

MARKETING COMMUNICATION STRATEGY ANALYSIS IN GOJEK WHILE PPKM (*PEMBERLAKUAN PEMBATASAN KEGIATAN MASYARAKAT*) DURING COVID-19 PANDEMIC IN INDONESIA

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ABSTRACT. The government's new policy in overcoming the current COVID-19 pandemic to implement PPKM (Pemberlakuan Pembatasan Kegiatan Masyarakat), has an impact on social activities, especially for the user and the drivers of Gojek. This condition leads in the mid of maketing communication strategy in order to deal with this pandemic. As one of the pioneers of startups in Indonesia with statistical data for 2020 with a total of 29.2 million users spread throughout Indonesia, it requires a special strategy for the social media and platform with one million instagram followers, and youtube subscribers Gojek Indonesia amount 243K subscribers and how it can make satisfy for the users, especially in this difficult PPKM situation right even in the face of this situation. This research uses qualitative research methods. The purpose of this study is to describe the marketing communication strategy that implement by Gojek, through a tools of marketing communication strategy on advertising, direct marketing, internet marketing, sales promotion and public relations. In this study, PPKM strategy that is implemented by the government can be responded by the Gojek in implementing innovations in services for its users. The conclusion of this study is that the marketing communication strategy run effectively and work well in influensing its target consumers. The results in this study found the role and implementation of the tools of marketing communication strategy in the GOJEK services by analysis to its users including the messages for that tools to make the strategy can run effectively and work well in influencing target consumers with persuasive theory even during the PPKM or (Enforcement of Restrictions on Community Activities).

KEYWORDS: Marketing Communication; Strategy, Gojek; COVID-19

1 INTRODUCTION

The Covid-19 pandemic has spread to all corners of the world in early 2020. This condition has resulted in a decline in the economy in various countries. Covid-19 first broke out in Wuhan, China at the end of December and spread throughout the world. Until the beginning of the case of the spread of the virus in Indonesia in March, 2020. Therefore, on January 30, 2020, the World Healthy Organization declared it a public health emergency that was troubling the world. On March 11, 2020, the World Health Organization (WHO) officially declared the Covid-19 outbreak a global pandemic. This Coronavirus (Covid-19) has an impact on economic growth in the form of a decline in the level of the world economy, especially in Indonesia (Indayani, 2020).

From (Mulyadi, 2021) To overcome this, on July 2, 2021, the Indonesian government carried out an emergency Pemberlakuan Pembatasan Kegiatan Masyarakat or PPKM (Enforcement of Restrictions on Community Activities) and determined based on the Instruction of the Minister of Home Affairs No. 15 of 2021 concerning the Imposition of Restrictions on Emergency Community Activities for Corona Virus Disease 2019 in the Java and Bali Regions and some areas in Indonesia, then President Joko Widodo decided to set PPKM levels 3 and 4 in the Java and Bali regions. This is because there was a

spike with 56,757 cases on July 15, 2021, as shown in the table below, and will continue to be extended if the situation is not stable.

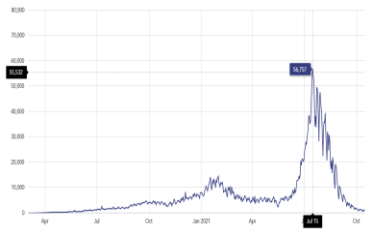


Figure 1.1 The development of positive confirmed cases of Covid-19 April-October 2021
Sources: <https://covid19.go.id/peta-sebaran>

Therefore, it resulted in a decrease in the level of economic growth in Indonesia because with this policy all activities were limited which affected the declining economic growth in Indonesia.

This is felt by one of the startup companies in the technology field that serves transportation transportation through motorcycle taxi services, namely Gojek. Therefore, one of the methods to deal with PPKM is a Marketing Communication Strategy by implemented attribution from persuasive theory. The problem of research is how Gojek can persuade and make satisfy for the users , especially in this difficult PPKM situation right even in the face of this situation. The purpose for this reseach of this study is to is to describe the marketing communication strategy by implemented attribution on persuasive theory that implement by Gojek, through a tools of marketing communication strategy on advertising, direct marketing, internet marketing, sales promotion and public relations. From analyze the social media,application and website.

2 LITERATURE REVIEW

2.1 COVID-19

According to (Jawab et al., 2021) The COVID19 outbreak was first discovered in Wuhan, Hubei Province, China on December 1, 2019, and was classified as a pandemic by WHO on March 11, 2020. The number of cases of COVID19 in Indonesia continues to increase, and the government is trying to curb the rate of increase in disease epidemics and mortality caused by COVID19. In Indonesia, the outbreak of COVID 19 was officially confirmed by the President of Indonesia on March 2, 2020. Since then, the number of confirmed cases has been widely reported daily (Bappenas, 2021).

