BRAND STRATEGY "SIMPUL TALENTA" SURAKARTA IN IMPROVING:
MARKETING IN THE YOUTH ENVIRONMENT

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ABSTRACT
Knowledge and technology that are developing rapidly have become the government's attention in all aspects, one of which is overcoming the unemployment problem. The Ministry of Manpower (Kemnaker) launched the Talent Hub program for young people. Simpul Talenta has been present in several cities in Indonesia, one of which is Surakarta (Solo). This study aims to see the strategy of the Simpul Talenta brand in attracting young people in the city of Surakarta. The research was carried out by observing the website and social media of Simpul Talenta and conducting interviews with the Branding Team from Simpul Talenta Surakarta. The results are that Simpul Talenta is here to overcome unemployment by providing young people training in skills. Using social media such as Facebook, Instagram, and YouTube as promotional channels is undoubtedly suitable for users of Simpul Talenta's target audience.

Keywords: Brand Strategy, Marketing Communication, Social Media.

1. INTRODUCTION

The flow of the times is so fast and strongly influences human life. Starting from the internet and then giving rise to various social media, which are now mandatory for everyone. Social media, originally a communication liaison platform, has now also functioned for sales, promotion, creation, job hunting, and more.

The development of knowledge and technology has become a concern for the government in all aspects, one of which is overcoming the unemployment problem. Therefore, the Ministry of Manpower (Kemnaker) launched the Talent Hub program for young people. This program aims to develop the talent potential of the younger generation engaged in creative and digital fields [1]. Simpul Talenta was launched in 2020 and is still part of the Innovation Room-Talent Hub program initiated in 2018. Plus, the conditions in 2020 due to the COVID-19 pandemic are a strong reason for the birth of Simpul Talenat with an online mode.

Simpul Talenta is a youth talent development program using a locality approach, both in terms of the potential fields raised or the various collaborators involved in the two main programs, namely UpSchool and ConneX [2]. The Upschool Program is training to improve thematic skills by targeting participants from new graduates, UMKM or startups, and professional practitioners. Meanwhile, the Connex program is a channel for information on new employment trends, matchmaking, and distribution of training participants or job seekers in general in search of more comprehensive and dynamic job opportunities.

Simpul Talenta has been present in several cities in Indonesia, one of which is Surakarta (Solo). The training provided by the Surakarta City Simpul Talenta is tailored to the interests of young people in Solo by connecting the values of the cultural locality of the City of Solo itself.

It is known that the Simpul Talenta, which is intended for young people and is engaged in the digital field, is impossible not to use social media as the identity and marketing strategy of the program. Gelder argues that brand strategy is defined as what a brand should achieve concerning consumer attitudes and behavior [3]. So this brand strategy manages all brand elements with stakeholders and directly supports the overall plan. Brand strategies include brand positioning, identity, and personality [4]. In addition, Schultz and Barnes incorporate brand communication into brand strategy [5].

Before promoting, Moriarty argues that there are three stages of a marketing communication strategy that need to be implemented, namely: (a) determining marketing objectives; (b) Segmentation and Targeting [6]. According to Morissan, segmentation is done by

dividing groups based on demographic, geographic, psychographic, behavioral, and benefits aspects, while targeting is selecting one/several consumer segments that will focus on marketing and promotion; (c) determine the positioning [7]. Therefore, it is necessary to understand that brand strategy not only makes our target marketing choose us in the free market but also makes our marketing prospects see that we are the only ones who can provide solutions to consumer needs.

According to Kotler and Armstrong, the marketing mix is a mixture of controllable variables used by a company [8]. Therefore, the marketing mix consists of 4 (four) elements, namely: (a) product, which is a combination of goods and services that the company offers to the target market; (b) price, which is the amount of money that consumers have to pay to get the product; (c) Place, which are various company activities to make the products produced or sold more affordable and available to target consumers; (d) Promotion, company activities to consume and introduce products to the target.

2. RESEARCH METHOD

This research applies qualitative research methods. According to Creswell, qualitative research is divided into five types: phenomenological, grounded theory, ethnography, case studies, and narrative [9]. Qualitative research will be applied in qualitative ethnographic research, and researchers conduct research studies by exploring ongoing phenomena or events [10].

