

Strategies of New Media using New Technology in Creative Economy

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Abstract—Nowadays, it is very important for everyone to acknowledge new media, because in creative economy period people make use of new media through new technology everywhere and almost every time whenever they needed. Therefore, it is necessary to pay attention to utilize new media strategies for increasing business productivity and innovation. In addition, advertising strategy need to be applied, also public relations, marketing strategy, and new technology with the aim of facilitating business operations. This will make more successful in every aspects of business and life. Today, new media strategies named “social media marketing strategies” have changed the way of doing business. The important thing in business is the distribution channel. This paper suggests the main distribution channel which is ASEAN (Association of South-East Asian Nations) Economic Community (AEC). The AEC present ASEAN as a single market and production base to put together ASEAN more dynamic and competitive with new mechanisms and measures to strengthen the implementation of its existing economic initiatives; to accelerate regional integration in the priority sectors; to assist movement of business stakeholders, skilled labor and talents; and strengthening the institutional mechanisms of ASEAN.

Index Terms—Strategies, new media, new technology, creative economy, ASEAN Economic Community (AEC).

I. INTRODUCTION

The development of new technologies, also called “New Media or Digital Media and they are gaining popularity from public all over the world. In the 21st century, the role and impact of new media international communication technology in business will be the popular culture which deals with buying and selling products for profit. And the others consumes news, web sites, information sources and links nationwide, arts, culture, travel guide, latest update, trends, food, cooking, classical music, opera, jazz, movies, film, and all forms of entertainment etc. One example of the business and commercial at the moment is that the internet users buy and sell on eBay. Everybody talks about “starting an eBay business” [7], eBay is a great way to start an online business. Facebook, one of the popular social networking, also has been used for business. Connecting more than 800 millions who may be the customers are actively using, More than 50% of our active users log on to Facebook in any given day, Average user has 130 friends, On average, more than 250 million photos are uploaded per day [8]. All necessary skills to access new media with the intention of doing everything efficiently are needed the creative

economy era. Therefore, the changes in ASEAN businesses and people need to learn practical skills to make their businesses better. The mentioned skills are new technologies for example; computer skills, internet searching skills, social networking and also reading and writing in English skills. Using the mass media effectively, planning new media international communication technology for business, and supporting the growth and development of the creative economy model are very necessary and very excellent for ASEAN: AEC case. Concerning the relationship between the community memberships in the country “ASEAN Economic Community: AEC” [1], the overall aim of this relationship is to build the liberalization of trade in services between the member states and the international community, public guarantees of investment sharing is trying to use the shared resources. Market integration is the same in trade with countries outside the community and a key economic goal of AEC. The ASEAN countries have been doing a lot of work for building, renovating and upgrading basic infrastructure for transport, ICT and energy [2]. ASEAN stands for Association of South-East Asian Nations. ASEAN was established on 8 August, 1967 in Bangkok, Thailand. The ASEAN region has a population of about 500 millions and a total area of 4.5 million square kilometers. The goal of a mission statement is to set a standard of People-to-People Connectivity in ASEAN; the plan would focus on Tourism, Education and Culture.

II. METHODOLOGY FOR GOAL

The questions are “How do we plan to achieve our goals?”; “What are the strategies for the value added administration in creative economy age?” From gathering all the information, it was revealed that there are a variety of helpful strategies, methods. The process of value added administration in creative economy age; the creative economy is a comprehensive analysis of the new economy, based on creative people, creative industries and creative cities [3]. The unique goods and services will reflect the value of cultural & social, economic & technology and environment together.

The success of value added administration primarily depends upon how good the media management, media skills, presentation skills, and advanced presentation skills are. In term of value added administration, it can be applied to the success principles of “Marketing mix” (often called the 4Ps). It can be applied through social media news blog covering new websites and social networks such as Facebook, Google, Twitter, MySpace, YouTube etc. They are daily news sources of information which also rapidly

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developed by social networking marketplace.

All of those things can provide the opportunity to earn money. Another important factor is the most effective advertising for the products or services, it helps stimulating growth within the creation of economic opportunities in the more competition market [4]. Advertising performs the following functions: showing the strength and hidden weakness of product, looking for the opportunities and avoiding from the threats, introducing of new product, creating of good public image, promoting of sales, research, and supporting to press.

TABLE I: MARKETING MIX

4Ps	Requirement
Product	Must have a really good quality
Price	Must be appropriate
Place	Must be available
Promotion	Must work to reach the goals

TABLE II: THE FIVE I'S: FRAMEWORK

The five I's : Framework	Goals
Idea: The idea of using creativity to make products look more valuable.	Using creativity for more valuable in product
Impact: The design strength of information and the material presented.	Strength Design and the Material Presented
Interest: Fun, exciting interesting and truly memorable.	Exciting, interesting, and Truly Memorable
Information: Show highlight & background of products or services.	Good highlight and background of products
Impulsion: Stimulate the demand of consumers.	For selling goods and services

