Analysis of Listicle Product Attributes to Differentiation Strategies in Media *Hipwee.com*

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Abstract

Listicle is a form of presenting journalistic products that are becoming a trend in online media. The structure is unique and brief, presenting an article with specific points. Listicle has been applied to various media portals in Indonesia, including *Hipwee*. *Hipwee* is an online media with the fastest development compared to other media with similar concepts. Moreover, studies on online journalism, specifically about the form of listicles, still need to be made available. This phenomenon triggers researchers to seek the differentiation strategies used by *Hipwee* Media in developing listicle content compared to its competitors. Therefore, this study aims to map the position of *Hipwee's* present listicle content in competition with its competitors. It also explains the differentiation and strategies used in *Hipwee* Media presenting listicles. This study applies a quantitative descriptive research method combining content analysis techniques and multidimensional scaling. The study results show that *Hipwee's* coordinates position for all tested product attributes is in the fourth dimension, with positive and negative dimension values. It has a superior tendency regarding the volume and main focus area. *Hipwee* is differentiated from its media competitors but could be more prominent. This research also proves that brand positioning can be viewed in many ways, including directly describing visible and measurable products.

Keyword: differentiation strategy; listicle; online media; positioning map; product attribute

Abstrak

Listikel merupakan salah satu bentuk sajian produk jurnalistik yang tengah menjadi tren di media online. Bentuk artikel ini unik dan singkat dengan menyajikan tulisan dalam poin-poin tertentu. Pengaplikasian sajian ini ditemukan di berbagai portal media di Indonesia, salah satunya Hipwee. Hipwee merupakan media online yang masih baru, namun memiliki perkembangan yang diklaimnya tercepat dibandingkan media-media sebelumnya. Kajian studi mengenai jurnalisme online terlebih pada bentuk penulisan listikel masih jarang dilakukan. Fenomena ini menjadi alasan peneliti untuk melihat bagaimana diferensiasi strategi yang digunakan media Hipwee dalam mengembangkan sajian konten listikel dibandingkan dengan kompetitornya. Penelitian ini bertujuan untuk memetakan posisi sajian listikel dari media Hipwee dalam persaingannya dengan kompetitornya. Juga menjelaskan diferensiasi dan strategi yang digunakan pada sajian listikel di media Hipwee. Adapun metode penelitian deskriptif kuantitatif dengan memadukan dua teknik analisis yaitu teknik analisis isi dan multidimensional scalling digunakan dalam penelitian ini. Hasil penelitian menujukkan posisi koordinat Hipwee terhadap seluruh atribut produk listikel yang diuji berada di dimensi IV dengan nilai dimensi positif dan negatif. Ini menjadikannya memiliki kecenderungan unggul pada aspek volume dan area fokus utama. Hipwee memang memiliki diferensiasi bila dibandingkan dengan media kompetitornyaa, namun tidak terlalu menonjol. Penelitian ini juga menjadi bukti bahwa pemosisian merek bisa ditinjau dari banyak hal termasuk dengan menjabarkan langsung produk yang tampak dan dapat diukur.

Kata kunci: *atribut produk; listikel; media online; peta positioning; strategi diferensiasi*

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INTRODUCTION

The digital economy can only be done with information technology. This condition enables humans to act fast, practical, and effectively. Access and use of the internet have immensely influenced and revolutionized human dwelling in many ways. Daily, people are reaping countless benefits, including overcoming the constraints of space and time (Pandita, 2017). It allows for online media consumption, which is increasingly in demand. Such conditions encourage media companies to follow the trend and compete in the development of the digital world if they want to survive. It is relevant if several traditional media outlets also expand into online media. The presence of these new media becomes a new challenge for other mainstream media to compete.

In terms of online media start-up businesses, Indonesia has promising potential. Reporting to Forum Management magazine, digital shopping e-marketers in Indonesia increased by 25% from 2017 to 2020. This condition then encouraged domestic and foreign investors to invest funds in digital media start-ups in Indonesia. It also can promote the emergence of several new online media (Widodo, 2017).

The existence of online media is also closely related to online journalism. According to Romli, online journalism is a new form of journalistic work. Also referred to as part of journalistic work, this type of online journalism is included in conveying information. However, the difference is in the media channel, namely through the internet, mainly on websites (Romli, 2018).

