

Proposed Integrated Digital Marketing Communication Strategy to Increase Brand Awareness: A Case Study of AFP

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ABSTRACT : *This study is aim to propose integrated marketing communication strategy by utilizing the qualitative and quantitative research to gain the primary data and literature study as secondary data. Qualitative data will be gained by doing an interview with AFP's owner. The interview result is used to determine the business issue and internal analysis. Quantitative data will be gained by distributing questionnaire to AFP's potential customers. The author analyzes the collected data using SWOT analysis, TOWS matrix, and QSPM analysis and proposes a 5A's framework strategy to increase brand awareness of AFP.*

KEYWORDS – *Integrated Marketing Communication, SWOT analysis, TOWS matrix, QSPM analysis, 5A's framework*

I. INTRODUCTION

In digitalization era, with the technology development, everything becomes easier, faster, and more flexible. This changes also affect people's behavior, one of which is the way they shop. Online shopping has become a popular way of shopping because of its convenience, which lead many businesses to turn online. At Tokopedia itself, the number of sellers is more than 12 million sellers. (*Tentang Tokopedia*, n.d.). Unlike the offline business, the online business owners should be able to sell their products without dealing directly with the potential buyers. This requires them to promote their products with attractive product images which could gain customers' attention and trust (Keller and Swaminathan, 2020). In respond to this, AFP provides the online business owners a solution to produce attractive product images by producing and distributing photo properties and backgrounds.

The Covid-19 pandemic has also increased the number of people making online businesses a source of income. The Ministry of Cooperatives and SMEs noted an increment in online traders on e-commerce platforms since the Covid-19 pandemic. The Minister of Cooperatives and SMEs, Teten Masduki, said that in early 2020, 8 million micro, small, and medium enterprises turned online, while as of March 2020, it reached 12 million (*Yanwardhana*, n.d.). This situation had a good impact on AFP with a significant increase in AFP's sales from March 2020 to April 2020. However, this good impact is also accompanied by an increase in AFP's competitor as there are many new entrants in the industry. To deal with market competition, a business should have marketing strategies in order to survive, one of which is brand awareness to create emotional connections with customers and impact their purchase decisions (Baradell, 2022).

Brand awareness refers to the level of consumer recognition, acceptance, and recall of a brand in any case (Percy and Rossiter, 1992; Perreault et al, 2013: 199). Having a strong brand awareness is one of the keys for a business to excel the competition because customers tend to choose a brand which they already familiar with. In a research task done by Econsultancy, 82% of participants chose a brand that they were already familiar with (*Sentance*,2018). The brand in the initial consideration set which already gain the customers' awareness can be up to triple times more likely to be purchased (*The Consumer Decision Journey*, 2009).

II. RESEARCH METHODS

The data collection methods used in this study are as follows:

2.1 Primary Data

Primary data refers to the researcher's data collection which is gained using a method that was designed to answer specific research question (Abdulaziz Alshareef, 2012). The author uses qualitative and quantitative research to obtain the primary data.

Qualitative data collection conducted through a face-to-face and direct questions and answers between researches and sources. The interviews with AFP's owner used to determine the business issue and internal analysis.

Quantitative research will be done by distributing questionnaire with number of respondents determine using Slovin's formula. Slovin's formula computed as $n = N/(1+Ne^2)$ given the population size as N and a margin of error as e. The author uses AFP's customers' data given by the owner which are 18-35 years old active users of social media. According to statista.com, 64.8% of Indonesia's active social media users, which are around 124 million people is 18-35 years old. Therefore, using the Slovin's formula, the sample size of the questionnaire distribution is as follows:

$$n = 124,000,000 / (1 + 124,000,000 * 0,05^2)$$

$$n = 399,9 = 400 \text{ respondents}$$

2.2 Secondary Data

Secondary data refers to data collection which is gained for another research project or to answer a different research question (Abdulaziz Alshareef, 2012). Literature study is carried out by collecting data and information through existing references such as books, articles, journals, and other relevant references.

