INTEGRATED MARKETING COMMUNICATION STRATEGY OF PT. JOGJAKITA MULTI ANDALAN IN INCREASING BRAND AWARENESS AS A LOCAL ON DEMAND SERVICES BUSINESS IN 2020-2022

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Abstract

This research aims to determine and describe the implementation of the concept of promotion mix elements in the integrated marketing communications strategy of PT. JogjaKita Multi Andalan in increasing brand awareness as a local on-demand service in 2020-2022. This research uses a qualitative descriptive approach with data collection methods through interviews, documentation and literature study. The informants in this research were JogjaKita employees and JogjaKita users. The research results show that JogjaKita is an application from a startup company that operates in the local ride-hailing sector by carrying out promotions by integrating seven promotional methods, namely: Advertising (billboards, vouchers, brochures, leaflets); direct marketing (SEO, Google, SEM, official site). Interactive marketing (Facebook, YouTube, Instagram, TikTok). Public Relations and Publicity (cooperating with SMEs assisted by SiBakul Jogja from Diskop DIY, holding MSME entrepreneurship training, public relations, social media publications and social assistance). Events and experiences (holding a gimmick event on a certain day, visiting a school). Word of mouth marketing (campaigns, recommendations, testimonials, e-commerce reviews, person-to-person stories). Sales promotions (giving discounts or bonus points through the application). JogjaKita's brand awareness is currently at the brand recognition level.

Keywords : *Integrated Marketing Communication, Strategy, JogjaKita, Brand Awareness, On Demand Service.*

Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui dan mendeskripsikan implementasi konsep elemen bauran promosi dalam strategi komunikasi pemasaran terpadu PT. JogjaKita Multi Andalan dalam meningkatkan brand awareness sebagai on demand services lokal tahun 2020-2022. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode pengumpulan data melalui wawancara, dokumentasi, dan studi pustaka. Informan dalam penelitian ini adalah karyawan JogjaKita dan an user JogjaKita. Hasil penelitian ini menunjukkan bahwa JogjaKita merupakan aplikasi dari perusahaan startup yang bergerak dibidang ride hailing lokal dengan melakukan promosi dengan cara integrasi tujuh metode promosi yaitu: Periklanan (baliho, voucher, brosur, leaflet); pemasaran langsung (SEO, Google, SEM,

website resmi). Pemasaran interaktif (Facebook, Youtube, Instagram, Tiktok). Hubungan masyarakat dan publisitas (menjalin kerjasama dengan UKM Binaan SiBakul Jogja dari Dinas Koperasi DIY, mengadakan pelatihan enterpreneurship UMKM, hubungan komunitas, publikasi media sosial, dan bantuan sosial). Event dan experience (melaksanakan gimmick event pada hari tertentu, kunjungan sekolah-sekolah). Pemasaran dari word of mouth (kampanye, rekomendasi, testimoni, ulasan e-commerce, cerita dari orang ke orang). Promosi penjualan (memberikan diskon atau bonus poin melalui aplikasi). Brand awareness JogjaKita saat ini berada pada tingkatan brand recognition.

Kata Kunci : *Komunikasi Pemasaran Terpadu, Strategi, JogjaKita, Brand Awareness, On Demand Service.*

A. Introduction

Currently, technological developments in the field of information technology, communication accompanied by internet networks are increasingly widespread. The availability of technology in the digital era not only experiences conditions of development of progress in the realm of life towards an all-digital direction but also has a positive impact on improving human skills (Zis, Effendi, & Roen, 2021). The presence of this digital transformation was able to change the pattern of behavior of people's lives to be more practical and modern in many aspects including economics (Tartila, 2022).

The large number of internet usage that occurs today is also one of the factors that greatly influence humans in creating an innovation to increase production and distribution activities of goods and services by combining creative ideas and intellectual abilities in its development, as well as utilizing digital media and social platforms to disseminate information or promotional content to audiences quickly and widely. Based on the survey report of the Indonesian Internet Service Providers Association (APJII) recorded at the end of 2019-2020, internet users reached 196.71 million people then in 2021-2022 there was an increase in internet users to 210.3 million people or 77.02%.

