Marketing Communication Strategy using Instagram Social Media in Increasing Brand Awareness of JogjaKita

Rizka Arifia[1*], Eka Anisa Sari[2]

[1]Department of Communication Studies, Universitas Ahmad Dahlan Yogyakarta, 55191, Indonesia
[1] rizka2100030129@webmail.uad.ac.id [*]; [2] eka.sari@comm.uad.ac.id
[*]Correspondent email author: rizka2100030129@webmail.uad.ac.id

ABSTRACT

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Technological advances give many changes to people's behavior. The ease of accessing the internet certainly provides benefits for its users. This progress also plays a role in the development of transportation technology towards the modern transportation business by involving the sophistication of applications in the digital world. This research discusses how the marketing communication strategy using social media instagram in increasing brand awareness of JogjaKita. This research uses a qualitative descriptive approach with data collection methods through interviews, documentation, and literature studies. The results of this research show that JogjaKita does promotion by: advertising, sales promotion, public relations, event and experience, direct marketing, interactive marketing, word of mouth. And JogjaKita is currently at the level of brand recognition.

1. Introduction

Today's technological advances have brought many changes to people's behavior. The ease of accessing the internet certainly provides advantages for its users. The Internet is certainly used to streamline a communication platform and bridge communication with differences in distance and time. This progress also plays a role in the development of transportation technology towards a modern transportation business by involving sophisticated applications in the digital world. With the existence of modern means of transportation, especially in terms of ease of booking, people today are very facilitated in their activities. Mobility can be done anytime and anywhere quickly and practically. Businesses that use virtual applications to make it easier to book this means of transportation are Ojek Online. This online motorcycle taxi is a safe means of transportation and a solution for the community because it provides convenience for users and consumers. With the advancement of technology, the reach of information, communication and culture can be easily accessed anywhere and anytime. (Damarresa Adi Bharata & Zoel Hutabarat, 2024) (Typhoon & Widiasanty, 2022) (Typhoon & Widiasanty , 2022).
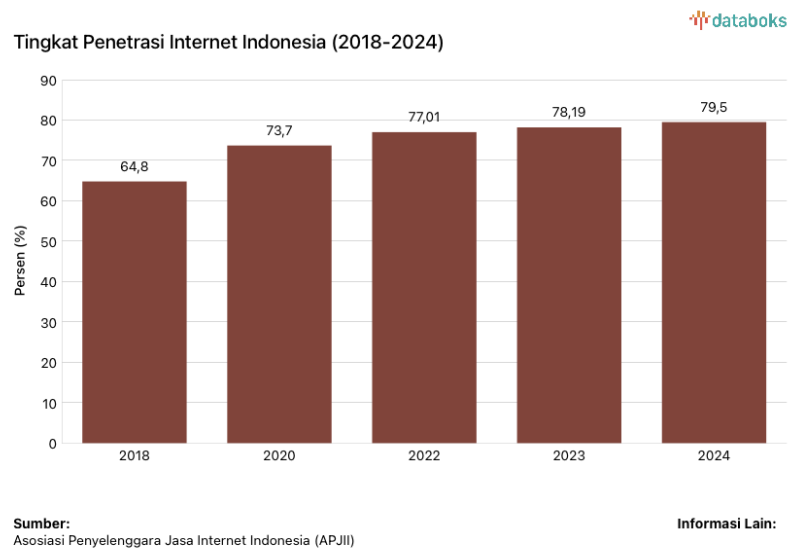
Figure 1. Indonesian Internet Penetration Data

