



Social Media Marketing using Buzzer on Brand Awareness at PT Telkomsel

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Abstract. The implementation of Marketing 5.0 forces businesses to utilize both technological and human resources when creating a customer experience. This aims to keep up with technological advancements, especially in the marketing area. The purpose of this research is to explain the effect of buzzers on brand awareness, social media marketing using buzzers, and potential barriers that may arise in the effect of social media marketing using a buzzer on brand awareness at PT Telkomsel Area 2 Jabotabek - West Java. Data were gathered by interviews with buzzer who worked together, and distribution of questionnaires to buzzer followers who were interviewed. The research result is Buzzers play a role in helping PT Telkomsel in increasing brand awareness and attracting public interest to be interested in using services and products, and also on average, buzzers who market products and services in an attractive and innovative way can attract public attention so that brand awareness increases.

Keywords: Buzzer, Social media marketing, Brand awareness

1 Introduction

1.1 Background

Over the past few years, social media has often been used as a medium in the business world. The influence of social media can affect engagement or attention for all groups, both the elderly and the youth. Since the COVID-19 pandemic in 2020 until 2023, social media is an important element in the business environment, especially in the Marketing Communication division. In the Marketing Communication division this year, it is predicted to have several trends.

In the news page on Vietnam Insider, it is predicted that Marketing Communication has several trends such as personalizing brand interactions in social media, the role of content creators continues to grow in digital footprints, online communities to market products, and other trends [1]. From year to year the role of content creators is very influential for brand awareness of a product. Content creators themselves are divided into several parts, for example, such as influencers, buzzers, celebrities, and others. Before the rise of cooperation with content creators, companies more often used advertising as a marketing medium. In 2004, Alries revealed that along with the times people also began to be critical in responding to advertisements because so far advertisements are

not far from revealing something or just good facts about a product so that poor credibility [2].

The shortcomings of the advertising media itself make companies renew marketing techniques into Integrated Marketing Communication (IMC) because the existing design is more easily accepted among the public in marketing a product or brand. According to Belch in the American Association of Advertising Agencies regarding Integrated Marketing Communication is a marketing communication planning idea that prioritizes value-added comprehensive plans that consider various kinds of communication such as public relations, advertising, and others [2]. Integrated Marketing Communication (IMC) has been around since the 80s and is useful in building branding and delivering consistent messages. In the book *Marketing 5.0: Technology for Humanity*, Hermawan argues that the marketing concept today emphasizes the use of technology and human capabilities in creating a customer experience [3]. Customer experience is very necessary in improving the company's business image and increasing good and attractive brand awareness in the eyes of the public. In telecommunication companies, it is not easy to build customer experience, because it is often rivaled by other telecommunication partners.

In Indonesia, the operator telecommunications industry market is currently dominated by the 3 highest operators by usage, namely PT XL Axiata (XL), PT Telekomunikasi Seluler (Telkomsel), and PT Indosat. Information about the above was obtained from a media activity report at PT Telkomsel Area 2 Jabotabek - West Java in February 2023. With so many cellular operators in Indonesia, cellular operators will always compete in creating memorable customer service among the public. In creating a memorable customer experience, PT Telkomsel makes a network experience where the network from PT Telkomsel is 80% superior. This was written in PT Telkomsel's annual report in 2021.

From the various information that has been mentioned, PT Telkomsel can be said to be one of the largest cellular operators in Indonesia because it always strives for the best customer experience for all people (especially in terms of networking). In accordance with Philip Kotler's book where *Marketing 5.0* is now aimed at developing technology in fulfilling marketing strategies and PT Telkomsel uses existing technology in creating good quality Integrated Marketing Communication [4]. In the utilization of technology, the community environment should also be able to support the development of technology in the market. Currently in Indonesia, the most possible utilization of technology is through social media.

Internet and social media users in Indonesia are fairly large and widespread, this is an advantage for creative industry players. Judging from Hootsuite and We Are Social data in February 2022, the use of social media and the internet in Indonesia is around 8 hours 36 minutes per day. Because of the large use of social media in all circles, it has led to the emergence of content creators such as buzzers, influencers, and others. During the COVID-19 pandemic in 2020, sales in Indonesia had decreased, but there was an increase in sales in 2021 due to the increasing trend of content creators [5].

