

The Implementation of Integrated Marketing Communication Tools to Create Brand Awareness of the Use of Telkomsel TCash Sticker in Jabotabek Jabar Area

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Abstract— This study aims to explain about the implementation of integrated marketing communication tools for forming brand awareness of the use of Telkomsel Tcash sticker in Jabotabek Jabar area. This qualitative research was conducted from February to July 2017. Research data were collected using semi-structured interviews. Data analysis used in this research include three types of coding, namely: open coding, axial coding and selective coding. The results indicated that IMC tools used for forming the brand awareness of Telkomsel Tcash sticker were carried out complete and integrated, starting with advertising in conventional and digital media, sales promotion through discounts, refunds and rebates (cashback), contests and sweepstakes, events and experiences, personal selling through mobile sales and stand-by salespeople at sales stands, direct selling via sms blush, public relations through the creation of news releases and socialization with key opinion leaders and mass media.

Keywords: *Integrated Marketing Communication, Brand Awareness, TCash Sticker, Telkomsel*

I. INTRODUCTION

IMC is a promising communication mix concept, more than just communication, integration and coordination [1]. IMC is seen as a concept, combining all promotional activities such as advertising, personal selling, public relations, sales promotion and direct marketing to provide a message that is consistent with the audience [2]. An organization runs IMC activities because of its strategic coordination starting from the marketing function, changing the marketing environment, as well as the demand for return on investment in the expenditure of marketing communication activities [3]. Marketing communication elements existing in IMC are merged into a powerful force to reach the target market and increase public awareness of the brand of a product or service [4].

Brand awareness is the initial stage for a brand to enter the mind of the community. Brand awareness can be defined as a consumer's ability to recognize or remember a brand [5]. Brand awareness is an asset that can affect the perception, desire and even the behavior of a community towards the brand [6]. The existence of brand awareness in the community towards a brand can make the brand in the first position in the mind of the community [7]. Brand awareness will have a big effect, determining whether or not a brand gets into one of the

choices of consumers [8]. Brand awareness play a key role in consumer purchasing decisions; this includes brand recognition from individuals, brand knowledge, and individual memories of a brand [9].

In 2014, the Central Bank of Indonesia established the National Non-Cash Movement to minimize currency circulation. Related to that movement, many electronic money products were issued by banking and non-banking companies. As one of the largest provider companies in Indonesia, with more than 160 million customers, Telkomsel [10] supported the above movement, complemented by IMC activities to establish brand awareness of electronic money service products that Telkomsel has, namely tcash. Tcash is an electronic money service that has officially obtained permission from the Central Bank of Indonesia.

In 2007, Telkomsel officially launched Tcash which can be used a legal payment instrument. The value is equivalent to the deposited money by Tcash users. The money deposited is not savings, as has been formulated in the legislation. Therefore, Tcash does not provide interest and is not guaranteed by savings and credit institutions. Tcash can be used to make transactions such as paying bills, paying merchants, top up and sending money [11].

The use of Tcash is supported by the application of Twallet or through *800# (Unstructured Supplementary Service Data) for all transaction activities. Besides facilitating customers in making transactions at merchants, Tcash is supported by the technology of Near Field Communication (NFC) which is implemented in the form of a sticker. NFC sticker can facilitate customers in making transactions directly with merchants who have collaborated with Tcash. Customers simply tap the sticker to their mobile phone, and when the customer wants to make a transaction at a merchant, the sticker on the cell phone should be attached to an Electronic Data Capture (EDC) machine which has been provided by the Tcash merchant [11].

This facility has not been owned by other providers. The existence of Tcash Sticker is unique to Telkomsel in its electronic money products. Tcash was firstly launched in Jakarta, Bogor, Depok, Tangerang, Bekasi [12]. This study discusses the implementation of integrated marketing

communication tools for forming brand awareness of Tcash in Jabodetabek.

II. METHOD

This study uses qualitative method. As Ardianto proposes, qualitative research is different from quantitative research in that quantitative research relies on instruments that have been tested in terms of the validity and reliability. Meanwhile, in qualitative research, a researcher becomes a key instrument for the research. The research design used is case study. This design provides a description of an object under study. This can be individuals, companies, schools or the surrounding environment [13]

Research data were collected through semi-structured interviews where the interviewer provided a list of open-ended questions, allowing the interviewer to ask questions freely; the questions are related to the problems being examined [14]. In addition, the researchers also conducted direct learning on the implementation of Integrated Marketing Communication that Telkomsel did in the form of brand awareness using Tcash stickers. After getting answers to the research questions, a research report was made. This research was conducted from February to July 2017.

The analysis conducted in this study includes open coding, axial coding, and selective coding [15]. To validate the data obtained, the researcher conducted triangulation by conducting interviews with banks that have digital money products. The triangulation process becomes a method to analyze the subjects' answers by examining the empirical data or other data sources [14].