The rapid development of the internet provides motivation for the business community to use it as a means of marketing the goods and services they produce. One of the most frequently discussed, used, and currently trending technological developments from many circles is the business on demand service. On demand service is a service that is a solution for people who want everything to be practical in meeting various needs in their daily lives. This service allows users to order and receive services online, both in the form of products and services quickly and

efficiently, some of which are food delivery services, home cleaning, payment, ride hailing services and so on. Today's society is greatly facilitated by real-time ordering facilities so that this service can be accessed easily through smartphone applications or websites anywhere and anytime.

The development of the on-demand service business that is currently rife and intensively promoted in the field of motorbike-based ride hailing or online motorcycle taxis in Indonesia is still dominated by Gojek and Grab. According to survey data from DataIndonesia.id, until February 2021, Gojek still controls an online motorcycle taxi market share of 59%, while Grab's online motorcycle taxi market share is 41%. Two startups or with other names, namely giant startups, continue to fight for market share of online motorcycle taxis to the international arena. The launch of innovations that provide services for providing goods and services that offer flexibility according to consumer demand such as Gojek and Grab, inspires people who are also able to present the existence of startup companies in the field of ride hailing by placing one location in an area become the center of their market demographic segment. One of the ride-hailing-based on-demand service platforms through a smartphone application that began to exist in the Yogyakarta area, namely JogjaKita.

JogjaKita is an organic business-based on-demand service that was launched and started operating in 2020 and has been downloaded by more than 281,000 Yogyakarta residents. This application was built by the nation's children with the spirit of mutual cooperation of Jogja residents aiming to contribute to improving the welfare of the people of Yogyakarta and encouraging the growth of the tourism industry, increasing MSMEs (Micro, Small and Medium Enterprises), and synergizing and collaborating to increase regional income. Starting from the idea of JogjaKita founder, Ibnu Sutanto stated that JogjaKita application was created to be a fabric of various business or industry regional entities that provide mutual support to meet the needs of the community, thus connecting various types of businesses into one unified service. JogjaKita has its own uniqueness from other competitor applications because JogjaKita is formed from various local components of Jogja community so that JogjaKita is only based in Yogyakarta City area.

The efforts made by JogjaKita provide convenience for all users and MSME business actors who do not yet have a customer order delivery fleet with JogjaKurir services. JogjaKita also collaborates with the Yogyakarta Cooperative Office by supporting the SiBakul service program which provides free shipping to business actors affected by the pandemic. The existence of this platform can form a local ecosystem by becoming a source of strength for MSMEs because JogjaKita can become a digital base that is able to compete with its competitors.

Interestingly, in terms of service facilities owned by JogjaKita is quite complete including JogjaRide, JogjaKurir, JogjaFood, JogjaToko, JogjaShop, JogjaCar, JogjaPay to ticketing services at affordable rates. JogjaKita is the first on-demand service platform in Indonesia that also comes with a media sharing base, no longer a one-way platform like the majority of other application platforms. Therefore, JogjaKita transforms into a forum or media for all Jogjanese people to show how special Jogja is in their own way through sharing video content. Every video content that is uploaded and generates order transactions, will automatically become profit sharing for both content creators, drivers, users, and business owners to earn income.

JogjaKita becomes a bridge for businesspeople to take advantage of opportunities by offering intermediaries as a place to sell in the JogjaKita application to expand consumer networks and as a means of promotion for their businesses. One of the goals to be achieved by PT. JogjaKita Multi Andalan is a forum for buyers, sellers and service providers, thus making transactions easier with access services starting from the Special Region of Yogyakarta, to promote their products to consumers with Integrated Marketing Communication strategy efforts, to form brand awareness and introduce startup companies to the people of Indonesia, especially Yogyakarta. PT. JogjaKita Multi Andalan is one of the local companies in strengthening the digital economy ecosystem in Yogyakarta through collaboration from the community, and marketing local Yogyakarta products and improving the brand. Therefore, researchers are interested in studying the Integrated Marketing Communication strategy carried out by JogjaKita in increasing its brand awareness as a business on demand service, so that researchers hope to contribute in the form of insight and understanding and also input on Integrated Marketing Communication for JogjaKita managers.