Through the role of buzzers in one of the social media applications, it is hoped that it can effectively assist PT Telkomsel in building Integrated Marketing Communication and superior brand awareness. So that the author is interested in discussing the role of buzzers in increasing brand awareness with the title "The Effect of Social Media Marketing with Buzzers on Brand Awareness at PT Telkomsel".

1.2 Literature Review

Marketing. Etymologically or the origin of the word, marketing or marketing can be said to be, the process or method of marketing a good or service. While in terminology, marketing is more about the needs of a circle or individual for a product or brand due to the quality or quality value that makes a circle have awareness of the product [6].

Kotler once argued that marketing is a social process or commonly called a transaction process where a group or individual gets what is needed and wanted through a product and has brand awareness of the goods or products. The American Marketing Association has also voiced that marketing can be interpreted as business activities that are directly related to the transfer of goods or services from sellers to buyers. The opinion of the American Marketing Association can be classified as the definition of marketing in a narrow sense. Meanwhile, marketing in a broad sense can be defined as the activities of an agency with personal or other agencies to get what they need and want through the creation or exchange of value with others.

Based on some of the above definitions, marketing can be interpreted as a buying and selling process or a transaction where an individual informs, influences, and fulfills the needs of other individuals or groups who are aware of the brand and quality produced. Marketing activities are not just promoting, advertising, or selling products. But it also creates new ideas to update the quality of these products. [6].

Marketing Mix. The marketing mix according to Kotler is a good marketing medium including products, determined prices, promotion, distribution, and combined together to produce customer satisfaction (Musfar, 2020). Factors that are usually contained in the marketing mix are Product, Price, Promotion, and Place (4P).

Marketing Communication. The definition of communication etymologically comes from the word *communis* which means to spark togetherness between two or more people. While in terminology, communication means the process of conveying a statement by someone to another person. If the words communication and marketing are combined into one, it will form a new study called marketing communication or marketing communications which contains brand marketing, brand meaning exchange which will ultimately be disseminated to consumers [6].

Even in marketing communication, the way of marketing is different. Quoted in Binus Business School Laboratory, the division of marketing is divided into three, namely [7]:

- Above the Line (ATL), is a marketing activity whose audience is not specific so that it has a broad reach. For example through television, radio, websites, and others.
- Below the Line, is a marketing activity where the intended audience is specific to certain consumer groups. For example, coaching consumers, providing discounts, and others.
- Through the Line, is an integration between Above the Line and Below the Line marketing strategies.

Social Media Marketing. According to Gunelius, social media marketing is a form of marketing to create awareness, recognition, and even actions carried out by individuals and groups either directly or indirectly using social media networks[8]. Kotler and Keller argue (2012) that social media is a means for consumers to share information [9]. From some of the opinions of the figures above regarding the definition of social media marketing, it can be interpreted that social media marketing is a form of marketing where consumers can exchange information with other consumers on social media networks. According to Neti (2011), social media marketing consists of efforts to use social media to persuade and convince consumers regarding a company's products and services through social networks[10].

Buzzer. Buzzers are one of the ways used by companies or agencies to promote a brand. According to Turpin (2008), the buzzer concept is adapted from the concept of buzz marketing or what is known as viral marketing, which is marketing behavior towards communication tools that will create interest in the target audience to try the brand that is brought[11].

Brand Awareness. According to Hasbun and Endang (2016) brand awareness is the ability of a brand to appear in the minds of the public or consumers when they will use the product or how easily the product appears in society [12]. Realizing the importance of brand awareness in influencing a product and buyer intentions, causing companies to compete to become top of mind or become the main one in the minds of all people. So that every day, people will be shown various kinds of advertisements or promotions in various forms, including in social media.

1.3 Research Methodology

1.3.1 Research Objective

Explain the effect of Social Media Marketing with buzzers on brand awareness at PT Telkomsel; and explain the role of buzzers at PT Telkomsel; and also the obstacles that buzzers have to deal with in promoting on social media.

