realities that exist in society.

The informant or subject in this study is the owner of a Relationship Chat account consist only one person, namely Dea Yuni Fahleni, she the owner and leader in managing the relationship chat account, then another subject involved in this study is the admin of the account relationship chat consist of two people, namely Suci Aprilia Ningsih and Dita Ramadani, the admin in this account are the people whose job is to operate account activities whether it's posting, relationship with the advertiser's account, or others.

Results
Account manager communication model

Social media has changed the world. Levels of communication merged into one container called a social media. The rise of many consequences must also be wary of, in the sense of social media opens up the opportunity of each individual involved in it to issue his opinion freely (Wati, 2011). The use of social media has increased sharply in line with the development of internet users in Indonesia. Not only in Indonesia, this phenomenon can be said to occur in almost all countries in the world. No wonder then

that the use of social media is increasingly widespread. If in the past social media only functioned as a platform to established network and form friendship, so along with the increase in social media users and their activities in it, the function of social media has also expanded.

Modernization has really changed the habits of our society. If previously information dissemination was only done through print and electronic media, now information can quickly be spread well through the internet, especially through social networks. In fact, social media has formed public spaces, where people are free to express their opinions or activities. Social media is a broad and complex container of communication interaction, message exchange activities in it are so diverse, that it automatically makes social media contain many scientific aspects, especially scientific aspects in the field of communication, Relationship chat accounts are one of the social media accounts that have many aspects. This communication is measured by the various activities in it, this is relevant to the strategies used by the account manager to gain loyalty from his followers which has been described in the previous chapter.

A Relationship chat account is an account initiated by a 15-year-old high school student created using the Line @ /OA/Official Account application, a business application issued by Line social media, whose primary purpose is as a small-scale online-based business media and secondary, the business categories offered by Line @ are as follows, professional, restaurant and cafe, trade and retail, health / beauty care, schools and universities, entertainment venues, tourist attractions, lifestyle, health and medical, non-formal education, travel and tourism, meeting halls or show venues, motor vehicles, public transportation or rental places, gas stations / telephone shops / internet cafes, legal and accountant services, insurance and financial banking, places of worship, communities and mass organizations, children's play groups, other local businesses, businesses and organizations, brands / products, magazines and newspapers, films, music, sports, television, websites and blogs (http: // line @. id)

The Line @ category chosen by the Relationship chat account is as an Entertainment Place, while the product they made was, in the form of a story line that has an inspirational value about stories in a relationship in the form of a Chat Screenshot, the intended Chat is a story line created by followers , and the admin or owner's creations, screenshots of account followers' donation stories are selected first, then posted and enjoyed by followers on the Relationship chat account homepage or timeline, this storyline is the product of selling Relationship chat accounts, inspirational stories offered by Relationship chat accounts vary, ranging from daily social activities of social life, especially teenagers and young people, love relationships, PDKT processes, and other activities that are commonly encountered in daily youth and youth chat activities.

A significant increase in followers, based on interviews with the owner and observations made by the author. Relationship chat accounts every month gained about 25,000 followers, with details of getting new followers around 6,200 followers every week, this data is calculated by the number of followers Relationship chat account dated on 15 March 2019 which has reached 395,000 followers. The increase in the number of followers according to the observations is due to the interest of followers in how to manage this account line.

Determination of the strategy in managing consumers and managing accounts used by managers can be said to be

very effective in gaining sympathy from the public, but apart from the strategies implemented, the thing that needs to be understood is the accuracy of the owner / Relationship chat account owner in seeing opportunities is very important factor. This account picks up teenage love stories, school stories, friendship stories, family stories, which contain elements of humor, confusion, and other elements that are packaged in the form of captured chats. along with the original chat from the donors. The fact is that followers who are actually children at the age of 13-18 years in the technological era like now, teenagers are in a position of self-introduction, are looking for an environment that suits their character, or in their daily language, is in its infancy (puberty), likely they are the age to be sure consuming social media the most, according to the facts the authors describe in the first chapter. That is what the author understand as the main key to why a relationship chat account have a certain close relationship" with their followers.