However, online journalism has another distinctive character that is different from the previous types of journalism. In producing or perfecting news, online journalism works are considered to be processed, updated, or even deleted at any time. This character knows no deadlines and is flexible. For this reason, online media also lost the processes generally carried out in the editorial structure of the previous media. Sometimes, the authors in online media do not need to conduct in-depth interviews or explore a problem, as in writing news in traditional media. Audiences with different basic skills than journalists can also contribute to the news they want. This condition is a way for online media companies to understand and meet the needs of their readers while at the same time reproducing content on their websites. Also, the demands for up-to-date news production (the logic of market competition) from online media make it difficult for journalists to apply the PoI due to difficulties verifying and covering both sides (Wahyudi et al., 2022).

Integrating software development practices in creating and launching digital properties in online media requires reconsidering journalism's unique aspects, such as news speed, ethics, audience responsibility, and role in the democratic (Aitamurto et al., 2023). Online Journalistic can be equipped with various forms of multimedia, such as the fundamental product of journalism, news, and features on current events, which are provided solely or in combination with text, audio, video, or interactive forms such as news games and disseminated using digital media technology (Richard, 2022). Its use is, of course, to strengthen the facts raised. Apart from that, despite its progress, online media also presents relatively concise text data compared to traditional media.

Several types of writing formats are widely used by many online media, like narrative and listicle forms. However, some media continue to use narrative writing with long content, such as tirto.id. Most of those who stick with the narrative usually present it more concisely. However, as a whole, online media often uses listicle writing because the presentation is easier to make, easier to understand, and more attractive to others. Listicle writing that is easy to hook an audience is more widely used because it helps the sustainability of online media. Listicles

are a significant force in online media because they have unrivaled appeal among millennials (Sadri, 2019).

Gen Y. dominates the digital literacy index in Indonesia. This condition also encourages the interest of many online media companies that want to target the market potential of Generation Z (Asril & Hudrasyah, 2013). It targets its long-term goals by providing fresh and up-to-date content. This reality is a new competitive opportunity in the digital world.

The digital news marketplace is characterized by changing reading patterns and radical business models from pure players. Including BuzzFeed, Vice, and Snapchat, news media organizations are pressured to abandon the dominant logic and transform the dynamics of value creation that underlie their business models (Evens et al., 2017). Then, in online media, content is a consideration that recently served a critical position to build and maintain relationships with audiences (Kencana & Meisyanti, 2020).

There are other challenges for online media to compete. Internet features make choosing what to see and what not to see easier. This condition allows every online medium to get the audience's attention. One way that might be done is by providing information that is easy to understand. It can be seen on various media portals, including Indonesia, that much trivial content or controversy is displayed. This media tactic triggers someone's curiosity to visit the page.

In language, a listicle is a combination of the words "list," which means point or list, and "article," which means the text of the article itself. Rege and Subbha describe listicles as a writing format that presents data in lists or per-point presentations, usually followed by numbers so that readers can find information quickly and practically. Its relatively simple form can help many readers to more easily understand what is written, even to explain complicated news facts (Rege & Shubha, 2020).

The form of the listicle format has been introduced previously. Listicle has been applied to writing soft-news-based content in magazines. However, it was popularised again in online media practices by the international website Buzzfeed. Buzzfeed focuses on listing content and making listings unique, which is the main attraction for readers to their media. Listicles are a distinctive characteristic of Buzzfeed. The success of Buzzfeed then encouraged other media to follow suit. This trend has also entered the writing style of many online media outlets in Indonesia.

One that mentions it openly on its website, namely *IDN Times*. That company stated that news content delivered using the article model in a list is more easily understood by its target audience, namely Generation Z and millennials. It is encouraged because the news contents are written as listicles in the form of essential points from an event, making it easier for the reader to learn about specific events. Therefore, listicles are different from news writing in general.

A study suggests that people in a negative mood find native ads presented in a listicle format more appealing. In contrast, people in a positive mood prefer native ads presented as narratives (Noland & Wen, 2022). The application of listicles is also closely related to the media business's innovation strategy. The many uses of listicles in online media will certainly put each online media at the same level of competition. Not to mention that the competition will be even stronger if there are new media companies that keep popping up. It will make it difficult for the media to find its identity and uniqueness if it competes in the same place. For this reason, it is necessary to have a differentiator or specific characteristics of each media to differentiate it from its competitors.

The application of this type of online journalism in Indonesia can also be seen on the *Hipwee.com* portal. *Hipwee* is a media company that was formed in 2014. Even though it is a

new media compared to some other mainstream media, this media claims that it is an online media company with the fastest growing scale in Indonesia. *Hipwee* currently occupies the 52nd position in Indonesia's news and media category (Similarweb, 2021).

