

Formation of Tokopedia Image Perceptions in Public (Study On BTS Fans, ARMY)

Limar Tina¹ Lusia Savitri Setyo Utami^{1,*}

¹Faculty of Communication, Universitas Tarumanagara, Jakarta 11440, Indonesia

*Corresponding author. Email: lusias@fikom.untar.ac.id

ABSTRACT

Nowadays, the evolution of technology has become a bridge that is being used for the company to grow a good perspective on customers. This study aims to determine the formation of a positive image perception of BTS fans towards tokopedia companies by appointing BTS as a brand ambassador. The approach taken in this research is qualitative using the case study research method. The theory that is used in this research is a perception theory, corporate image concept, and brand ambassador concept. According to the interview result, tokopedia companies use the right way to gain customer's attention to prioritizing the use of the tokopedia application. So that the BTS fans have a perspective that tokopedia has great courage to spend a lot of money to promote their company and gain a good perspective so that the customer can trust to maintain the long-term sustainability of the brand.

Keywords: Perceptions, Corporate Image, Brand Ambassador

1. INTRODUCTION

Technology implementation has been used to help most of the business people starting from the information services, government, education, to the middle-low business or high-end business [1]. Data gathered from Hootsuite showing that Indonesia has a total population of 272.1 million and 338.2 million of the smartphone user. From that source recorded that almost 175.4 million people of Indonesia using the internet [2].



Figure 1 Internet users data

Figure 1 describes that internet users in Indonesia are huge and make the businessman using the effect of the internet to the people so that their marketed product can be discovered and known by the people. Tokopedia is one of the platforms of the e-commerce that is founded by William Tanuwijaya and Leontinus Alpha Edison on 6th February 2009. Tokopedia has the mission of economic equation digitally aiming to stop the gap between big and small cities. A positive perspective that developed makes

the company get the trust of the people in buying the company's products or services.

From all over customers, some communities influenced by their idols and trendsetter. The brand ambassador that have lots of fans are commonly used in the world of a trendsetter. This is happening to get the customer's interest in buying the company's product or services. A company choosing brand ambassador BTS as its icon that can represent the products or the relevant company.

BTS is the male singer group or most known as South Korean boyband from BigHit Entertainment. Members of the boyband consist of seven handsome men that are: Rap Monster, J-Hope, Suga, Jimin, Jin, V, and Jungkook. They start their debut on 13th June 2013. On their debut period, they have got lots of achievement that are becoming one of the most influential people on 2019 by TIME magazine, became Goodwill Ambassador of UNICEF and give the speech in front of General Assembly of The United Nations, became the first South Korean musician that takes the first place of the Billboard 200 USA with the album, not in English, and so on. With using BTS as their brand ambassador, tokopedia held "TOKOPEDIA#1 Everyday". The campaign is an expression of appreciation that tokopedia has the same vision as BTS that has a strong commitment to doing innovation and spreading a positive message to everyone. A.R.M.Y that stands for Adorable Representative M.C for Youth that also can be translated as an "ARMY" is the fan-base of the BTS boyband. ARMY was formed on 9th July 2013. BTS has fans on almost every side of the world that some of them are in Indonesia. South Korean music industry has a lot of interest from the young people that they have a good opportunity to get more people's attention, especially their brand ambassadors are getting a lot of attention. By using the brand ambassador's chance, the company attempted to

create a good perspective on the people, especially to the ARMY [3].

In this research, the writer using the perception theory. According to Walgito [4], perspective is one of the processes that started by sense, that is the process of the receiving stimulus by the individual with their sense or also known as a sensory process.

A brand ambassador is a public figure as a popular individual or group that used to support the brand of the company. Supporting one company brand also can be done by the usual popular individual that is known as a usual endorsement. Visibility (popularity), Credibility (expertise), Attraction (appeal) and Power (strength) are characteristics of brand ambassador [5].