Source: databoks.katadata.co.id

Indonesian Internet Service Providers Association (APJII) 2024

Accessed on June 25, 2024 at 19.30 WIB

Taking it from the databoks.co.id, internet users in Indonesia, Indonesia's internet penetration rate reached 79.5% of the total initial population in early 2024. The penetration rate in 2024 increased by 1.31% or 6 million users, an increase from the previous year of 78.19% in 2023.
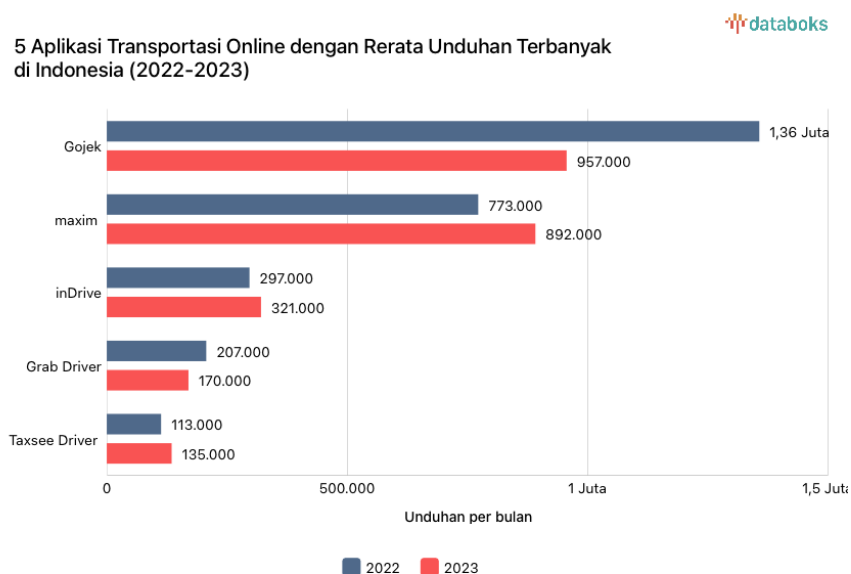

Figure 2. Online Transportation/Services with the Most Downloads

Source: databoks.katadata.co.id

Retrieved on June 25, 2024 at 19.35 WIB

Currently, the competition in the online motorcycle taxi business is getting more and more competitive. Report results The State of Mobile 2024 Report shows the 5 most downloaded online transportation applications from 2022-2023. Gojek is the first online transportation application service with an average monthly download of 957 thousand, followed by Maxim, inDrive, Drab Driver and

Taxsee. In the era of digital technology, a marketing public relations person cannot rule out the role of social media. The strategy carried out can also be such as providing information about the company or products or services so that brand awareness of the company can be built. This strategy is not only expected to be able to build company (Kholifah et al., 2023) brand awareness but is also expected to help the promotion process and increase the number of purchases. The reciprocity can be seen from the large number of followers, likes and comments in the company's social media posts. (Dual et al., n.d.)
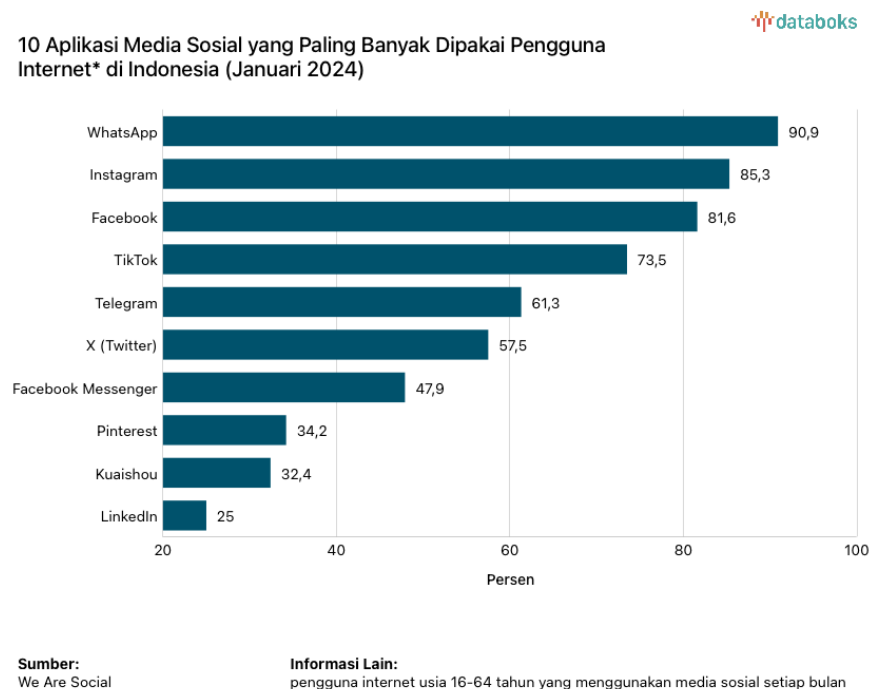
Figure 3. The most used applications by Internet users
Source: databoks.katadata.co.id
Accessed on July 2, 2024 at 20.15 WIB