The age of the *Hipwee* portal, which is younger than many other media, can make it a new opponent for pre-existing media. It is a challenge for *Hipwee.com* to find out about its strategy to compete amid intense media competition and the strategy of presenting listicles amid existing trends.

Based on this background, the authors intend to use a combination of content analysis and multidimensional scaling (MDS) analysis. The content analysis measures specific aspects of an observation with a quantitative method. MDS is a multivariate analysis tool that deals with placing several objects (products, brands, or companies). With a combination of both, this study intends to describe the position of a media company (*Hipwee*) with its competitors based on their similarity on a map. Also, to see the differentiation and strategy used compared to its competitors. In this case, *Hipwee* has a competitor with a similar presentation in the form of listicles, like *IDN Times*, *Brilio.net*, and *Pobela.com*.

The positioning theory put forward by Rom Haree is focused on social action. This theory is not intended to interpret meaning from action but to see what someone does and says. It aims to explain the action in the moral landscape in historical and social dimensions. The main goal of positioning theory is to find out the position created by the subject in the storyline and the social power of what he says and does (Kayi-Aydar, 2018).

In addition, in the practice of positioning in communication studies, it is essential to use positioning to identify the objectives of positioning efforts to gain a fundamental understanding of what is to be achieved and the motivation behind it. Findings from the position of a company will later raise questions related to the strategies to be carried out (James, 2014).

Based on this description, this study intends to explain "How is *Hipwee.com*'s strategy differentiating in developing listicle content offerings compared to its competitors?". This research is limited to discussing *Hipwee*'s product differentiation strategy based on its product attributes (listicle). To find out these differences, *Hipwee.com* will be compared with its competitors in this study, namely *IDN Times*, *TribunNews.com*, *Brilio.net*, and *Pobela.com*, through a positioning map.

RESEARCH METHOD

This type of research uses a quantitative descriptive method with content analysis techniques and multidimensional scaling (MDS). Quantitative research is used to describe a neutral reality. Also, this type of approach is used to measure research dimensions. As for the use of descriptive words selected to describe objectively valid, reliable, and replicable findings from statistical data that has been collected, the description of the data is done in a structured and accurate manner so that it is easier to understand and conclude (Eriyanto, 2015).

Content analysis is an analytical technique to measure specific aspects of the news that quantitative methods examine. This type of analysis is when the researcher observes, then measures, or calculates the aspects of the news studied and presents them quantitatively (Eriyanto, 2015). Quantitative content analysis, which can also describe a message presented from the same source at different times, makes it appropriate to apply to trends in listings in the media.

After the data is presented quantitatively, this study's next step is to use analytical techniques, multidimensional scaling (MDS). This method is commonly used to look for relationships between spatial data. MDS can describe the structure of objects obtained from

closely spaced data (Rangkuti, 2002), in contrast to the application of MDS in marketing, which uses customer perceptions (a questionnaire) to assess an attribute. Positioning is the act of designing a marketing offer and image so that they occupy a meaningful and distinct competitive position in the minds of their target customers (Lembang et al., 2016). However, in this study, the data used results from direct observation of the same attributes in different objects, which are then assessed on a particular scale. It means the researcher is essential in observing the subject in this method. Researchers must avoid subjective interpretations because it is necessary to produce objective data. To find genuinely objective results. This study focuses on research on differentiation strategies in applying listicles on the *Hipwee.com* portal. In addition, this study also uses additional research subjects such as *IDN Times*, *Brilio.net*, and *Pobela.com*, which have product offerings similar to *Hipwee* products (listicle). This research collects data by also paying attention to and observing every element of the listicle presentation on the media portal *Hipwee.com* and other competitors.

The unit of analysis is an integral part of a research process that depends on the research problem itself. Outlines of the unit of analysis are a process for defining problems and research methodology by identifying research problems (Kumar, 2018). If a study intends to compare the sales of different products, the unit of analysis will be the product itself, not the sales. As for this research, the unit of analysis is in the form of electrical product attributes, namely volume, visual, source, and primary focus area on the news portal on the *Hipwee.com* website as well as on its competitors (*IDN Times*, *Pobela.com*, and *Brilio.net*) (Similarweb, 2021).

Product attributes are essential elements used as a basis for purchases (Setyanto et al., 2017). Specifically, in old and new media, product differentiation is based on volume indicators, main focus area, amount of skepticism, visuals, opinions, comments, source, and language (Painter, 2016). In this study, the attributes of the selected listicle products were also adjusted to the method used by the researcher. The selected indicators that can be measured through this research are volume, focus area, visual, and source.