Strategy is a combination of long-term planning activities, positioning or adjustment and evaluation of a company to influence exchanges in achieving agency or company goals. Usually marketing communication strategies are directed to increase the frequency of consumer behavior, visits to certain stores or applications, increase product purchases at the company, and the use of an on-demand service application, it does not rule out the possibility that the process that is run until the final process can produce a good feed (Assauri, 2015). PT. JogjaKita Multi Andalan certainly has a marketing success strategy, forming and improving a company's brand depends on marketing communication skills, which the company implements in conveying information to consumers as a role to be able to shape brand image and foster relationships with consumers.

Integrated Marketing Communication (IMC) is a marketing strategy that can be done by startup companies on demand service. IMC is a product marketing strategy plan that uses various marketing tools available. These activities depend on business needs and can be reduced, expanded, or changed to fit the pattern of strategic objectives, marketing objectives and also combine online and offline marketing communications (Mitterfellner in Ritonga, Pratiwi, & Islahiyah, 2022).

The form of IMC can be seen from the activities of: (1) Advertising; (2) Sales Promotion; value-added offerings designed to drive customer response; (3) Event and Experience, involving the target audience to associate a brand with activities; (4) Public Relations and Publicity, functioning as a relatively free medium to convey brand information to influence customers positively; (5) Direct Marketing, dealing directly with customers without going through retailers to create behavioral responses; (6) Interactive Marketing, how a company is able or not to communicate with its customers to provide good solutions with the use of products; (7) Word of Mouth Marketing, the ability to provide recommendations; (8) Personal Selling, two-way communication where companies are bridged by salespeople to interact to explain the features of a brand for the benefit of customers (Firmansyah, 2020).

Integrated Marketing Communication (IMC) also known as relationship marketing, a marketing strategy that involves certain individuals interactively using specific messages and through specific media with the aim of building a long-term relationship between consumers and service providers, by involving targeted individuals in an interactive or two-way exchange of information (Blakeman, 2018). PT JogjaKita Multi Andalan uses an Integrated Marketing Communication (IMC) strategy to increase the company's brand awareness so that it can become an alternative choice for the audience and build a start-up company image that can be trusted to have profitable value and provide solutions to people's needs for easy, cheap, and safe transportation.

The strength of the brand value of a product is something that is offered or promised to the public in the marketing process carried out. The range of this continuum is from an uncertain feeling where a particular brand has been known before, so that consumers believe the product is the only brand in a product group (Utomo, 2017). The definition of brand according to David A. Aaker (Ruslan R. , 2010)is a distinguishing name and symbol (such as a logo, stamp, or packaging) with the intention of identifying goods and services from a seller. Brand awareness can be interpreted as how a brand can appear in the minds of consumers. Brand awareness is reflected in how much knowledge and characteristics of a brand can be recognized by consumers (Aaker in Ritonga, Pratiwi, & Islahiyah, 2022). According to Kotler and Keller in their book "Marketing Management" there are 5

indicators, namely: (1) Consumers understand what a brand looks like, (2) Can recognize brands among competing brands, (3) Aware of the existence of brands, (4) Consumers imagine brand characteristics quickly, (5) Consumers quickly recognize logos or brand symbols.

Brand awareness has 4 levels stated by David Aaker (Prasetyo &; Febriani, 2020), as follows: (1) Unaware of Brand, the lowest level, where consumers are not aware of the brand even though it has been recalled; (2) Brand Recognition, a minimum level of brand awareness, where consumers can recognize the brand after product recall; (3) Brand Recall, the degree to which consumers have remembered a product, here is carried out brand recall without the help of bringing it up; (4) Top of Mind, the highest level of brand awareness, where the brand appears first in the consumer's mind and can mention a brand name without being given the help of reminder. The level of consumer awareness of a brand can be pursued in several ways (Durianto in Priansa, 2017), namely: (1) Brands must be able to convey messages that are easily remembered by consumers; (2) Companies are advised to use catchy jingle songs or slogans; (3) The symbols used have a relationship with a brand; (4) The company is expanding the brand; (5) Strengthening brand awareness through event sponsorship and publicity; (6) Repetition of message delivery.