2.2 Marketing Communication

As the primary role of marketing communication is to influence the consumer to purchase a product or service, this marketing mix tool is under considerable pressure to achieve demonstrable business results in forms such as influencing sales of products and services, increasing brand awareness, or getting customer information. In order to reduce this pressure, hotels are looking for new solutions. Marketing communication is a tool of marketing mix, which is characterized by constantly emerging new trends (Krizanova et al., 2019).

2.3 Persuasive Theory

In previous studies by Ira Mirawati on the use of persuasive communication theory in e-commerce research in the digital age, persuasive communication refers to persuasive message communicators. There is a process that describes the flow or phase until a message is received. , Processed and understood by the message communicator. Persuasive (persuasive). Carl Hovland, one of the theoretical makers of the first communication model.

In the persuasive communication model presented by Carl Hovland, persuasive communication is mediated by the communicator by remembering the elements of attention, understanding, learning, acceptance, and retention (Mirawati, 2021). .. The message is then studied and accepted by the communion, with the end result in the form of a change in attitude. In this model, changes in the

communion's attitude must be understood as a reaction to compelling communication. Greenwald's cognitive response model, quoted by Winanda & Widowati, states that persuasive messages received and understood not only affect the recipient's reception, but also guide their thoughts and reactions to the persuasive message.

Explains (Mirawati, 2021). The compelling theory of communication described in this article is the theory of attribution, or often referred to as attribution. This theory is the identification of a person's process when doing something or their actions. In this case, the attributes that e-commerce presents can influence emotions between satisfaction and dissatisfaction and thus influence purchasing decisions. Mirawati, quoted in 2021).

2.4 Gojek

Gojek (PT Aplikasi Karya Anak Bangsa) is an original technology company Indonesia that serves transportation through services motorcycle taxi. This company was founded in 2010 at Jakarta by Nadiem Makarim. Currently, Gojek has been available in 50 cities in Indonesia by June 2016, the Gojek app has been downloaded nearly 10 million times on Google Play on the operating android system and has been available at AppStore. Gojek also has a digital payment service called Gopay, Gojek (Khumairo, 2021). The name "GO-JEK" comes from the term "Ojek" or motorbike taxis in Indonesia . (Dessyanawaty & Yen, 2020) This conventional motorbike taxi doesn't have specific fare and only wait for customer in a pool or in the corner of the street. Sometimes it's also unsafe if woman ride motorbikes taxi as the ojek drivers can scam them and ask for higher bill."

3 ANALYSIS

3.1 Methodology

The definition of research methods in the scientific works as scientific stages in finding valid data or in accordance with facts and aims to find, develop, and prove a discussion or knowledge which is can then be understood, and can solve problems in the fields of education. Generally, research methods are divided into three parts, namely quantitative methods, qualitative methods, and R & D or Research and Development methods (Soleha, 2020) in Sugiyono, this study use qualitative by using exploratory studies.

According to (Arifin, 2011) quoted from Qualitative research methods are also used to answer problems by understanding deeply and thoroughly according to the context of the time and the situation in question, naturally and naturally in accordance with the facts of objective conditions in the field without manipulation, the another most important type of data is qualitative data. The data used in this study were obtained from the official Gojek Indonesia website, social media, and application.

Quoted by (Soleha, 2020) in Sugiyono the types of research method used in this study uses qualitative methods, qualitative methods are one of the research methods based on the philosophy of post-positivism which is used to examine and examine the condition of natural objects. In this research use purposive sampling technique data collection method divided into primary and secondary data and observation with in-depth interviewees , there are three that were informan is Gojek application user. The results in this study found the role and implementation of the tools of marketing communication strategy in the GOJEK services by analysis to its users including the messages for that tools to make the strategy can run effectively and work well in influencing their target consumers even during the PPKM or (Enforcement of Restrictions on Community Activities).

3.2 Discussion

3.2.1 Advertising

The advertisements created and displayed by Gojek's creatives have light themes but are packaged very creatively, so that anyone who sees them will be satisfied because the entertainment element is so thick in them and does not overshadow the message or content of the Gojek advertisement's intent and purpose. Each ad subject exemplifies how creativity may be fostered in everyday tasks. Attractive

commercials will elicit public suggestions. (Azizah et al., 2020). Which is being done is advertising promotion through social media. Social media is one of the media that is redefining the understanding of customer behavior.