Volume is the content or amount of something. In this case, the intended volume is the amount of text in a report (Painter, 2016). Each media has its character and requirements for writing its news. The focus area in the news text is attention or focus in a report. Painter describes the focus areas by comparing the special attention Huffington Post has given to climate issues with Vice's continued reporting on protests and demonstrations (Painter, 2016). Visual means something that can be seen with the eye. In this case, the visuals referred to in a news report, namely as a complement to news text whose forms are other than text, such as videos and photos. In media with a primary product of textual text, such as Buzfeed, text complements such as photos are heavily relied on in their writing. The percentage of text is only 2% of all news (Painter, 2016).

Besides, sources are essential for writing their news, regardless of the media type (old or new). The source of this study is the data used in the article (Painter, 2016). A differentiation strategy is a combination of two words that have their respective meanings. Differentiation is making different products to avoid competition (Widyastuti, 2011). In this study, the differentiation strategy variable is described through a positioning map between similar products based on the results of the content analysis that has been done before.

RESULTS AND DISCUSSION

The results of the data findings of the average volume as measured by the number of paragraphs and visuals calculated from the many photos, pictures, videos, Etc., in one report. The highest average news volume indicator is *IDN Times* at 11.90, and the lowest is *Brilio* at

9.37. Meanwhile, for the visual indicator, the highest average was in *Brilio* Media, with a value of 10.63, and the lowest was *Hipwee*, with 5.92. This data shows that in the average volume comparison of the four media (*Hipwee*, *IDN Times*, *Popbela*, and *Brilio*), *Hipwee* is in the middle. Meanwhile, on the visual aspect, *Hipwee* has at least some visualizations in the form of video images or other things. The findings obtained a stress value of 0.00, away from 1.00. The conditions found indicate that the data is fit and feasible to use.

The coordinates above are used to determine the position or point of each media on the map in the first and second dimensions. Each brand position is formed from the coding results previously collected by the coder. Dimensions with a positive value indicate excess power values a media possesses. Conversely, if the dimension number is negative, it indicates less or less strength in the media. On the position of the volume and visual indicators on the positioning map shown at the coordinates *Hipwee* (0.5628; -1.1126), *IDN Times* (-1.6362; -0.6764), *Popbela* (0.0730; 0.3009), and *Brilio* (1.0005; 1.4880).
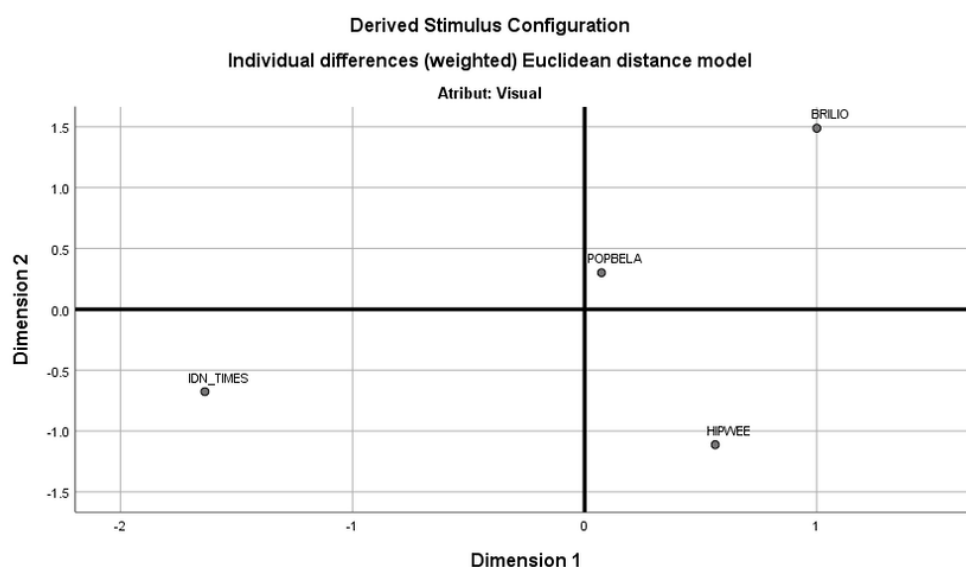

Figure 1. MDS Results Volume and Visual Indicators
Source: Processed by Researchers, 2022

The content analysis results on the attributes of the reviews they studied into several groups so that they could be explained further (Wiastuti & Wiliam, 2018). For explained the results of the MDS mapping by dividing it into four groups: quadrant I, quadrant II, quadrant III, and quadrant IV (Putri et al., 2018). For this reason, the map formed from Figure 1 is the realization of the position of each of the four media tested (*Hipwee*, *IDN Times*, *Popbela*, and *Brilio*). From the above, it was obtained that there were three groups produced. It can be seen that, in this case, *Popbela* and *Brilio* are closer than *IDN Times* or *Hipwee*. The two media (*Popbela* and *Brilio*) occupy the same quadrant.