III. ANALYSIS

3.1 Questionnaire Analysis

The analysis is processed quantitatively based on the questionnaire results and analyzed to picture brand awareness and customer behavior towards AFP. For this customer survey, a questionnaire is distributed to 545 sample respondents. The questionnaire analyses the respondents' journey in determining which products to buy and their feelings towards advertising and references by providing likert scale questions. Respondents were asked to likert scale their media and source of references, and the determinant and marketing content based on their preferences

Based on the obtained data, the respondents often use TikTok and follow by Instagram as reference media before buying a product. YouTube and WhatsApp are quite often compared to Facebook and Twitter. This interpretation indicates that the respondents prefer to use Instagram and TikTok as their research platforms. Most respondents assume customers' reviews as one of the key aspects in considering which products to buy. Another aspect to be considered by the respondents is the influencer reviews.

In determining which products to buy, the respondents seek for the quality of products as the determinant, followed by the price, location, packaging and brand. The respondents interested with product information, influencer's review and tutorial video for the marketing content rather than promotional banner.

On the last part of the questionnaire, the respondents were asked about their awareness against AFP. Based on the obtained data, 72.8% (397) of respondents don't know AFP which shows the lack of AFP's brand awareness. From 148 respondents who know AFP, 93 respondents saw it on social media, 32 respondents know from family or friends, and 28 respondents saw the advertising on Tokopedia and Shopee.

3.2 SWOT Analysis

SWOT analysis contains of the business' strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are obtained from the internal analysis, while opportunities and threats are obtained from the external analysis.

Table 3.1 TOWS Matrix

TOWS	<p>STRENGTHS</p> <ul style="list-style-type: none"> • One of the pioneers of folding photo mat • Trusted seller with great reviews • 3-Diamond Official Store & Star Seller • Great quality with affordable price • Great customer services • Wide product variation 	<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Weak marketing strategy • No dedicated marketing employee • Poor use of digital resources • Lack of brand awareness
	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Digitalization era • Offline business to online 	<ul style="list-style-type: none"> ○ Improve marketing efficiency with optimization of digital marketing ○ Expand the market share

<ul style="list-style-type: none"> changes New businesses or products The need for product photos 	<ul style="list-style-type: none"> Provide various products based on customer's needs and requests 	<ul style="list-style-type: none"> Reach the new business or products owner to increase market share
THREATS <ul style="list-style-type: none"> Competitors and newcomers Discontinued stock from suppliers Delayed shipment 	<ul style="list-style-type: none"> Maximize the pioneers and trusted seller advantages to compete Maintain the great quality and affordable price Bridging customers and expeditions with periodic follow-ups of the delayed shipment Innovate rare and inimitable products according to the market's needs 	<ul style="list-style-type: none"> Hire dedicated marketing employee to create a marketing strategy Maximize the digital resources Increase product variation

3.3 QSPM Analysis

Based on the discussion from the author and the owner of AFP, the author proposes three strategies from the TOWS that are the most related strategies to achieve AFP's goal to increase brand awareness, expand its market share, and gain more revenues.

Strategy A: Provide various products based on customer's needs and requests

Strategy B: Use integrated digital marketing communication to increase brand awareness

Strategy C: Maintain the great quality and affordable price

Table 3.2 QSPM Analysis

Key Internal Factors	Weight	Strategy A		Strategy B		Strategy C	
		AS	TAS	AS	TAS	AS	TAS
Strengths							
One of the pioneers of folding photo mat	0.02	3	0.06	3	0.06	3	0.06
Trusted seller with great reviews	0.12	3	0.36	4	0.48	4	0.48
3-Diamond Official Store & Star Seller	0.05	3	0.15	4	0.2	3	0.15
Great quality with affordable price	0.15	4	0.6	4	0.6	4	0.6
Great customer services	0.1	3	0.3	3	0.3	3	0.3
Innovative product development	0.13	4	0.52	3	0.39	3	0.39
Weaknesses							
Weak marketing strategy	0.15	2	0.3	1	0.15	2	0.3
No dedicated marketing employee	0.03	2	0.06	2	0.06	2	0.06
Poor use of digital resources	0.1	2	0.2	1	0.1	2	0.2
Low market share	0.05	1	0.05	1	0.05	2	0.1
Lack of brand awareness	0.1	2	0.2	1	0.1	2	0.2
Total Weight of Internal Factors	1.0						