III. RESULT

TCASH is an electronic money service from Telkomsel. It is different from credit. Using Tcash, customers can save their money and use it for various transactions. To establish brand awareness, Telkomsel uses Tcash Sticker for implementing Integrated Marketing Communication activities. The IMC activities consist of:

A. Implementation of Integrated Marketing Communication Through Advertising Tools

Advertisement has a significant positive effect on brand awareness [16]. Advertisement is also a way to integrate various products and services. Furthermore, it will encourage people to purchase [17]. Advertising activities of Tcash was intended to introduce e-wallet from Telkomsel, also to inform that Telkomsel is able to integrate communications and financial services. There are many media that can be used for advertising activities [17]. However, for Tcash, they use conventional and online media. They rarely use conventional media such as television, radio, magazines, and newspapers. The target was people proficient on digital services. Thus, advertising is more often done in social media, because they use social media more intensively. Therefore, advertising in social media is an appropriate way to make people aware of Tcash.

B. Integrated Marketing Communication Implementation through Promotional Tools

Promotion refers to activities that can encourage customers to have experience with the brand [18]. Tcash's promotional activities include discounts and various events to

enhance customer experiences. In the price discounts program, Tcash was collaborated with a lot of merchants who have joined in Tcash or joint promotions. Almost all of the merchants associated with Tcash offer very attractive price discounts. Price discounts given start from 10% to 50%. In addition, Tcash also offers cash back as part of sales promotion. Along with the discount program, Tcash and several merchants performed a refund or rebate system. Tcash's cashback nominal starts from 15% to 50%, depending on the conditions determined by both parties (Tcash and merchant). Tcash also runs contests, drawing competition, events and experiences to support Tcash's branding activities for the public.

C. Implementation of Integrated Marketing Communication Through Personal Selling Tools

Personal selling is the activities of face to face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders [19]. Telkomsel has several sales staff to acquaint all the brands of Telkomsel. Related to Tcash, there are some salespersons who are specialized to handle the brand. Telkomsel classifies the salespersons into two categories, mobile salespersons and standby salespersons. The job desk for the two categories of salespersons is the same. The difference is only on the position of salespersons in explaining Tcash. Not only those salespersons can explain about Tcash to customers, but also all levels of Telkomsel officers.

The salespersons were placed in crowded public areas such as malls, snack gardens, markets and every event that Telkomsel held. The existing booths are sometimes collaborated with other Telkomsel products and there is also a special booth for Tcash. However, according to PR performer, when they want to hold personal selling activities, they have to make sure that booths and salespersons use attributes from Tcash. If the Tcash product name and Telkomsel brand are not dominant in the booths, people will not be aware of Tcash. Then, it would be better for Tcash to have its own booth or join other Telkomsel brands. Tcash itself has a special place that can attract visitors.

D. Implementation of Integrated Marketing Communication Through Public Relations Tools

Public Relations was seen as a center or an important aspect of an organization's management, because public relations is a strategic communication that serves to build mutually beneficial relationship between the organization and the public [20]. Through Telkomsel's corporate communication department in the Jabodetabek area of West Java, public relations activities were run. The activities carried out by the corporate communication team related to the Tcash brand released regular news given to media partners so that Telkomsel and the public are connected, especially Telkomsel users. News releases were made every time Tcash has its own program or the corporate communication team always inserts the information about the product into the news release they made.

In addition, the corporate communication team also organizes socialization to media partners and key opinion leaders. They invite media and key opinion leaders and expect them to help companies spread the information about what they want to convey to the public. Media and key opinion

leaders are representatives of the wider community. The activities could be in the form of gatherings, which provide direct experience regarding the use of Tcash.

E. Implementation of Integrated Marketing Communication Through Direct Selling Tools

Direct Selling is a selling activity between a company and its prospective customers through an intermediary of channel media such as Direct Mail, Telemarketing, Television, Science, Radio and newspapers [21]. Telkomsel uses SMS blush for their direct selling. SMS blush is one example of direct media from telemarketing, where Telkomsel sends a text message via SMS to users. As a company engaged in telecommunications, it is not difficult for Telkomsel to implement SMS blush, because Telkomsel has its basic network. Almost every day Telkomsel sends a short message to their customers for informing them about the existing promo and for informing customers about how to fill Tcash balance through M-Banking or ATM. In addition, there is a system called LBA (location based advertising) which is a message sending system with a predetermined target in one particular area, such as malls, schools, parks, food court, offices, highways. In this system, Telkomsel or merchants who have collaborated with Tcash will send a short message regarding the promo at a particular merchant.

IV. CONCLUSION

Based on the results of the discussion, it can be concluded that all Integrated Marketing Communication activities that Telkomsel does for forming brand awareness of the use of Tcash Sticker have been carried out completely, starting from the existence of dominant advertising activities through social media; sales promotion through discounts, refunds and rebates (cashback), contests and sweepstakes, events and experiences; personal selling, through mobile sales and stand-by salespeople at the sales stand; Direct Selling via sms blush; Public Relations through the creation of news releases and socialization with key opinion leaders and mass media.

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