1.3.2 Method

Using descriptive quantitative and qualitative methods, by distributing questionnaires with likert scale to 30 respondents, and conducting observation buzzer account

and also do in-depth interviews with the buzzers. This research was conducted during the period February to May 2023.

1.3.3 Limitation

This study has limitations, only examining buzzers accounts that work for PT Telkomsel, especially in Area 2 Jabodetabek - West Java and respondents who follow buzzers accounts on Instagram and tiktok.

Buzzer 1: Instagram: shelsaekasaraa

Tiktok: shelsaekasara

Buzzer 2: Instagram: mal.laaa

Tiktok: foodlipe

Buzzer 3 : Instagram: @miunmulu

Tiktok: @hilmyindr

Table 2 Questionnaires With Rating Scale and Statements

1.Strongly disagree 2. Disagree 3. Netral 4. Agree 5.Strongly agree



1	Buzzers who collaborated with Telkomsel Area 2 Jabodetabek – West Java have knowledge about describing products or services from Telkomsel
2	The message conveyed by the buzzer when marketing products or services from Telkomsel, especially Area 2 Jabotabek - West Java, is conveyed clearly
3	The experience that buzzers have gained influences clarity when marketing products or services from Telkomsel, especially Area 2 Jabotabek - West Java
4	I can trust what the buzzer advertises with the credibility it has
5	I trust the buzzer whose services are used by Telkomsel Area 2 Jabotabek – West Java, so that makes me confident in the quality contained in Telkomsel's products and services
6	I trust the buzzer whose services are used by Telkomsel Area 2 Jabotabek – West Java so that it influences me to try Telkomsel's products and services
7	In my opinion, the buzzers who work with Telkomsel Area 2 Jabotabek – West Java have an interesting and convincing speaking style
8	In my opinion, the price of products and services offered by Telkomsel is quite affordable
9	The price I paid is in accordance with the quality I should get
10	I tried Telkomsel's products and services because I wanted to know how the services or products advertised by a buzzer were.

2 Research Result

2.1 Respondents' characteristics

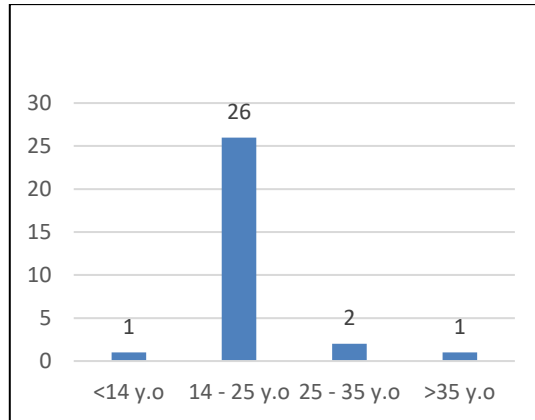


Fig. 1. Age of respondents who filled out the questionnaire

Based on the results of the study, the age of the respondents mostly came from the age of 14-25 years, namely 26 respondents.

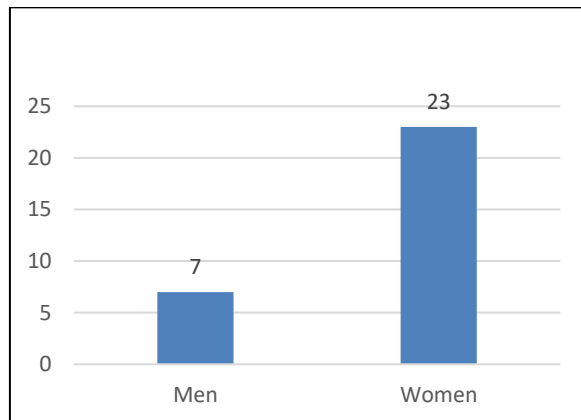


Fig. 2. Age of respondents who filled out the questionnaire

Based on the results of the study, the gender that follows the buzzer account the most is female as many as 23 respondents.