The results show that quadrant I, with positive values in both dimensions, is occupied by *Popbela* and *Brilio* media. It indicates that the two media excel in the indicators tested: volume and visuals. In addition, quadrant II, which has a positive value for the first dimension and a negative value for the second dimension, is occupied by *Hipwee*. This position means *Hipwee* has an advantage in the first dimension (volume) but a low value in the second dimension (visual).

The position of the *IDN Times* media is in Quadrant III. It shows that this media has a low superiority value in the first and second dimensions. Such conditions illustrate that the *IDN*

Times is inferior in both dimensions (volume and visual indicators) compared to other media. As for the fourth dimension, with positive values in the second dimension and negative values in the first dimension, it is not occupied by any media.

Product attribute data on indicators, sources, and primary focus areas were collected and further elaborated for later analysis MDS. The results show that the overall average value on the indicator source, or the highest news source, is owned by *IDN Times* with 1.06. The lowest value for the average source indicator is *Brilio*, which is 0.21. Meanwhile, on product attributes for indicators' main focus area, the highest average is *IDN Times* Media with a value of 1.20, and the lowest is *Brilio* with a value of 1.03. This situation indicates that in the average comparison of the two product attributes, source, and primary focus area, in the four media (*Hipwee*, *IDN Times*, *Popbela*, and *Brilio*), *Hipwee* does not have a prominent value. The findings obtained a stress value of 0.00, away from 1.00. It shows that the data obtained is suitable and feasible to use.

The coordinate points for the first and second dimensions listed are used to determine the position of each media in the visualization on the positioning map. Each position that is formed is the result of coding that has previously been collected. Positive dimensional values indicate the value of excellence in media. However, negative dimension values will indicate less or less superiority in the media.
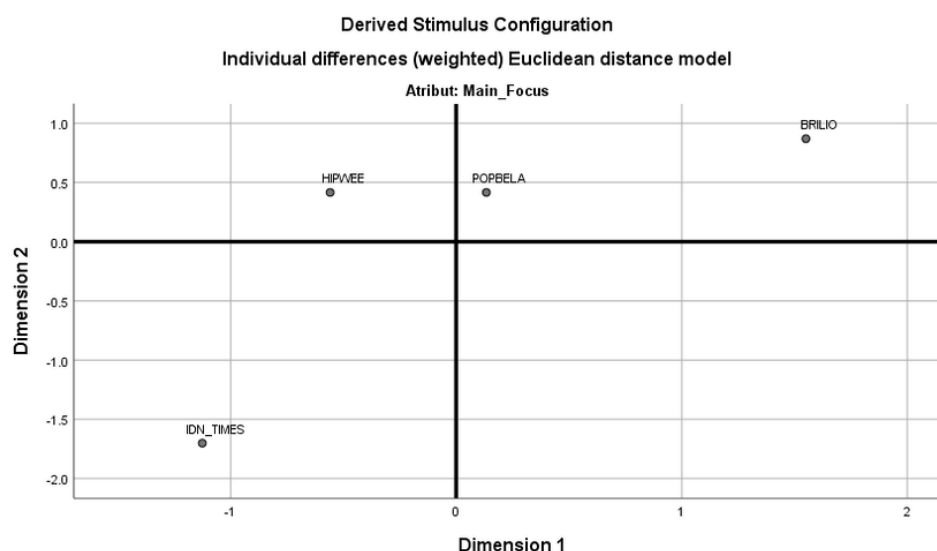

Figure 2. MDS Indicator Results Source and Main Focus Area
Source: Processed by Researchers, 2022

Product attribute position on the indicator source and main focus area in the positioning map is shown at the coordinates *Hipwee* (-0.5587; 0.4161), *IDN Times* (-1.1254; -1.7021), *Popbela* (0.1338; 0.4161), and *Brilio* (1.5503; 0,8699). In the presented MDS results in Figure 2, the indicator source and main focus area of those tested for the four media divided the media into three categories. It can be concluded that the quadrant I position, which has positive values in both dimensions, is also occupied by two media that occupy the same position in the previous indicators (volume and visual indicators) for *Popbela* and *Brilio*. It means the two media have advantages in both dimensions of the measured indicators, namely the indicator source and the main focus area. In quadrant II, the placement of positive values for the first dimension and negative values for the second dimension is not filled by any media.