Definition of the perspective that if the company have the intention to improve user satisfaction and have a strong device to gain customer to use their product. So the company has a good perspective and that thing is one asset of the company [6].

In this research, the writer using a quantitative method. The qualitative method also researches that describing a phenomenon using an informant viewpoint, finding various reality, and growing holistic understanding about phenomena in a certain context [7].

According to the situation during the research period, the study case is research that used to find, investigate, and obtain understanding to an individual, group, and situation using a qualitative research method [8].

Examine from this any source needs any obtaining data instrument. Because of that writer use obtaining data method which is the deep interview, non-participant observation, and documentation. The subject in this research is the fans of BTS which are ARMY that uses the tokopedia application. The object in this research is the perception of the ARMY about tokopedia's company's image that using BTS as their brand ambassador.

2. RESULT & DISCUSSION

2.1. Image

Sutisna [9] said that image has three variables that supporting it that are:

1. Company's perspective/creator (Corporate Image) that are a group of associations that are defined as customers to a company that creates a product. Many perceptions resulted from the case. Two informants agreed that tokopedia company that using BTS as their media to create a corporate image. There is also one informant assume that before making BTS as tokopedia's brand ambassador, tokopedia already has a good positive to the society because it is considered to be helpful for the customer in giving help to the brand.
2. User's perspective (User Image) is a group of associations that is perceived by the customer to the usage of a product or service. Tokopedia's application has been used by the local society and the user has a

perspective of the product that they're using. Three informants have a perspective that the tokopedia company wants to maintain the comfort of the users with not giving a complexity in the way of the transaction and always giving the best service to their users.

3. Product's perspective (Product Image) is a group of associations that is perceived by the customers to a product. According to the informant the tokopedia company always maintains the quality of the company by giving an assertive action to the customer that doing fraud with the shopping promos.

Harrison [10] said that the complete information about the image of the company including four-element that are:

1. The personality of the company that has its characteristics. Tokopedia company has it's the personality that reflected by the company vision and mission to giving information widely and equally.
2. The reputation of the tokopedia company that always maintain their reputation that has been grown to the customers in the way of the fast comfortable transaction system and also a great activity to handle the fault of their servers.
3. Maintain Value of the tokopedia company that cares about their customers. Tokopedia company prioritized a key of service comfortable with giving an exact solution to their customers when receiving a complaint which also happened to the interviewees when there's trouble when the shipment process.
4. Corporate Identity with every company has its own identity as the icon of the company including logo, color, and slogan. This was also applicable to tokopedia company that have their tag "tokopedia saja" (re: "always tokopedia" or "only tokopedia") that being their icon's company.

2.2 Brand Ambassador

According to Lea-Greenwood [11], a brand ambassador as a tool that is used by the company to communicate and connected to the society about how they improving the selling. Making BTS as the brand ambassador of tokopedia company making the company have a great step to improve their company's image, especially to the fans of BTS because the brand takes BTS as their brand ambassador will improving the company profit.

Royan [12] told that there are some characteristics of a brand ambassador that is known as VisCAP that are:

1. The visibility that popularity that sticks to the ambassador that represents the product. Every celebrity has its popularity that is different if seen from how many fans or followers. Boyband BTS have big popularity, there is some International brand that has the BTS as their brand ambassador because of its high popularity.
2. Credibility is the expertise and trust given by the ambassador. When the celebrity became the brand ambassador of one brand then the celebrity is trusted to have the expertise to promote or selling the brand to

the targeted segment. When seeing BTS promote or using one brand, the fans will also be influenced to use the same brand promoted by the BTS.

3. The attraction that is the capability of the ambassador to influence people to be accepted including the physical attraction, also a bunch of values such as intellectual ability and lifestyle character. The public figure should have an attractive appearance that can attract people that watching then. Three informants said that BTS has a unique attraction to have the K-Pop fans and their fans' attention, thru physical appearance and their personality.
4. Power is the strength of the celebrity to influence their customers in buying the product they promote. This recognized by three informants that BTS has a strength to influence their customers to buy their promoted products.