Apart from that, of course now the challenge for relationship chat accounts is how the relationship chat account manager can always be consistent in giving posts that are always in demand by followers in consequence followers can always be loyal to the account, and the audience outside the account can be drawn even greater attention to join in this virtual group. The three informants in this study took their respective roles to succeed in the communication model to get an increase in loyalty from their followers, in accordance with the observations, interviews and documentation that the author got and observed in the field. The consumer management model of communication consists of: Post emotional and psychological approaches, personal closeness to followers, personal closeness between managers, follower services, and advertising cooperation, and also account management strategies, which consist of posting packaging and broadcast ad management delivered properly .

Success in running an online-based business through social media, especially entertainment-type businesses such as relationship chat accounts. In order to increase follower loyalty accordance with the strategy adopted by the account manager lies in the form of entertainment such as what they want presented to the audience, determining the appropriate audience segmentation. Consistency in providing entertainment to the audience, consistency with the characteristics and character of the entertainment possessed, continue to explore and seek the latest entertainment innovations from time to time, communicate directly with consumers to evaluate activities, and create a good working atmosphere among account managers, become the keys to the success of the account to gain sympathy and loyalty from followers.

Granted, it is known as Osgood and Schramm communication model or often also called the interactional communication model. The use of this communication model is motivated because individuals involved in the communication process play a very important role in communication. The presence of followers in the communication process carried out in a relationship chat account will greatly affect the communication process. As is known, everyone has a background in knowledge, experience, and culture that is different from one another. This background differences affect each individual in interpreting the message received. In the process of communication between account managers and followers doing things that characterize the interactional communication model, namely: focus on encoding and decoding. Communication takes place in two directions, the concept of field of experience

which is a psychological effect can help to understand the communication process .

In addition to the use of the interactional communication model, the existence of feedback in the ongoing communication process will make it very easy for the sender of the message to find out whether the message is interpreted properly by the message recipient. Also in this interactional communication model the disturbances or noise that might arise is still taken into account, so that the recipient of the message and the sender of the message can exchange roles in delivering and receiving messages.

For instance for communication to run smoothly, skills are needed, and not everyone has the communication skills. Many people communicate only relying on the style that is used daily. They assume the method used is correct. In this study, the selection of online social media as a medium for running an online-based business today can be said to be effective. This is in line with what Nurhadi (2017) said regarding social media. Many things can be utilized with this social media, but sometimes not many people take advantage of this social media any further, nothing more than media that facilitates to fill the free time of the users.

In that research study Nurhadi (2017) explained a number of statements about motives, experiences, and social interactions, for him social media relating to these three studies is a unity that supports each other in the communication process, this is appropriate psychologically, when individuals communicate with others or through an intermediary (medium), a mental communication process will be developed which encourages communication actions so that it makes a unified whole in the activities of his life.

Yet if we look deeply there are still many communication mistakes that we do not know that often happens when we do a communication process. The effectiveness of a communicator can be evaluated from the angle of the extent to which these objectives are achieved. Requirements for successful communication are to get attention. If the message is delivered but the recipient ignores it, then the communication attempt will fail. The success of communication also depends on understanding the recipient's message. If the recipient does not understand the message, then it is not possible to succeed in giving information or influencing it.

Different kinds of psychological backgrounds, characters and catchability of a person become one of the factors that must be considered by the account manager. This needs to be done so that communication between the manager and the follower can run well and achieve its goals and objectives, it is necessary to do careful planning. Implementation is carried out based on the components of the communication process such as communicators, messages, channels, communicants, media or communication models and effects. If the component is specified, the next step is structuring the message.

In carrying out their activities, in order to gain loyalty from consumers, The owner said that in managing an entertainment account such as a relationship chat account that does not offer products, but only provide stories that have inspirational value, the most important thing to consider in the success of an account is the selection of communication models and how managers present posts that are liked by followers so that followers can always follow and enjoy all account activities, and ultimately can shape follower's loyal attitude towards the account. In addition to followers, consumers referred to in this study also included

advertiser accounts, which collaborated with Relationship chat accounts.