For quadrant II in the figure, *IDN Times*, This quadrant indicates a negative value in both

dimensions. So, with the position formed, *IDN Times* has a low superior value on the indicator source and main focus area compared to other media. As for quadrant III, it also has the same conditions as before, namely *Hipwee*, who fills it. In this case, *Hipwee* has a low winning tendency in dimension one. Because on one of the dimensions, the *Hipwee* point has a negative value. However, the two dimensions of *Hipwee*'s value are positive or superior.
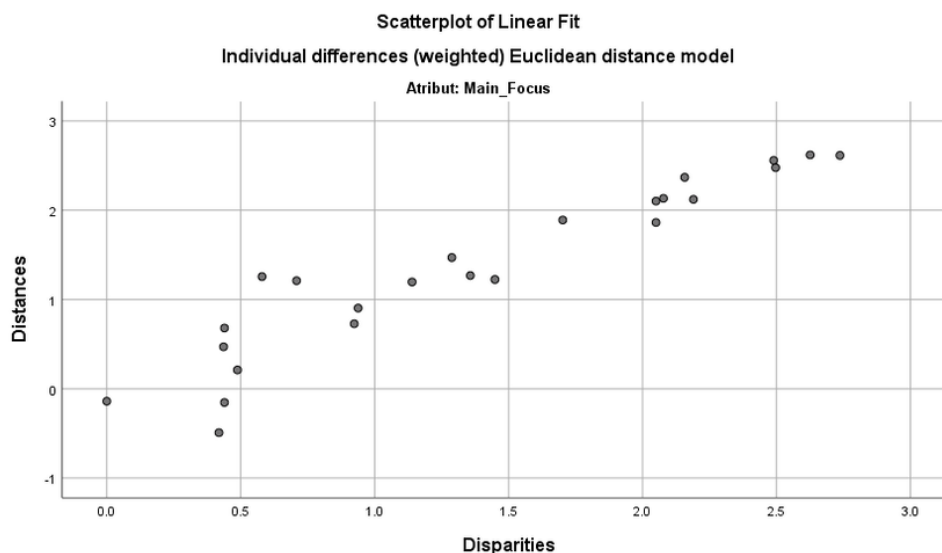

Figure 3. Scatterplot of Linear Fit
Source: Processed by Researchers, 2022

An image visualizes data weights per individual and aggregates data to see homogeneity between data sources. The coordinate points form a coordinate group whose configuration forms a line. If, in his research, that is between respondents, While in this research, namely coder. Figure 3 shows that most coordinate points form a line from the bottom left to the top right. It shows that the respondents have a homogeneous attitude towards the similarities between the brands tested (the electrical product attribute).
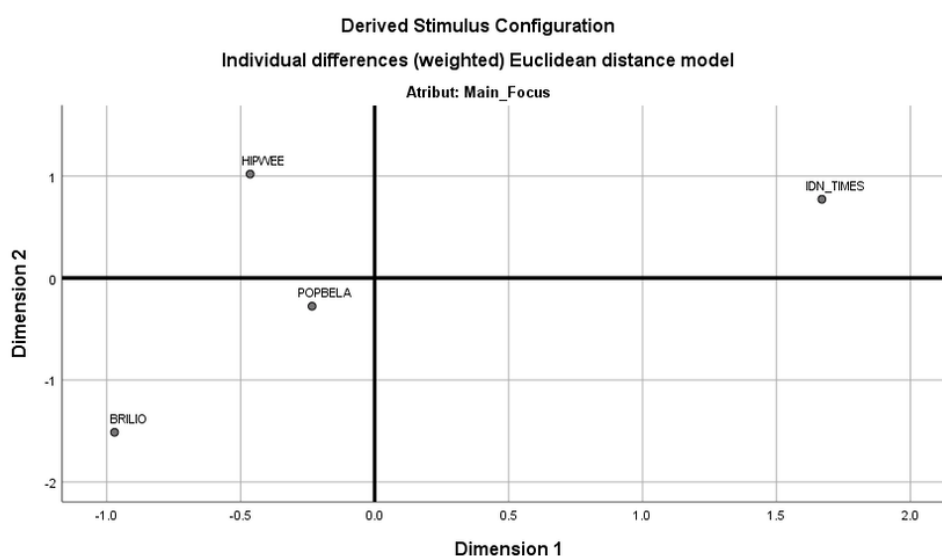