Key External Factors	Weight	Strategy A		Strategy B		Strategy C	
		AS	TAS	AS	TAS	AS	TAS
Opportunities							
Digitalization era	0.2	2	0.4	4	0.8	3	0.6
Offline business to online changes	0.15	3	0.45	4	0.6	3	0.45
New businesses or products	0.15	3	0.45	4	0.6	4	0.45
The need for product photos	0.2	4	0.8	4	0.8	3	0.6
Threats							
Competitors and newcomers	0.2	4	0.8	4	0.8	4	0.8
Discontinued stock from suppliers	0.05	4	0.2	1	0.05	4	0.2
Delayed shipment	0.05	1	0.05	1	0.05	1	0.05
Total Weight of Key Internal Factors	1.0						

Total Sum of Attractiveness Score	5.95	6.19	5.99
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Based on the Quantitative Strategic Planning Matrix (QSPM), using integrated digital marketing communication to increase brand awareness is the most attractive strategy that AFP should implement.

Integrated marketing communication starts with the “outside-in” approach rather than the “inside-out” approach (from company to customer) to determine the best communication methods that will serve the customers’ needs and motivate them to purchase (Shimp & Andrews, 2013). All the analysis, planning, and implementation at the integrated marketing communication focus on selected target audiences to obtain the greatest coherence and increase of marketing communication efforts to achieve its objectives (Pickton & Broderick, 2005).

IV. RECOMMENDATION

This business solution is based on the internal and external analysis results and has a purpose to improve brand awareness of AFP. Based on the QSPM analysis, digital marketing is the most effective strategy to manage the lack of brand awareness issue. The author formulates digital marketing strategy using an Integrated Marketing Communication (IMC) and proposes “*Semua Bisa Foto*” digital marketing campaign using the 5A’s framework. The 5 A’s stands for aware, appeal, ask, act, and advocate (Kotler & Kartajaya, 2017).

Based on the customer behavior questionnaire analysis, the audiences prefer tutorial video, influencers’ review, and product information for the marketing content. While for the reference media, they prefer to use Instagram and TikTok. Therefore, the 5A’s framework will be as follows:

Stage 1: Aware

AFP creates “*Semua Bisa Foto*” campaign by sharing tutorial videos, demonstrating the ease of taking attractive photos using AFP and embraces the influencer to join the campaign. These contents will be uploaded on AFP’s Instagram and TikTok and promoted as advertising sponsor.

Stage 2: Appeal

The audiences process the campaign messages they gain from the aware stage and create a consideration. AFP creates a wow factor by providing various tutorial videos categories, for example, food and beverages, fashions, electronics, etc. to make the campaign relatable to each customer segments.

Stage 3: Ask

Prompted by their curiosity, the audiences actively research the brand for more information. Based on the customer behavior questionnaire analysis, the audiences prefer customers’ review as their reference source and quality as their determinant.

AFP has gained 4.9 out of 5.0 star from 41 thousand rating and 11.9 thousand reviews at Tokopedia and 4.9 out of 5.0 star from 51.1 thousand rating and reviews at Shopee. As part of the campaign, the author proposes to create contents of customers’ reviews, emphasizing the product quality and convenience. AFP also provides customer services that can be reached by Tokopedia and Shopee chat, discussion column, and WhatsApp.

Stage 4: Act

In this stage, customers have decided to buy a particular brand and interact deeper through purchase, usage, or services. Based on the questionnaire analysis, TikTok is the most used reference media. Populix survey notes that 86% of Indonesian people have shopped on social e-commerce, with TikTok shop as the most used platform by a percentage of 45%. Therefore, to facilitate the customers, AFP will open TikTok Shop so that the customers not only can buy the products through Shopee and Tokopedia but also TikTok.

Stage 5: Advocate

Over the time, customers may develop a sense of strong loyalty to the brand, which is reflected in retention, repurchase, and ultimately advocacy to others (Kotler & Kartajaya, 2017). To achieve this stage, AFP keeps providing high quality products with great services. AFP accommodates customers to advocate by organizing “*Semua Bisa Foto*” contest, where public are encouraged to make a tutorial video of how they take photos using AFP with their style.

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