Informant 1 explained that the advertisements from Youtube Gojek were satisfactory and the average viewer was more than 1M, because the advertisements displayed were also interesting and the content was adapted to the pandemic conditions which indirectly had recommendations for progress shown and described in the advertisement.

The social network environment adds in the commercial businesses activity beside the establishment of successful interaction between the customers and the brand. The promotion is carried out through Gojek's Youtube with 243K subscribers and 1 million followers on Instagram, this is used by Gojek for promotional media. In the PPKM era, Gojek collaborated with e-Commerce startup company Tokopedia with advertisements on YouTube that were able to achieve 109,067 views since it was broadcast on May 17, 2021 with the ad title GoTo - Go Far, Go Together (Gojek & Tokopedia Collaboration), aired on television and Instagram @gojekindonesia too. This is an advertising strategy to attract and influence target consumers, even though it's an emergency PPKM period.

Informant 3's advertisements are not widely distributed in applications that are popular with young people and adults, namely Tiktok, if the advertisements are only on Youtube, even though there are quite a lot of subscribers and on television, it is felt that they do not show attribution for users and the general public, especially during a pandemic and PPKM such as at this time, especially now that Gojek is collaborating with Tokopedia GoTo, the persuasiveness should be expanded even more.

3.2.2 Direct Marketing

According to (Jobber and Lancaster,2009) Direct marketing aims to win and retain customers by engaging them directly. As a result, direct marketing is the distribution of products, information, and promotions with the goal of engaging consumers in interactive contact (Karaxha, 2016).

Promo PPKM: Cashback Hingga Rp70.000 & Patungan Paket Sembako

GoPay / 1 Aug 2021



Figure 3.2.2 The example of strategy promotion direct marketing with website distribution

Sources: <https://www.gojek.com/blog/>

In Gojek used websites to implemented the role of direct marketing. The strategy with flyers that includes promotional letters during the PPKM period. Based on informants 2 Go-Pay cashback promos on the website and in the application are considered very effective because they use digital payments, so it is easier not to interact physically by paying cash, for example by ordering Go-Food food because during the PPKM period the transmission of COVID-19 very significant, so that way can prevent one transmission as well. Likewise, Informant 1 with the Gojek promotion strategy with Go-pay is considered effective because with virtual payments the discount can be more. According to Informant 3, it is considered unsatisfactory for users who are unfamiliar or unfamiliar with virtual payments.

3.2.3 Internet Marketing

The internet marketing plan is carried out through a variety of online services and tools, among which there are 15: GO-RIDE is a motorcycle-based transportation service. GO-CAR: car-based transportation services GO-FOOD is a company that provides food delivery services. Go-Food already has a list of over 30,000 dependent establishments. GO-SEND: An instant courier service that allows users to send a letter and a package simultaneously within 60 minutes, depending on the order address. GO-MART: A shopping service that offers tens of thousands of things from a variety of businesses. GO-BOX: A pickup truck/blind van is used to transport large items. GO-MASSAGE: A mobile health massage service that comes to the customer's home or office, GO-CLEAN: Professional cleaning services to clean guest rooms, homes and offices, GO-GLAM: Beauty care services for manicure-pedicure, cream bath, waxing, and others directly to the customer's house GO-TIX: Event information service with purchase and delivery access, GO-BUSWAY: Service for monitoring bus service schedules and GO-RIDE TransJakarta, GO-PAY: Virtual wallet service for user transactions within the GOJEK application, GO-MED: Integrated service for buying medicines, vitamins , and other media needs of licensed pharmacies. GO-AUTO: Auto care, auto service, and towing & emergency services to meet the automotive needs of users, GO-PULSA Top-up service. With so many online services using the internet, it helps control and implement emergency PPKM because it helps limit activities that invite crowds.

In addition, there are some consumer preferences for this attribution process. That is, (1) environmental impact, (2) personal impact, (3) ability to do something, (4) effort to do something, (5) desire to do something. , (6) Feeling like something, (7) Attribution, (8) Obligation to do something, (9) Feeling allowed to do something (Putri, Mirati, 2021)). In this case, Informant 1 found that encouraging consumers in Gojek's marketing strategy matching process is a personal prejudice. *"From informant 2, the following information was obtained: Satisfactory because there are many promos but the promos are short and only for new users, I like the promo for one of the Gojek application sub menus, namely Go-Ride and Go-Pay virtual payments, which have many promos compared to other applications. This is one form of Gojek's success with a persuasive communication strategy for its users. Informant 1 added that it is true that Go-Ride has a very large promo compared to other transportation service applications, especially 2-wheeled vehicles.*

Informant 3 also chose Go-Ride ,Go car, Go food. I use these three features more often but go food more often. These three features are very helpful for consumers like me who want to buy food/drinks without having to leave the house and take them to a good destination using a goride/gocar. My opinion about these features is that they are easy to use, clear display of features to order, to apply for promos, to see details of the food/beverage ordered, to see where the driver has arrived, etc. But sometimes the location points of the application features do not match where I am. by only being able to pay in cash because they are still unfamiliar with using virtual payments".