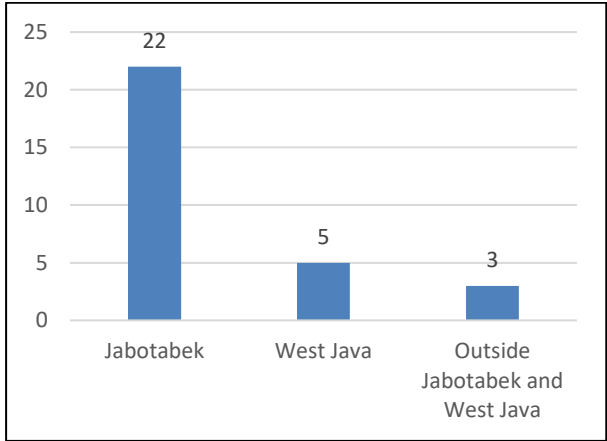


Fig. 3. Regional Origin Of Respondents

Based on the research results, the most respondents come from the Jakarta, Bogor, Tangerang and Bekasi areas, namely 22 respondents.

2.2 Research Result

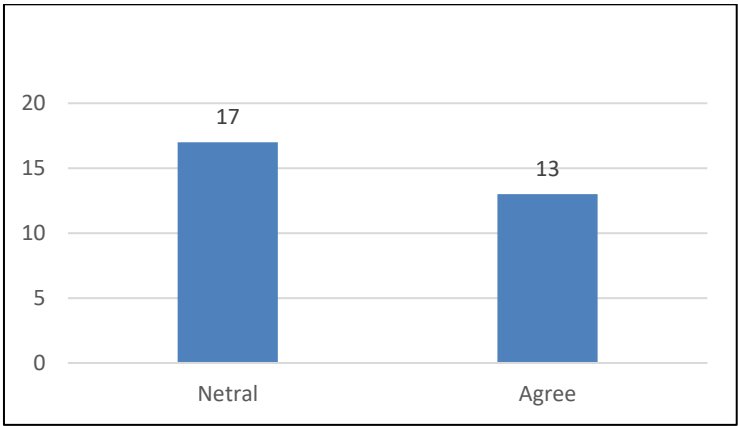


Fig. 4. Buzzers who collaborated with Telkomsel Area 2 Jabodetabek – West Java have knowledge about describing products or services from Telkomsel

Based on the research results, mostly respondents agree and are neutral about Buzzers who collaborate with Telkomsel Area 2 Jabodetabek - West Java have knowledge about describing products or services from Telkomsel.

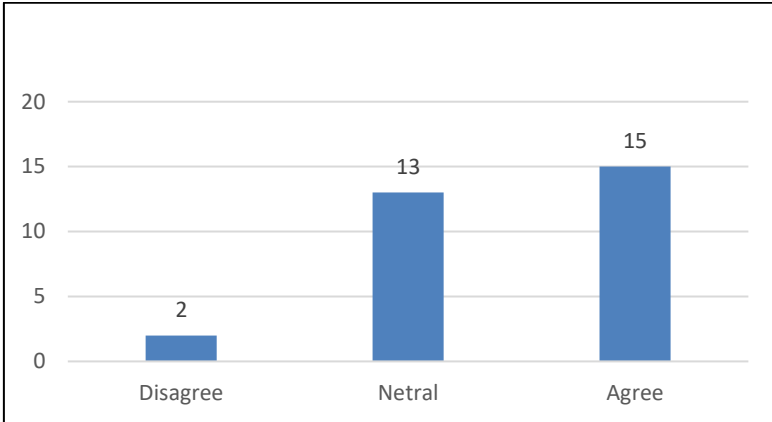


Fig. 5. The message conveyed by the buzzer when marketing products or services from Telkomsel, especially Area 2 Jabotabek - West Java, is conveyed clearly

Based on the research results, most respondents agree and are neutral about the messages conveyed by buzzers when marketing products or services from Telkomsel, especially Area 2 Jabotabek - West Java, are clearly conveyed.