According to the latest We Are Social report, WhatsApp became the most widely used social media application in Indonesia in January 2024. Of all internet users in Indonesia aged 16-64 years, the majority or 90.9% are recorded to use the application. Instagram occupies the second position with a proportion of users at 85.3%, followed by Facebook at 81.6%, and TikTok at 73.5%. Then those who use Telegram are 61.3%, and X (formerly Twitter) 57.5%. According to (katadata.com) 2020, 54% of MSMEs use social media as a platform to spur sales. The use of social media in the process of the right marketing communication strategy can help a business to grow and successfully face the crisis experienced. The Special Region of Yogyakarta is one of the cities that has become a tourist destination for tourists both abroad and within the country because of its warm and attractive tourism and city scenery. With the high interest of tourists and increasing the predicate, the development of supporting facilities is carried out by taking advantage of rapid technological developments. 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 who aim 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), as well as synergizing and collaborating to increase regional income.

Seeing the great opportunity in marketing through social media, JogjaKita also uses social media such as Instagram, Tiktok, and Facebook to promote its brand to consumers. JogjaKita can be said to

be quite active in using Instagram @jogjakita_istimewa social media as a means of promotion. By being active on social media, JogjaKita takes advantage of this as a form of online marketing strategy. Currently, JogjaKita has 15.7k followers on their Instagram account. Judging from its Instagram posts, JogjaKita makes various efforts to build and increase the company's brand awareness so that it becomes the choice of the audience. JogjaKita strives to introduce its products to the public and build a strong and trustworthy image by presenting useful values and overcoming the needs of easy, economical, and safe public transportation. JogjaKita as an online transportation company certainly requires efforts to introduce the company to the public, especially competition between companies of the same type. JogjaKita carries out activities that support the formation and even strengthening of the company's image in a planned and continuous manner so that it is expected to win the hearts of the community. This activity is part of a marketing strategy carried out to create public perception to build brand awareness. JogjaKita must be able to increase its marketing activities in order to win the market and become top of mind compared to other online motorcycle taxis.

However, 9 out of 12 interviewees interviewed by the researcher, JogjaKita is still not at the first level of online motorcycle taxi applications and prefers other applications such as Gojek and Grab. and 3 out of 12 people do not know what JogjaKita is. Not only that, even though JogjaKita is active and routinely promotes on social media, especially Instagram, the interaction between JogjaKita and consumers can be said to be passive. Based on the background description above, the researcher is interested in conducting a research with the title: "Marketing Communication Strategy Using Social Media Intagram for Brand Awareness Jogjakita".

2. Method

In this study, the researcher uses a case study method with a qualitative approach to understand certain cases experienced by the research subjects, such as perceptions, motivations, behaviors, actions, and other aspects as a whole, without using measuring tools. According to Mulyana. This study uses a type of descriptive qualitative research because the researcher wants to describe situations and events in detail and in depth according to the real conditions that occur in the field. (Nurhikmah et al., 2022). The object of this study is the marketing communication strategy of the use of Instagram social media in increasing brand awareness. The data collection technique is divided into two parts consisting of primary data, namely through interviews, researchers can find out the real reason for respondents to make such decisions. An informant is a person who can provide information or information about the problem being researched and act as a resource person during the research process. Secondary data can be obtained from various kinds of information related to JogjaKita, both in the form of articles, news, and supporting information obtained through print media and existing internal data, with the aim of obtaining theories and concepts that can be used as a basis in the development of researchers. (Yunita Anonymous et al., n.d.). This study uses data analysis techniques in the form of data collection, data reduction, data display, data presentation and conclusion drawn, so the researcher will collect data from informant sources then the data is summarized and interpreted then sorted in the form of simple writing and conclusions drawn.

3. Result and Discussion

3.1. Presenting the Results

a. Marketing Communication Strategy

Marketing communication strategy according to Philip Kotler and Kevin Lane Keller, in Maria Fitriah (2020:6) is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands sold. In this case, the company should be able to communicate well with consumers to attract consumer interest in the company's products (Communication et al., n.d.). Good marketing communication can provide a clear picture of the information conveyed by a brand, whether information in the form of products or services, a promotional and marketing campaign and even a company profile to its stakeholders. Through good marketing communication, stakeholders can trust a message communicated by a brand. This trust will later affect consumer loyalty and decisions in making purchases. (Dual et al., n.d.)