Strategy of managing followers

In managing relationship chat accounts, the manager has been trying to implement several kinds of management strategies. This is done in addition to attracting new consumers as well as in order to maintain follower loyalty. Based on the results of the study noted that the relationship chat account owner in managing consumers is done first by grouping consumer management. It consist of management of followers and management of advertiser accounts.

After being grouped, the owner determines the communication strategy that will be used to manage its customers. In this case, the owner determines the two selected communication strategy techniques, namely how the presentation technique is in terms of its implementation and how the message delivery technique is based in the form of its contents.

1. Presentation Techniques Based on how they are implemented

a. Personal Proximity to Followers.

The manager of the relationship chat account is active and does not become a passive manager in serving followers and advertisers, the manager routinely joins in the comment post room to reply to questions or responses directly to followers, the relationship chat account also provides an "admin account" as a forum for followers who want to contribute chat stories that they have to post on the relationship chat account, one by one the manager will sort and provide an assessment of the chat stories contributed by followers, whether the chat is accepted or not, if the chat is not received, then the manager will provide an explanation to the follower.

b. Personal relationship between Managers

In an organization that has a specific purpose, it is wrong if the organization only focuses on building good relations with external parties only, without paying equal attention to build agood relationship with internal parties, this is also done by the three managers account, which is creating a good working atmosphere by always building two-way communication, in order to create a common vision and mission in running the account.

c. Followers Service

The number of accounts that are present on social media Line @ makes the consistency of the account come as a necessity to maintain customer loyalty. Story posting activities carried out by the account are as much as 6 times a day with the most vulnerable time to post stories Once an hour and no later than 6 hours, while info / advertisements via broadcast amount to 1 ad per day and timeline info totaling 1 ad per day. Besides other activities such as give away / quizzes with prizes are also routinely carried out at least 2x a year by the account manager to increase consumers morale especially followers to check the account timeline regularly.

d. Advertising Collaboration

The number of followers of relationship chat accounts dated 15 March 2019 which already numbered 389,100 followers invited more and more other Line @ accounts to advertise in relationship chat accounts. According to author's interview with the account owner on March 12, 2019, each month the Relationship chat account provides 60 slots for advertisements, the order is opened mid-month before every 15th, with details of 2 slots per day, so 60 slots are spent within 30 days /1 month.

Before the end of the month, the slot for the next month is always out of order. With so many advertiser accounts coming in, Relationship chat accounts can receive 120 slots at once with 4 advertisements per

day, but account managers consider the convenience of account followers who would have been distracted by the number of ads, therefore could adverse impact on accounts such as followers blocking accounts. As a result the advertising cooperation arranged in such a way by the manager to create a win win solution for their own relationship chat accounts and advertiser accounts. One way is to occasionally hold a quiz with prizes and raise advertising rates every month.

e. Manage Advertising Broadcast

Advertising is an economic source of income that must be managed properly by the account manager. Because on one side the ads can bring benefits, but on the other hand the presence of advertising sometimes cause harm to the account. Ad management, in this case is not only related to financial management, but also the frequency of ad serving on the account. The frequency of these ads needs to be managed because the number of ads that are too much will disrupt followers. Likewise, an account with no or little advertising will also affect their image in the eyes of followers. Therefore the strategy in managing advertisements must be arranged in such a way as to form a win win solution that is profitable for Relationship chat accounts and those who advertise.

2. Presentation Techniques Based on content Form

a. Emotional and Psychological Approaches in posting

Account Relationship chat is an entertainment account that provides inspirational values to followers through the stories of other people presented in the form of conversations/chats that are screenshooted and posted on the account homepage, of course the contents of messages delivered by the account manager, are very decisive. The attractiveness of the story are very important, because of that the themes and contents of the chat screenshoot

message chosen by the account manager must be appropriate and able to attract and represent the mood of the reader, which incidentally is children and adolescents.

b. Post Packaging

Posting packaging is a technique for managing the message elements contained in posting Relationship chat accounts. Hence the message posts become more interesting. The purpose of the post is to reach the consumer precisely and maximally so that the message contained in the post becomes more interesting and raises desired effect. The message elements contained in the post include:

1. Account Display

The home page display of the account used by Relationship chat subsequently with the targeted segmentation that are young people and teenagers. The appearance of this account has been adjusted starting with the use of the account profile photo, account background photo, and the chatroom background colors that is light green, which is considered to represent the characteristics of teenagers and young people. The appearance of the account homepage that functions as the home account if seen at a glance by new followers can bring its own characteristics uniquely to the account.