B. Research method

This research can be categorized as a qualitative descriptive research. Descriptive research refers to the post-positivism paradigm which is used to examine natural objects and subjects studied according to what they are when the research takes place (Wiksana, 2017). Descriptive research is intended to make a systematic picture, description, or painting based on factual and truth about the facts, characteristics, and relationships of the phenomena being investigated. Descriptive research is intended to make a systematic picture, description, or painting based on the facts and truth about the facts, characteristics, and relationships of the phenomena being investigated. Qualitative research is a method used to study and understand the behavior of individuals or certain groups by describing situations or events (Ruslan R. , 2006).

The object of this research is an integrated marketing communication strategy carried out by PT JogjaKita Multi Andalan in increasing its brand awareness as a local on demand service business in 2020-2022. The data collection technique in this study used in-depth interviews with four sources, namely the Offline Marketing Supervisor, 2 JogjaKita users, documentation and literature study to complete the research data. This study uses data analysis techniques in the form of data collection, data reduction, data display, data presentation and conclusion drawing, so

researchers will collect data from informant sources then the data is summarized and interpreted then sorted out in the form of simple writing and conclusions are drawn. The data validity test uses source triangulation, namely the researcher checks and compares the results of the interview with the results of data that has been obtained from secondary data, after which the data will be described and categorized and conclusions drawn after being analyzed after asking for agreement with the data source.

C. Results and Discussion

Based on the results of the interviews that have been conducted, it can be found that there is an IMC strategy that has been implemented by PT. JogjaKita Multi Andalan as an effort to increase brand awareness as a local on-demand service business to the community towards JogjaKita. As the idea explained earlier, that brand awareness is important for all business people because the level of public awareness of a company's brand or product is able to have a positive influence on the use of services on demand. Starting from this point, the discussion of the IMC strategy used by PT. JogjaKita Multi Andalan as a local on demand service business, as follows:

Implementation of Integrated Marketing Communication JogjaKita

Based on the results of interviews that have been conducted, it can be identified the implementation of Integrated Marketing Communication (IMC) for JogjaKita's on-demand service business, namely:

1. Advertising

JogjaKita uses 2 forms of advertising: online advertising and offline advertising. Online advertising consists of Facebook ads, SEO per click ads, Google, and YouTube shorts. Offline advertising consists of billboards, leaflets, brochures, and small banners installed in restaurants. This is intended as an effort by the company to provide information and persuade potential customers to try the advertised product or service. This is in line with Shrimp's expert ideas in the advertising function (Priansa, 2017). *"Untuk beriklan ini dari sisi offline, kita memasang untuk tangible disini, ada juga kita pasang untuk di sekolah-sekolah, ada juga baliho kita pasang, di restoran juga, dan kita pun gerak di online, seperti iklan facebook, SEO, dan juga di Google dan Youtube itu juga ada (For this advertising from the offline side, we install for tangibles here, we install it in schools, there are also billboards we install in restaurants and we also move online, such as Facebook ads, SEO, and also on Google and Youtube.)."* (Interview results on Erwan Endrawan, 16 Desember 2023)

2. Sales Promotion

JogjaKita conducts sales promotions with salespersons using the canvassing method in locations that are in accordance with the target market, including the Alun-Alun Kidul, Sanata Dharma Food Court, UGM, and Klebengan. JogjaKita provides physical vouchers to people who download the JogjaKita application on the spot. In addition, the sales promotion carried out by JogjaKita through marketing assists, when people download the JogjaKita application, they get bonus points of @ IDR 100,000 and a 20% discount that can be used repeatedly to place orders for all JogjaKita services. This is in line with Buchari's expert ideas (Priansa, 2017) stating that the objectives of sales promotions are to attract new customers, give gifts, increase repeat product purchases or use, and create awareness. Through the provision of bonus points @ Rp. 100,000, Jogja Kita hopes that consumers can use JogjaKita's services continuously because this bonus point is a discount followed by a 20% discount.