Figure 4. Product Attributes MDS Results
Source: Processed by Researchers, 2022

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The positioning of the listicle news product attributes on *Hipwee*, *IDN Times*, *Popbela*, and *Brilio* media in this study is illustrated by one positioning map. Figure 4 divides the four tested media (*Hipwee*, *IDN Times*, *Popbela*, and *Brilio*) into three sections. It was shown above that the media that has the most prominent differences in the map positioning formed is *IDN Times*. The *IDN Times* position is farthest away when measured from the position coordinates of other media. It can also be seen on the map that the *IDN Times* media leads in terms of the superiority of product attributes. It is clearly shown by its position, which is right in quadrant I and is higher than other media. Although not superior in visualization per previous indicators (volume, visual, source, main focus area), the advantage of *IDN Times* is a form of association of all indicators in presenting listicle news in terms of their attributes. So, to compete in terms of product attributes (listicle), competing media need to approach *IDN Times*' position.

The findings of this study, which was conducted from January 1–7, 2022, show two trends towards the *Hipwee* portal. First, *Hipwee* has fewer articles than its three competitors (*IDN Times*, *Popbela*, and *Brilio*). Second, regarding the presentation of listicle-shaped articles on *Hipwee*, it is in second place. The results found in this study are then compiled in Table 1.

Table 1. Table of General Research Conclusions

No	General conclusion	Reason
1	*IDN Times* has superior association value.	The *IDN Times* coordinate points for the entire listicle product attribute association are the only media in quadrant I (quadrant in the positioning map) with all positive dimension values.
2	*Hipwee* is in the second-leading position.	Regarding mapping the entire listicle attribute, *Hipwee* is the closest media to *IDN Times* compared to *Popbela* and *Brilio*.
3	*Hipwee* is similar to *Popbela*.	*Hipwee* is closest to *Popbela* on the positioning map.
4	Opinions dominate the presentation on the *Hipwee* portal.	There is relatively little use of sources for articles on the *Hipwee* portal compared to other media.
5	*Hipwee* articles need to present visual images.	Listicles in *Hipwee* media have a low or low average visualization per article.
6	*Hipwee* has a reasonably long article size.	As a media that has a listicle product, the size of the article length on *Hipwee*, based on the comparative data of its three-competitor media, is in a long category.
7	The focus of discussion on *Hipwee* articles is broad.	The main focus area on the *Hipwee* portal is high compared to its three competitors.

Source: Processed by Researchers, 2022

Based on Table 1, *IDN Times* is the most superior media from the listicle product association belonging to the four media, *IDN Times*, *Hipwee*, *Popbela*, and *Brilio*. The label "superior competitor" is owned by the *IDN Times* because the position of *IDN Times* is in quadrant I with all positive dimension values. However, on the assessment of indicators per each volume (visual and source), this media is in the coordinates of quadrant III, which are all negative, and also in a position that is always away from the other three tested media. It is possible because there is a striking difference between the *IDN Times* media and other media. It can be seen from the volume indicator that the visual *IDN Times* has the average presentation per news list with the highest volume and visualization that is close to the lowest, namely in the third position of all objects. Also, *IDN Times* has the most different values for indicator source and main focus area. Because while the other three media have an average source of less than

1, *IDN Times* has an average of more than that. Meanwhile, *IDN Times* is still superior to the other three regarding reporting focus.

Table 1 also explains *Hipwee*'s position in second place after *IDN Times*. The reason is that, in the position of the listicle attribute map as a whole, the *Hipwee* association has one dimension with a negative value and a positive one. It puts it in quadrant IV. as measured by the potential points belonging to *IDN Times*. *Hipwee* is the media closest to him. Because the other two media, namely *Popbela* and *Brilio*, are in quadrant III, which causes the distance to be further away.

Other results in Table 1 show a closeness between the product attributes of *Hipwee*'s media listicles and *Popbela*. It is because the distance between the two is the closest compared to that between *Hipwee* and other media. It means *Hipwee* Media has the most similar listicle product offerings to the *Popbela* Media offerings. Then the position of closeness to *Hipwee* was followed by *Brilio* in second place and the most distant, *IDN Times*.