Marketing communication strategies play a crucial role in building a product's image and achieving sales targets, which in turn can increase sales turnover. This strategy includes a communication plan that involves consumer decision-making in the field of marketing, including product messaging and imagery, as well as directing buying and selling activities (Dharmesta, 2020; Kotler & Armstrong, 2020). Communication occurs when there is a common meaning that aims to change the attitude, opinion, or view/behavior of others towards the message conveyed, by involving two people, namely the communicator and the communicator. (Dual et al., n.d.) , (Fiani, 2023) . Marketing communication strategy is a more effective and efficient promotional activity and can be included as part of the concept of marketing communication mix. Marketing communication consists of several basic strategies, namely, advertising, sales promotion, public relations, event and experience, direct marketing, interactive marketing, word of mouth. (Brannan 2022: 42).

Advertising, Kotler (2019) defines advertising as "all forms of non-personal presentation and promotion of ideas, goods or services by designated sponsors for a fee". Advertising is mass communication through newspapers, magazines, radio, television, and other media or direct communication designed specifically for business-to-business customers and end users. **Sales Promotion,** the definition of Sales Promotion according to Philip Kotler (2019) is "marketing activities other than advertising that encourage the effectiveness of consumer purchases and intermediaries using promotional tools. Promotional tools that are often used in this activity include brochures, exhibitions and demonstrations. Sales promotion has the function of connecting, complementing and coordinating other promotional technical activities.

Public Relations and Publicity, Philip Kloter (2019) Various programs designed to promote and/or protect the image of a company or its individual products. This public relations aims to build the company's reputation to the public so that it can eliminate rumors, negative news, negative stories and events. **Event and Experience,** Events and experiences in marketing are exciting activities organized by a brand or brand. The main goal is to establish a good relationship between brands/brands to coustemers. This activity has the goal of giving a positive impression and building branding through interesting activities.

Direct Marketing, Philip Kotler (2019) "marketing by using letters, telephones and other non-personal communication tools to communicate directly with or get direct response responses from certain customers and potential customers". The implications of this communication show that there is two-way communication, where communication is carried out through direct media to consumers directly and get a direct response through internet media. **Interactiv Marketing,** Efforts to carry out activities directly or indirectly in increasing brand awareness. JogjaKita uses social media that has high exposure such as Instagram in order to measure engagement from the number of interactions with content and posts that customers like. **Personal Selling or Word of mouth,** A form of direct communication between a seller and his prospective buyer (*person-to-person communication*), in this case the seller seeks to help and persuade potential buyers to buy the products offered. Usually, this promotion model uses the help of *sales promotion girls* (SPGs) in persuading potential consumers. SPG is in charge of providing information about products and also inviting consumers to get positive reactions for the company.

b. Instagram

The definition of Social Media, according to Tjiptono, is internet-based technology that facilitates conversations. The difference with traditional web applications is in the (Maryolein et al., n.d.), form of content creation, content uploading, networking, conversing, media sharing and bookmarking. Social media brings information flowing like water. Everyone can access thousands or even millions of information brought by social media, such as in this study, using Instagram social media. Social Media has the speed to do an interaction, more efficient, cheaper, faster to get the latest and updated information. The weakness is in the internet connection network, if the internet network is smooth and fast, the information conveyed to the reader arrives quickly. Online media is only included in the category of mass communication, because the message is conveyed to a wide audience through online media. (Kholifah et al., 2023).

Based on the latest We Are Social report, Instagram ranks second most used app after Whatsap, with a proportion of 85.3% of users. Instagram is growing rapidly with all the innovations of new

features that continue to emerge, namely with the existence of instastory, archive features, and Instagram promote (Maryolein et al., n.d.) . Walid (2020) stated that Instagram has indirectly turned into a publication media and a platform that is compatible with both individuals and companies in popularizing accounts, brands, and even in developing brand awareness.

c. Brand Awareness

According to Kotler and Armstrong (2020), a brand is a name, term, symbol, design, or combination of these elements that is used to identify the goods or services of a seller or a group of sellers and differentiate them from competitors' products. Brand awareness is the ability of consumers to recognize or remember that a brand is part of a certain category. Brand awareness describes the presence of a brand in the minds of consumers, which can be a determining factor in several categories.