"Dulu kita sering lakukan promosi fisik, ketika event di weekend. Kita kerjasama dengan sales yang canvassing di lokasi yang sudah kita tentukan, seperti di daerah Alun-Alun Kidul, Klebengan, Food Court Sanata Dharma dan UGM. Disana ada 1 tim yang kita berikan product knowledge dan voucher fisik, kita berikan untuk orang yang download ditempat, itu akan mendapatkan diskon yang lumayan gede. Kalo sekarang, kita fokus di online, ketika orang download nanti mereka dapet bonus poin @Rp. 100.000. Itu bisa kita gunain berulang kali di seluruh pelayanan JogjaKita (In the past, we often did physical promotions, during events on weekends. We cooperate with sales canvassing in locations that we have determined, such as in the Kidul Square area, Klebengan, Sanata Dharma Food Court and UGM. There is one team that we give product knowledge and physical vouchers, we give them to people who download on the spot, they will get a pretty big discount. For now, we focus on online, when people download, they get bonus points of @ IDR 100,000. We can use it repeatedly in all JogjaKita services..)," kata Erwana Endrawan. (Interview results on16 Desember 2023)

This sales promotion is also supported by statements from JogjaKita users, the first time they downloaded the app they received a promo.

" *Awal pemakaian menarik, banyak promo kadang sampai 60%. Jadi kalau pakai promo bisa lebih murah* (The initial use is interesting, there are many promotions, sometimes up to 60%. So if you use the promo, it can be cheaper)," kata Tri (interview result on January 7, 2024).

3. **Event and Experience**

Event and Experience, which is a program implemented or sponsored by actors to create interactions related to certain brands. This is in line with JogjaKita which has

held support events in Yogyakarta schools, namely the Try Out event of SMA 3 Yogyakarta, the music festival of SMA 2 Yogyakarta, the student orientation period event at UPN (Universitas Pembangunan Negeri) Yogyakarta, and the event for Jogja entrepreneurs at Pasar Lawas Kotagede (Firmansyah, 2020).

"Kalau event sering support. Yang pernah kita support itu event SMA 3 Yogyakarta itu dulu eventnya Try Out, kemudian event SMA 2 Yogyakarta itu dulu festival musik, terus di UPN Yogyakarta waktu masih awal-awal masa orientasi, terus pernah event kebudayaan seperti pamaeran keris itu kerjasama dengan Dinas Kebudayaan, seperti itu, (We often support events. The ones we have supported were the High School 3 Yogyakarta event, which was the Try Out event, then the High School 2 Yogyakarta event, which was a music festival, then at UPN Yogyakarta when it was still early in the orientation period, then cultural events such as the keris exhibition in collaboration with the Culture Office.)" kata Erwana Endrawan, 27 Desember 2023.

4. Public Relations and Publicity

Public Relations and Publicity, in one of the PR functions manage corporate brands and convey brand information to influence prospective customers. JogjaKita has established relationships with several influencers, content creators, and media partners such as Jawa Pos and Tribun News (Firmansyah, 2020).

"Kita ada beberapa selain influencer seperti konten kreator juga kerjasama dengan media online. Tribun News dan Jawa Pos, kita sering menggunakan channel press release. Sering juga ketika ada event kaya driver disitu kumpul menggunakan atribut lengkap dan juga ada tools marketingnya nanti ngundang wartawan,(We have several other influencers such as content creators as well as cooperation with online media. Tribun News and Jawa Pos, we often use press release channels. Often when there are events such as drivers gathering there using complete attributes and there are also marketing tools that invite journalists.) " kata Erwana Endrawan, 27 Desember 2023.

In the form of IMC, public relations and publicity conducted by JogjaKita also collaborates with Geronimo FM radio, Star FM, and Suaragama FM. This is in line with JogjaKita's steps where the company focuses on its listeners consisting of young people as a promotional medium to introduce JogjaKita.

5. **Direct Marketing**

Direct Marketing, has one of the IMC functions consisting of front-end and back-end operations, front-end compiles expectations from consumers which includes the offer (price quote), the database (getting customer data and using data for offers), and the response (giving a good response to customers), while the back end tries to

meet consumer expectations (Anang, 2022). As for this direct marketing, JogjaKita uses socialization or classes made to introduce free shipping programs from the Yogyakarta Cooperative Office and JogjaKita (Firmansyah, 2020).