Meanwhile, *Hipwee*'s position on each indicator was tested differently. *Hipwee* is in quadrant II for volume indicators (visual) and occupies quadrant III for indicator sources (main focus area). *Hipwee* has both a negative and a positive dimension in these two placements. This depiction shows that *Hipwee* could be better regarding visuals and sources. In other words, *Hipwee* only focuses on presenting news lists with a few visualizations, whether it is visuals in pictures, videos, or others. Also, *Hipwee* news feeds need solid sources. Table 1 shows that listicle reporting on *Hipwee* has superior value for volume and main focus area.

The use of sources in the context of this research is an essential factor in compiling news or articles in the media. The selection and use of sources will sharpen the information the media presents (Suwarno & Suryawati, 2019). Therefore, many of the articles used by *Hipwee* are not entirely newsworthy. However, it is dominated by opinion news. The researchers described *Hipwee* as an orange added to food called "soto" from these results. Like a whole dish, the *Hipwee* portal wants to compete by presenting products many other media use. *Hipwee* also has quite visible differences, although it is not a significant competitor for other media that work on the same product. *Hipwee*'s offer to the public is also enough to be entertaining and distracting reading, less than basic reading information in everyday life. Therefore, it is not a basic need for information; too much entertainment can also be bland. Like the parable of the addition of lime, this portal does present its uniqueness with its extended reading and many focused articles. Unfortunately, many of the articles he published expressed public opinion. The author interprets this because of the large number of published readers' writings and the lack of sources included in each of his writings.

In sour "soto" sauce, in this case, the competing media (*Popbela*) enters the competition and presents products that are pretty similar to its competitors to survive in the competition. It includes finding the similarities between *Popbela*, *Hipwee*, and *Brilio*. Meanwhile, *Hipwee* here, in addition to lime, has a similar taste to ingredients involved in a similar dish. However, *Hipwee* still has more distinctive differences. Usually, the additional lime is served separately, not mixed into the soup. While the addition of lime is not something very flashy, many people do use it.

Based on theory, stories, lines, and action interpretations can be drawn and interconnected. The closer each media is tested, the coordinate points will provide a closer range of line distances (Kayi-Aydar, 2018). The same goes for the findings of this study. Listicle product attributes have indicator derivatives that are interconnected and describe the conditions of one another. The map picture formed from testing each indicator and the association of all attributes shows different position points because the association values are also different.

In theory, this harmony can describe the actual position of an individual (*Hipwee*) towards his environment. The measurement is through aspects that have been or will be carried out. This theory fully describes the stories, lines, and interpretations of actions taken by individuals (Kayi-Aydar, 2018). This study's story is a factual finding of the ratio measurement of listicle products in *Hipwee* and its competitors. The line is a relationship that is formed from the results of the mapping. Then, interpretation results from the researcher's conclusions taken from the map formed and used to identify *Hipwee*'s strategy in presenting listicles.

Positioning theory can indeed be used in many aspects. Although it still needs to be found in the study of marketing communications. However, this theory is used by researchers because it has the same connection to identifying individuals in groups on a map. For this reason, deepening and updating are still needed to be used as a communication research tool with a deeper context.

In addition, individual or company mapping findings in marketing communications research often use questionnaire data from consumer perceptions (Kayi-Aydar, 2018). Brand positioning can be viewed from many angles. Like this study, position mapping is done by directly describing visible and measurable products. The final results also state that the results are aligned with the original findings on the SimilarWeb portal. As of September 2021, *Hipwee* has three competitors: first place in *IDN Times*, second in *Popbela*, and third in *Brilio* (Similarweb, 2021). This finding proves that the exact position occurred on January 1–7, 2022.

CONCLUSION

Based on the analysis and discussion results of the four media tested (*Hipwee*, *IDN Times*, *Popbela*, and *Brilio*), *Hipwee* is in a good position, with the position closest to *IDN Times*' potential position. The listicle differentiation between the *Hipwee* portal and the other three media does not have a prominent value. The only dominant difference is the comparison between *Hipwee* and the *IDN Times* media. Meanwhile, the similarities between the findings of *Hipwee*'s products are closest to *Popbela's*. The listicle-writing strategy that *Hipwee* has carried out is noted to focus on the length of the news and the breadth of the focus of the description in one article. The strategy carried out by *Hipwee* already has its uniqueness, although it is minimal compared to its competitors. *Hipwee* has few visual presentations (images, videos, and infographics) as a media with listicle products. The low number of sources in each listicle article also makes it a media that dominates opinion articles.

For *Hipwee* Media, *Hipwee*'s position is still quite far from its potential position, and the number of articles still needs to be higher. A new strategy is needed in writing articles to attract more interest. As for future researchers, it is recommended to measure in terms of other methods to obtain new references for research on listicle writing.

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