



**Faculty of Economics & Business
Universitas Gadjah Mada**

Study Program	IUP/S1
Docent	Dr. Sahid Nugroho, MSc
Simulation Case 2	Dating Social Media
Update	11-3-2020

A. STUDY PURPOSE

The student groups are asked to conduct a study toward the user behavior of dating social media in INDONESIA. **The** study process will be based on:

- (1) Survey to discover common characteristics of the member of dating social media.
- (2) In depth interview with 3 (THREE) experienced users of dating social media using the model of Emphaty Map Review.

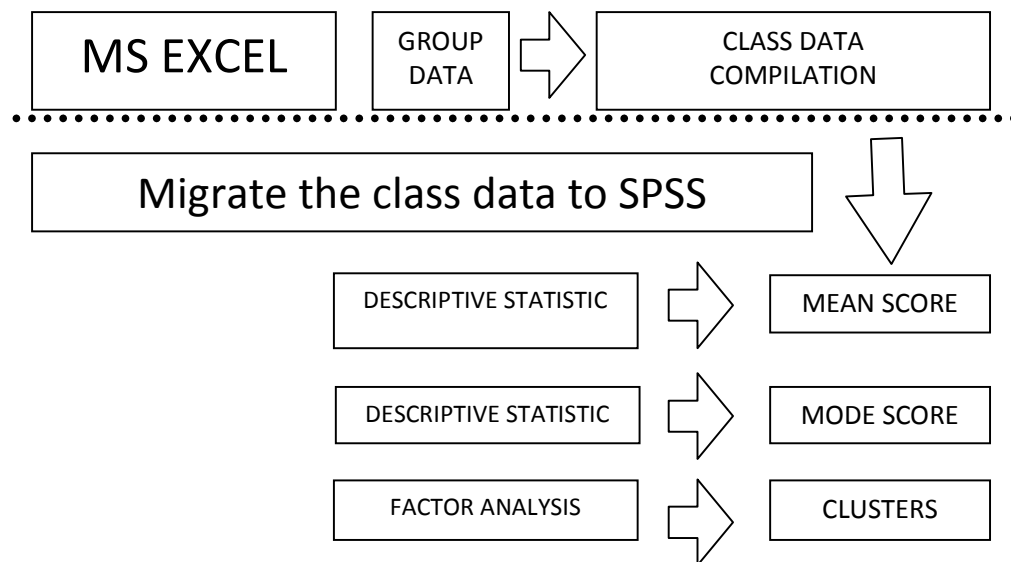
B. THE FIRST TASK: Survey

- (1) The group need to interview 30 respondents. The respondent must be:
 - a. An active member of any dating social media.
 - b. Having a membership experience at least 6 months.
 - c. Consisting of equal gender number (15 male and 15 female respondents)
 - d. The name and email address of your respondents are mandatory to be disclosed to guarantee that your data is real.
- (2) The survey is conducted based on the attached questionnaire.
- (3) After completing the fieldworks, you need to tabulate your data in MS Excel using the given template table. Here is the guidance to tabulate your data.
 - a. Nominal data with single answer: Question number 3 until 22 except question number 11,19, 20, and 21, tabulating your data in single column and coding your data with number 1,2,3, 4,5, and so on referring to the order of the available answers.
 - b. Nomimal data with multiple answers: Question 11, 19, 20, 21 and 23, tabulating your data in multiple collumn (a column for each available answer), and coding 1 for “yes” answer, and coding 0 for “no” answer.
 - c. Interval Data: Question number 24 until 45, tabulating your data in single column, coding your data tabulation as 1 for “very unimportant” until 5 for “very important”.

- (4) Once your group data compilation is ready, you need to submit it to sahidsusilonugroho@gmail.com for class data compilation by mandatory “email subject” and “file name” (choose your study program) as follows:

iup_em2020_sc2_data_groupX	s1_em2020_sc2_data_groupX
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- (5) Group data submission is at least **12 HOURS** before simulation case schedule started. Any delay is not tolerated, the groups will get a grade reduction of 50 percents if they do so.
- (6) Based on class data compilation, you have to analyze the data by SPSS software referring the report template.



- (7) The survey report template consists of:
- Membership status and experience in joining a dating social media.
 - Demographic profile of the respondents: area of origin, gender, age group, occupation, monthly spending, marriage status.
 - The main purpose of the respondent to join a dating social media.
 - The reason of the respondent to find a partner by a dating social media.
 - The level of seriousness in making a relationship with other user in a dating social media.
 - The average monthly spending to pay subscription fee and, or certain feature fee.
 - The frequency to visit any dating social media in a week.
 - The average length of time in visiting any dating social media per visit.
 - The respondent perception toward the way of people to find a partner using a dating social media.
 - The worries the respondent has in using a dating social media.
 - The way in selecting the potential partner in a dating social media.
 - The way to contact the intended user in the first time.
 - The way to communicate with the intended user.

- n. The problems of dating social media.
- o. The most considered factors in selecting any dating social media to subscribe.
- p. The market segments of dating social media users.

C. THE SECOND TASK: Emphaty Map Review

- (1) The group interview 3 experienced member of any dating social media. He or she must have at least a year experience to be an active member. Your focus is indeed not about themselves only, but use them as a mirror to understand the general behavior of the user of dating social media.
- (2) The Emphaty Map Review report template consist of:
 - a. Description and naration:
 - 1) What does he see
 - 2) What does he hear
 - 3) What does he think and feel
 - 4) What does he say and do
 - 5) Customer PAIN
 - 6) Customer GAIN
 - b. Emphaty Map Figure
 - c. Profiling Value Preposition
 - 1) Based on your finding of customer's pain and gain. Identify customer values for any dating social media?
 - 2) Based on the identified customer values above, what kind of value proposition do you suggest to the company responding to the competitive atmosphere. (Please note, a statement of value preposition must be articulated in a single concise and comprehensive sentence).

D. REPORT SUBMISSION

- (1) you have to make an official report to expose your survey and in depth interview findings. The report will be written in at least 10 pages **of** MS Word (font 12 and 1,5 line spacing) including core tables and figures.
- (2) The report file is in a pdf format. You have to name it as (choose your study program):

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- (3) The report is submitted to sahidsusilonugroho@gmail.com before **the eighth class schedule**.