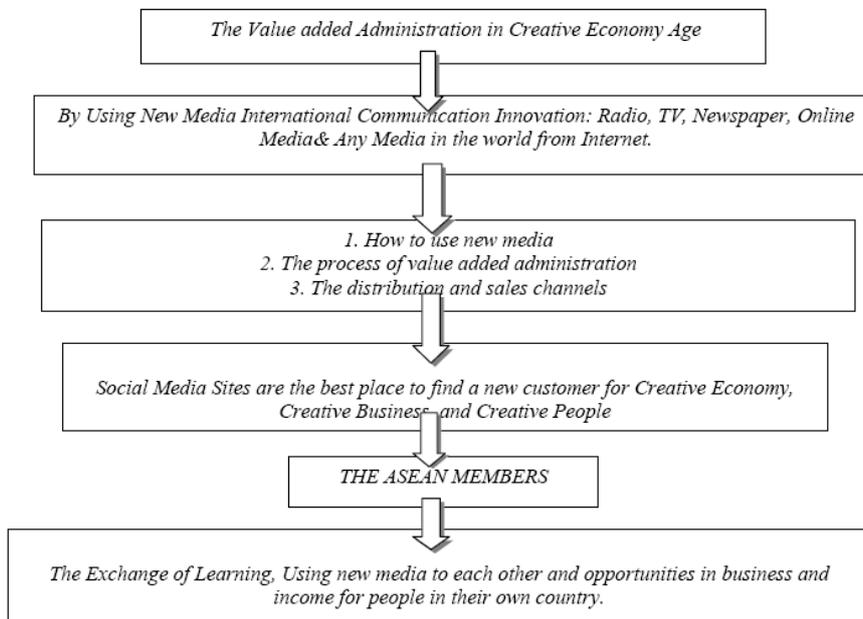


Fig. 1. The process of the value added administration in creative economy age by using new media international communication technology.

All of these new technologies are appropriate for every situation and they can motivate the consumers to purchase the products or services. Consumers should have a clear point of sale or “Point Of Service” (POS).

Showing a single point called the “USP: Unique Selling Point” [5]. The principles of the USP are as in Table 3:

TABLE III: USP: UNIQUE SELLING POINT

USP: Unique Selling Point	Examples
The Great Guarantee of the Product itself	Certified Standards, High security etc.
The Special Different Products from other.	Pricing, Packaging and Color Trend etc.
Products meet Consumer needs	Products for Different Groups etc.
Consumers Benefits	Lower Prices, Better Service etc.
Creating a Product Image	Product Presenters.

III. CONCLUSION

Another important factor that we must know in order to bring goods, services, investment capital and skilled workers for more opportunities. There are 10-ASEAN member countries. By observing the norms of the ASEAN compromise benefits and also a friendly competition in terms of trading may be different from other regions or natural trading partners [6]. In particular, the marketing communications for the international competition is essential and very significant. It can be applied to correct the strengths, weakness, opportunities and threat for national strategies for sustainable development.

The creative economy is based on an excellent concept. If all operations can achieve their goals, that are the four economic drivers; government spending, public spending, tourism, and exports. They can help returning ASEAN members to economic normalcy and growth. This will create confidence from investors in both domestic and

international markets and sustainability of ASEAN's business growth.

IV. RECOMMENDATION

The study should focus on the strategic planning with innovative communication between the countries to facilitate competition in the international market with efficient and effective marketing. The strategies of new media are the underlying the method of communication, both domestic and international for managing value-added products to create economic goods and services. And the benefits expected from the amount of growth in the future of ASEAN Economic Community: AEC.

Doing business in the modern era, it is more comfortable than the past. This article discusses the creative economy which is a gaining stream in the location and the widespread popularity across the world, because the creative economy

creates complex-valued competitive learning for enhancing value-added products. The key of communications aspect, apart from the understanding and perception, is the two-way communications strategy which aims to stimulate feedback between senders and receivers.

However, the government of every country will need to reinforce all the procedures of the project concretely and to improve public relations for better understanding and collaboration from the public. It should be verified and inspected for thorough transparency.

Collaboration is a useful and powerful tool. By learning how to collaborate efficiently and effectively [9], Collaboration brings individuals together with a range of different backgrounds, perspectives, and experiences. The dynamic of being present or absent are significant. For many participants, "being-there" may create a more powerful influence in collaboration and we can hope to see finally our clear future for doing business in the creative economy.

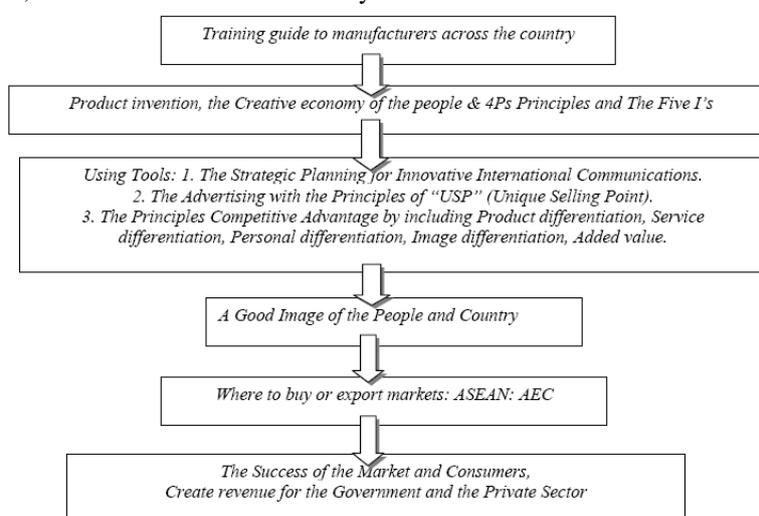


Fig. 2. Model of value added administration in creative economy age by using new media international communication innovation.

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