"Selain website, kita punya data user assisting di tahun 2020 itu sudah banyak yang daftar, disitu biasanya kita engange ke nomer handphone yang terdata, terus kita melakukan follow up ke user-user yang dulu pernah menggunakan JogjaKita, bahkan dengan Dinas Koperasi Yogyakarta kita sering mengadakan kelas untuk ngenalkan program free ongkir,(In addition to the website, we have user assisting data in 2020, there have been many registrations, usually we contact the registered mobile phone numbers, then we follow up with users who have used JogjaKita in the past, even with the Yogyakarta Cooperative Service we often hold classes to introduce the free shipping program.)" kata Erwana Endrawan (hasil wawancara, 27 Desember 2023).

6. **Interactive Marketing**

Interactive Marketing, an online activity effort designed to involve customers directly or indirectly in increasing brand awareness. The interactive marketing tools used by JogjaKita are in the form of social media that have a lot of exposure, social media such as Instagram can measure the engagement of the number of content interactions and posts they like. The use of Instagram in increasing JogjaKita brand awareness provides content with captions for vouchers that are quite interesting, so that when consumers comment the earliest they become voucher winners (Firmansyah, 2020).

"Biasanya kita komunikasi dari media sosial, kita membuat story instagram, disitu ada interaksi misal pakai caption "siapa yang mau voucher free ongkir JogjaKita @Rp. 10.000?" nanti siapa yang cepat, kita pilih dia sebagai pemenang. (Usually we communicate through social media, we create Instagram stories, there is an interaction, for example using the caption "who wants a voucher for free JogjaKita shipping @ IDR 10,000?" then whoever is fast, we choose him as the winner.)" kata Erwana Endrawan (Interview results on16 Desember 2023).

7. **Word of Mouth**

Word of Mouth Marketing, communication between people related to excellence and experience of buying and using products. Word of mouth is an advantage in increasing JogjaKita's brand awareness. In the use of WOM (Word of Mouth) carried out by JogjaKita when running the #Mangewu campaign program, this program provides a positive benefit for JogjaKita by displaying remote locations even though the rates provided are very cheap (Firmansyah, 2020).

"Awal-awal kita ada campaign "Neng Ndi Wae @Rp. 5000, Mbak, disitu ada omongan Kaliurang ke Parangtritis tarifnya di JogjaKita hanya @Rp. 5000, terus Gunung Kidul ke Kulon Progo juga @Rp. 5000. Nah disitu awarenessnya langsung pada nyebar. Pernah juga melakukan engangement ke sekolah-sekolah, kita menyarankan dan sosialisasi memberikan promo khusus sekolah tarifnya @Rp.7000, (In the beginning, we had the campaign "Neng Ndi Wae @Rp. 5000, Mbak, there was talk of Kaliurang to Parangtritis with tariffs in JogjaKita only @Rp. 5000, then Gunung Kidul to Kulon Progo also @Rp. 5000. So there the awareness immediately spread. We have also engaged with schools, we suggested and held socialization to provide a special school promo fare of @IDR 7000.)" kata Erwana Endrawan, (Interview results on16 Desember 2023)

D. Conclusion

JogjaKita in increasing promotion, introducing products, and increasing brand awareness, has implemented Integrated Marketing Communication (IMC) in the form of advertising, word of mouth, public relations and publicity, direct marketing, interactive marketing, sales promotion, and events & experiences. In the findings, JogjaKita has not maximized content uploads that load with trends, but event collaboration and promotional activities on socialization to users and MSMEs in introducing the JogjaKita application are still being encouraged so that the public is more aware and retains consumers, and the ability to build brand awareness is currently at the brand recognition level.

Therefore, the researchers suggest that PT JogjaKita Multi Andalan strengthen promotional messages with a soft selling model, increase content with current trends using viral marketing, increase two-way communication with consumers and potential consumers on social media, and place advertisements in certain strategic locations.

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