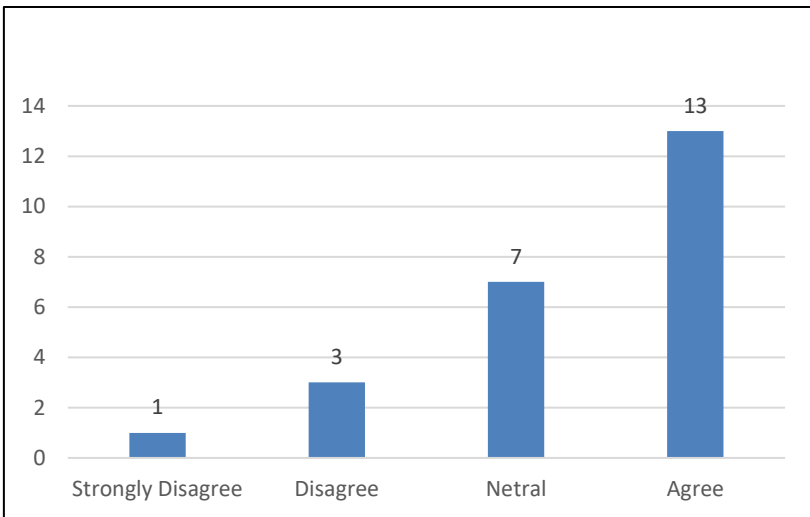


Fig. 6. The experience that buzzers have gained influences clarity when marketing products or services from Telkomsel, especially Area 2 Jabotabek - West Java

Based on the research results, most respondents agree and are neutral about The experience that buzzers have gained influences clarity when marketing products or services from Telkomsel, especially Area 2 Jabotabek - West Java

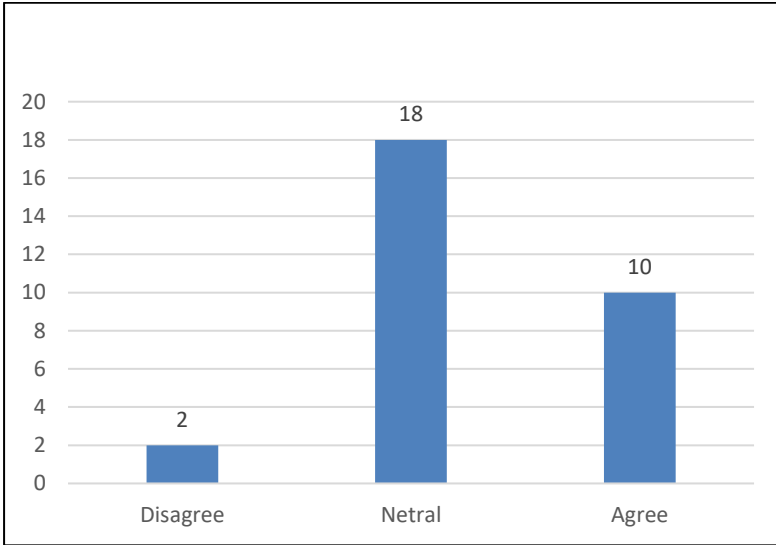


Fig. 7. I can trust what the buzzer advertises with the credibility it has

Based on the results of the study, most respondents agreed and were neutral about I can trust what the buzzer advertises with the credibility it has.