2. Display Posts

The contents of the posts that have been provided by the account manager, almost all of them contain the theme of a relationship and social interaction. Following this is in accordance with the name of the account, namely "Relationship chat", then the main theme presented is in the form of a chat theme in which not only is a love affair of young people, but also contains the relationship of mother and child, the relationship of siblings etc. Thus contains its own positive and inspiring values, which not only present themes of love, but also themes of humor, sadness, confusion, and others. Most of the contents

of the message are displayed in the form of chat screenshots. The posting of course uses elements of message management with its own characteristics set by the account manager, including:

a. The theme used must be clear and in accordance with the contents of the screenshot

b. The plot of the story presented must be clear

c. Fill in the message not making it up (Only Real Chat)

d. The contents are not contain message that violates the rules of the norms adopted in social life, for example: pornography, SARA, and others.

e. Consistent use of wallpapers, as a form of comfort for followers to follow the storyline.

3. Number of Posts

As an entertainment service provider, consistency in posting interesting inspirational stories is the key to maintain followers loyalty, Relationship chat account currently post chat stories at least 6 times a day and at weekend could reached dozens of posts per day. Considering a few months ago a Relationship chat account posted circa 20 times a day, however it was less effective. Because followers interactions to likes, comments and sharing posts tend to be minimal. Therefore the number of posts is limited to about 6x on workdays and 11-12x on weekends by sorting chat stories that are most preferred by followers. Similar to posting, advertisements are also limited to only 2x a day, broadcast advertisements and timeline ads, due to not disturb followers.

4. Use of Caption that are concise and relate to the theme

The use of captions / sentences that are brief, concise, appropriate to the theme, and packaged attractively coupled with the use of good language, makes the stories more attractive to followers.

5. Consistent use of Hastags and accentuates the account's characteristic features

The consistent use of hashtags/hash marks that highlight the characteristics of this account is done as a sign in the meta data of a social media platform. This serves as a sign to facilitate followers for searching a theme or a topic, so that other people who want to find a particular topic can find it by simply searching through the hashtag. One characteristic of hashtags that is always used by Relationship chat accounts is #relationship chat. The hashtag realtionshipchat has been known as one of the characteristics of a relationship chat account and is copyrighted.

6. Use of Emoticons as Necessary

Emoticon is a combination of two words in English, which is emotion means emotion and icon means symbol. Emoticons itself are symbols used to describe human facial expressions that contain emotions or feelings in the form of messages or writing. The use of emoticons in social media as an emotional representation of an account or someone on a topic or theme. The use of emoticons in the Relationship chat account serves to draw deeper emotions from the readers, so that the message in the post can be conveyed to the maximum communicant/consumer.

The implementation of follower management strategies that have been done by relationship chat account managers have been considered effective to increase the number of followers. However, managers in social networking relationship chat accounts must have been innovative in order to improve services for their consumers. Because without innovations in account management, followers will feel bored and relationship chat accounts will be unable to compete with similar accounts. For all of those reasons, managers of social networks need to make regular improvements to the site so that the site does not stagnate when

users continue to grow. Increasing capacity and development ofthe site is important to improve customer service.

Conclusion

The research concluded that the communication model used by relationship chat account managers is the interactional communication model. The use of this communication model is due to the fact that many followers who have background, knowledge, experience, and culture that differ from each other affect each individual in interpreting the message received. There are many factors as key success to running an online-based business through social media "relationships chat" account in order to increase followers loyalty in accordance with the strategy adopted by the account managers. Several management strategies had been applied such as a presentation to the audience, audience segmentation, consistency in providing entertainment to the audience, consistency of the characteristics and features needed, constantly looking for the latest entertainment innovations, communicating directly with consumers to support activities, and creating cooperation between account managers are being the key success to gained sympathy and loyalty from followers.

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