2.3 Perception

According to Walgito [13], perspective is a process that preceded by the process of sense, that is the process of receiving stimuli by individuals through the senses or also called sensory processes. From this theory, it can be concluded that perceptions are formed from an individual through the five senses such as seeing or listening to certain objects. The perception given by the informants has a positive image about the tokopedia companies in terms of the company's mentality in providing breakthroughs about local companies that dare to elevate BTS as brand ambassadors and do not hesitate to spend large funds to form a positive image of the company, especially on the intended target.

2.4 Brand Ambassador as Company Perspective

Appointing artists as brand ambassadors will influence the company's image. Just like tokopedia who raised BTS as the brand ambassador, they will get attention from BTS Fans, loyalty as fans and use products endorsed by the idol.

3. CONCLUSION

Choosing the right brand ambassador is very important in improving the company's image. The selection of brand ambassadors must influence the target the company is aiming for. The image shown by the brand ambassador to the public is very important because if the brand ambassador forms a positive image in the community, it will attract the interest of the community. By using a positive image from the brand ambassador, the company gets a positive influence. Some BTS fans switch to using tokopedia as a top priority in doing online shopping because there is a BTS display on the tokopedia application. Tokopedia is a local company that appoints BTS as a brand ambassador. It can be concluded that the

tokopedia company dares to spend large funds to increase profits in the future and be able to compete with foreign e-commerce companies in Indonesia. As well as having excellent service in providing the right solutions and brand choices to the public in using the tokopedia application.

ACKNOWLEDGMENT

The researcher expresses this gratitude to those who have helped and supported the author in completing the research report, especially three informants who are willing to be the object of research and become informants of the researcher.

REFERENCES

- [1] K. Kasiyanto, Agresi Perkembangan Teknologi Informasi, Prenada Media, 2015.
- [2] S. Kemp, DataReportal: Global Digital Insight, 2020, Juni 8, Retrieved from Digital 2020: Indonesia : <https://datareportal.com/reports/digital-2020-indonesia>
- [3] Fakta Unik BTS ARMY, Fandom Terbesar di Dunia K-Pop, Juni 2020, Retrieved from Tokopedia : <https://www.tokopedia.com/blog/profil-btsarmy/>
- [4] B. Walgito, Bimbingan dan Konseling Studi & Karir, Penerbit Andi, 2010.
- [5] A. Shimp, Intergrated Marketing Communication In Advertising and Promotion, Cengage Learning, 2010.
- [6] S. Sutojo, Membangun Citra Perusahaan, PT. Damar, 2004.
- [7] A. H. Hilal, S. S. Alabri, Using nvivo for data analysis in qualitative, in: International Interdisciplinary Journal of Education, 2013, pp. 181-186. Retrieved from www.ijoe.org/v2/IJJOE_06_02_02_2013.pdf
- [8] F. Lourensia, Y. Setyanto, Peran Public Relation Dalam Memulihkan Reputasi (Studi kasus Manajemen Krisis PT Kereta Commuter Indonesia Pasca Perubahan Sistem E-Ticketing), Fakultas Ilmu Komunikasi Universitas Tarumanagara, 2018, Desember, 329. Retrieved from <https://journal.untar.ac.id/index.php/prologia/article/view/3595/2148>
- [9] Sutisna, Perilaku Konsumen dan Komunikasi Pemasaran, PT. Raja Rosdakarya, 2001.
- [10] S. Harrison, Marketers Guide To Public Relations, Willwy and sons, Inc, 2005.

- [11] G. Lea-Greenwood, Fashion Marketing Communication, Wiley, 2012.
- [12] F. Royan, Marketing Selebritis: Selebritis dalam Iklan dan Strategi Selebritis Memaksakan Diri Sendiri, PT. Elex Media Komputindo, 2005.
- [13] B. Walgito, Bimbingan dan Konseling Studi & Karir, Penerbit Andi, 2010.