A strong brand is characterized by a high level of awareness and strong and positive brand associations. The importance of brand awareness in influencing consumers' purchase intentions and purchase decisions makes many companies compete to improve the purchase alternatives that consumers like the most or the process that consumers go through to buy goods or services based on various considerations. Based on this understanding, the researcher concluded that brand awareness serves as a reminder for consumers so that they can recognize a brand with the aim of influencing purchases and maintaining a good relationship between the company and the customer. (Result Purchase Customer House Eat At Javanese Barat Rio Haribowo et al., 2022)

According to Durianto, Brand Awareness has several levels, ranging from the lowest to the highest. (1) Unaware of Brand is a condition where consumers are at the bottom of the pyramid, which means that consumers are not aware of the existence of a brand. (2) Brand Recognition is a condition where producers expect brand recognition from consumers, by looking at consumers' memories of a brand. This level is the lowest of brand awareness but is the basis for gaining brand recognition from consumers. (3) Brand Recall is a condition in which consumers are asked to recall a recognizable brand, often with the help of others to mention the brand of a product. (4) Top of Mind is the highest level of brand awareness, where a person will mention the brand that first comes to mind, being the most remembered brand and even the only brand remembered by consumers.

3.1 Create a Discussion

Based on the results of the research, in carrying out its marketing activities, JogjaKita implements marketing policies consisting of advertising, sales promotion, public relations, event and experience, direct marketing, interactive marketing, word of mouth as a marketing communication strategy among others:

Relaxation, JogjaKita uses 2 forms of advertising, namely online and offline advertising. Online advertising consists of Instagram, SEO, and Tiktok ads. Offline advertising consists of brochures, billboards and banners that are installed in various places in Yogyakarta.

Figure 4. JogjaKita Advertising (Source: Instagram JogjaKita)

Sales Promotion, JogjaKita conducts promotions directly to locations that are in accordance with the target market, including Alun-Alun Kidul, Sanata Dharma food court, SunMor UGM, and Klebengan. Coustemers who download the JogjaKita application will get a bonus point of Rp. 100,000 which can be used on all JogjaKita application services.

Figure 5. (Source: Instagram JogjaKita)

Public Relations and Publicity, JogjaKita collaborates with Influencers, content creators and also online media such as Tribun Jogja, Merapi Uncover and others. Not only that, JogjaKita also collaborates with the Yogyakata City Cooperative Office and supports MSMEs. This is in line with JogjaKita's move where the company focuses on its audience consisting of young people as a promotional medium to introduce JogjaKita.

Figure 6. (Source: Instagram Merapi_Uncover)

Event and Experience, JogjaKita and its drivers conducted a parade using surjan to invite young people to be proud of Jogja's culture. Not only that, JogjaKita also held the Kilometer of Kindness program, which is a shuttle for orphans/orphans.

Figure 7. (Source: Instagram JogjaKita)

Direct Marketing, JogjaKita embarrasses its users to follow up through Instagram and the JogjaKita application.

Figure 8. (Source: Instagram JogjaKita)

Interactiv Marketing, JogjaKita is creating interesting promotional content and uploading it on Instagram stories and Instagram feeds, this can certainly build interaction between brands and consumers.

Figure 9. (Source: Instagram JogjaKita)

Personal Selling or Word of mouth, A form of direct communication between a seller and his prospective buyer (person-to-person communication), in this case the seller seeks to help and persuade potential buyers to buy the products offered. Usually, this promotion model uses the help of sales promotion girls (SPGs) in persuading potential consumers. SPG is in charge of providing information about products and also inviting consumers to get positive reactions for the company.

4. Conclusion

In increasing brand awareness, JogjaKita has implemented marketing communication strategies, namely advertising, sales promotion, public relations and publicity, event and experience, direct marketing, interactive marketing and word of mouth. In this study, JogjaKita has carried out content promotion and marketing in accordance with current trends. JogjaKita always inserts the cultural values that exist in Yogyakarta in promoting both online and offline. Not only that, the collaboration and events that JogjaKita conducts with customers and MSMEs in promoting are also one of the efforts aimed at building JogjaKita brand awareness which is currently at the brand recognition level. The suggestion that the researcher wants to give is for JogjaKita to be more creative in creating content, strengthening the message on the content, and being more interactive with consumers.

5. Acknowledgement

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