3.2.4 Sales Promotion

According to (Blattberg, 2012) Sales promotions are designed for different purposes and different target audiences, retailer, trade and consumer. Retailer promotions are offered by retailers to consumers to increase sales for the items, category or stores.



Figure 5.1.4 The example of sales promotion

Sources: <https://www.gojek.com/blog/>

The sales promotion strategy during the emergency PPKM period is in addition to the PPKM Promo: Cashback Up to Rp. 70,000 also with Joint Food Packages & Medical Equipment # BisaBantuSesama by collaborating with other merchants such as the Gopay feature. The sales promotion strategy with the donation of “Solidarity in the Covid-19 emergency” gets a cashback promo with Gopay.

“According to informants the 2 promos are good and there is transparency, we can help others for people in need and economic difficulties in this pandemic and PPKM situation, other considerations need to be made online, with the cashback being attractive and very effective by giving cashback often so that not inferior to other applications”.

“Informant 1 Actually, if there is a cashback appendage, it seems like the help is not sincere, right. It's better if you want to provide assistance, you don't need to be given a cashback promo, so that users feel sincere from the heart. After all, there are a lot of gojek users. There must be a lot of people who are touched by the heart to donate”.

3.2.5 Public Relations

According to Ruslan, (Toni, 2018) the definition of public relations is a distinct management function that supports the development and maintenance of common lines between the organization and its publics, involves communication, understanding, acceptance, and cooperation activities, involves management in dealing with problems or problems, assists management in responding to public opinion, supports management in following and utilizing change effectively, and acts as an early warning system.

The nature of public realtions (Toni, 2018) is to offer value to the public by investigating and assessing products or services that meet various consumer demands and satisfactions (the public). The goal of public relations is to ensure that an organization's communication is credible; in this situation, the management of the organization is carried out publicly in all of the company's activities and acts, which is interpreted as a type of trust that builds in the community's attitude.

Internal public relations implementation *mitra juara gojek* program and held driver vaccinations in several cities in Indonesia. With adequate service, it will influence and attract the attention of target consumers.

Informant 2 said the Gojek Champion Affiliate Program is Gojek Affiliate Inspiration, Gojek's brand image is important to affiliates, and Saputro controls whether consumers can evaluate their dissatisfaction with marketer control (Mirawati , 2021).

This is a way to promote Gojek and successfully build an image that attracts users. Informant 1 added that he still thinks it's pretty good for Gojek's rider partners. By providing a positive image to the

community through cooperation with the selection of the best partners. It is considered satisfactory for PR strategies with Gojek Champion Partners, in order to truly convince consumers that Gojek's services are truly genuine.

For public relations programs, according to Informant 3, vaccination programs are a way to build a reliable Gojek image when users choose a transportation service. Because they are vaccinated to perform their services, the drivers are safe. By building the attribution of the expectation of recovery, it is the attribution related to the responsibility of the company (Hess et al. In Mirawarati, 2021). This process is closely related to communication, empowerment, feedback and concrete explanations (Kanousi in Mirawati, 2021).

4 CONCLUSION

The conclusion of this study is that the marketing communication strategy runs effectively and works well in persuade and influencing its target consumers, from two informants gives satisfied experience neither not. It can be described as follows from advertising which was made innovative and interesting by Gojek's creatives with various advertising themes with light themes but packaged very creatively, adapting to the conditions of the community, especially in this PPKM era. In addition, Gojek's strategy was deemed appropriate by deciding to cooperate and collaborate with one of the largest e-commerce companies in Indonesia, namely Tokopedia. In direct marketing the strategy with flyers that includes promotional letters during the PPKM period, then the internet marketing strategy that is carried out is through various online services using applications, which are very effective because more and more features are added to help users more easily obtain the services they need. as well as helping during PPKM because with all the limited community activities with the help of many of these features, it makes it easier for consumers to carry out their daily activities. The sales promotion strategy during the emergency PPKM period with the promos given is quite large, so that it can attract consumers appropriately. The public relations strategy by implementing sustainable by establishing good relations with partners and drivers is the right application as the implementation of elements of public relations itself.

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