The stages in carrying out research using the case study method have been described by Rahardjo as follows: 1) Choose a theme, topic, and case, b) The researcher identifies the case and then the researcher collects literature, c) Finally, formulate the research problem. d) Data collection techniques can be used in case of study methods, including interviews, focus group discussions (FGD), and observation. e) Researchers process data and report research results as a research responsibility [11].

The data collection techniques used in this study were interviews, observations, and document reviews from electronic media. Obtaining information through interviews was carried out with informants who served as the Branding Team at the Simpul Talenta of Surakarta City. Implement observations on social media platforms Facebook and Instagram Simpul Talenta Surakarta and the Central Simpul Talenta website. Lastly, document reviews include online articles on websites and news articles about Simpul Talenta.

The analysis technique used in this research method uses data analysis of the Spradley model. Spradley in qualitative research divides the stages of data analysis, among others: 1) Domain analysis, namely obtaining a general/broad picture of the research object; 2) Taxonomic analysis, i.e., the selected domain is described in more detail; 3) Componential analysis, namely knowing the specific characteristics by contrasting the elements; and 4) Analysis of cultural themes, namely looking for the relationship between domains and what the relationship is like with the whole, and then stated in the theme and research title [12].

3. RESULTS AND DISCUSSION

Simpul Talenta Surakarta is a Non-Governmental Organization (NGO) engaged in training. The Simpul Talenta Surakarta is present as part of the Simpul Talenta-Talent Hub initiated by the Ministry of Manpower of the Republic of Indonesia. The purpose of the Simpul Talenta of Surakarta City, not far from the Central Simpul Talenta, is to prepare the productive age to be better prepared to face the world of work by being equipped with skills from training relevant to current interests and trends made by the Simpul Talenta.

Determining the target market of Simpul Talenta is not purely for young people only. However, it also considers aspects of current knowledge development and interests of solo youth and does not forget the cultural values of the City of Solo. It starts from an approach to the community in the city of Solo, such as the business community, to the arts community. The program is based on research on the demands and needs of today's solo youth so that the knowledge provided can be relevant to the needs of today's work. In determining the positioning of the Simpul Talenta Surakarta City's brand positioning has been determined by the Ministry of Manpower, namely the Simpul Talenta with this online mode which has similarities with other online training. The difference is that the Simpul Talenta program is free because it has received support from the Ministry of Manpower. So that the class program held is intended for all young people for free but requires CV curation from prospective participants to see the level of interest of potential participants.

The use of social media Facebook and Instagram as a tool of the Simpul Talenta brand strategy. The two social media are social media that are widely used by young people, especially young people in Solo. Furthermore, it does not forget the cultural values of Using social media, Facebook and Instagram, as a tool of the Simpul Talenta brand strategy. The two social media are social media that are widely used by young people, especially young people in Solo. Moreover, the help of the two social media targeting features makes it easier for Simpul Talenta to carry out promotions according to its target market. Youtube is also used to document the results of each class from the Simpul Talenta programs. The above social media channels adapt to the target audience and are

also updated with the times. To attract the attention of young people, the promotions carried out by Simpul Talenta are digital and invite competent teaching staff or training who are influential in the youth environment of Solo City.

Simpul Talenta also collaborates with several agencies, one of which is UNS, to attract requests from students to have skills relevant to their current job needs after graduation. Finally, not forgetting the cultural values of the City of Solo, Simpul Talenta participates in upholding the value of a locality in-class programs that are implemented as a form of preserving the culture of the City of Solo.

4. CONCLUSION

Based on the research results above, it can be concluded that the Simpul Talenta Surakarta City here intends to prepare a productive age with skills relevant to interests and needs in the field of work. Therefore, the program from Simpul Talenta is in the form of free training classes for solo youths. Moreover, using social media such as Facebook, Instagram, and YouTube as promotional channels is suitable for users of the Simpul Talenta target audience.

AUTHORS' CONTRIBUTIONS

All authors have reviewed the final version of the manuscript and approved it for publication.

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