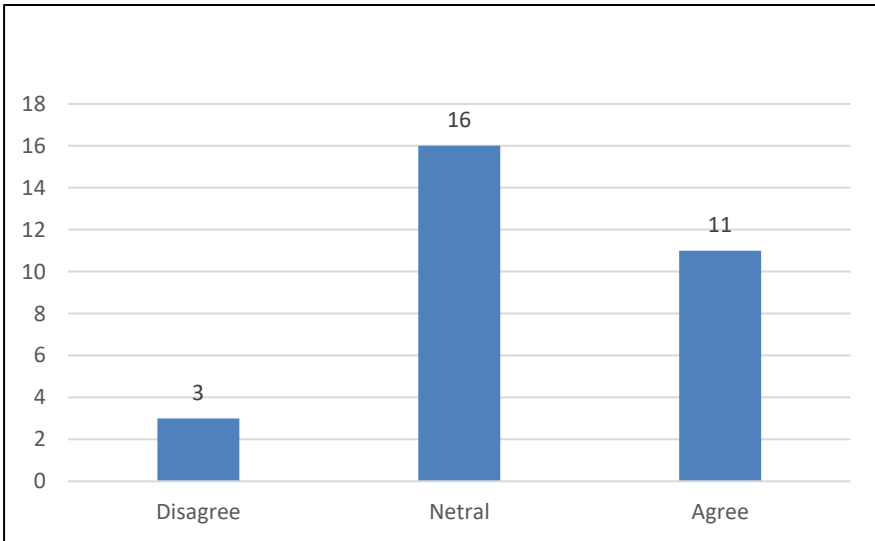


Fig. 8. In my opinion, the buzzers who work with Telkomsel Area 2 Jabotabek – West Java have an interesting and convincing speaking style

Based on the results of the study, most respondents agreed and were neutral about In my opinion, the buzzers who work with Telkomsel Area 2 Jabotabek – West Java have an interesting and convincing speaking style

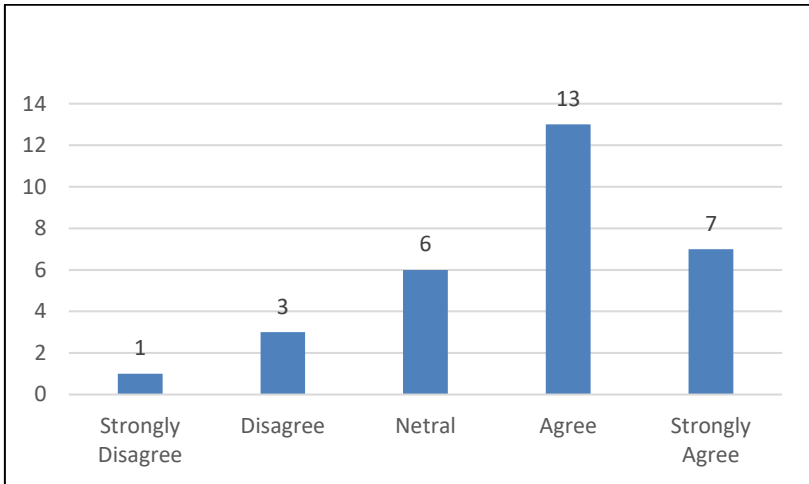


Fig. 9. In my opinion, the price of products and services offered by Telkomsel is quite affordable

Based on the results of the study, most respondents strongly agreed and agreed about In my opinion, the price of products and services offered by Telkomsel is quite affordable.

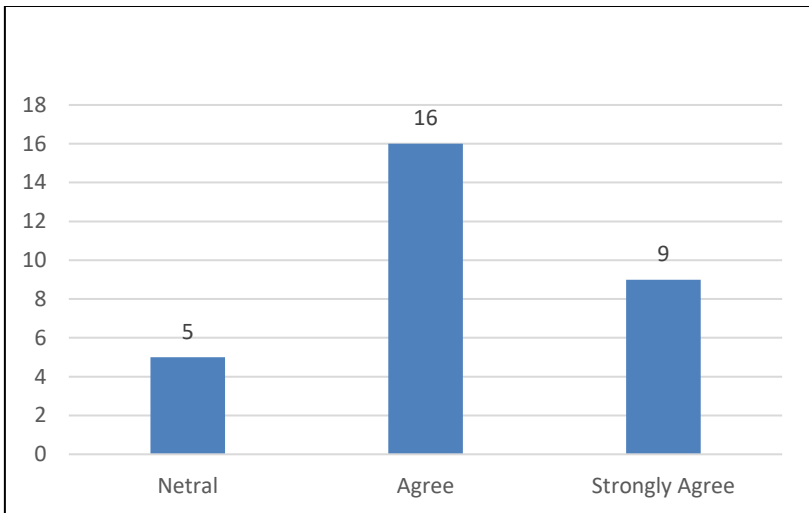


Fig. 10. The price I paid is in accordance with the quality I should get

Based on the results of the study, most respondents strongly agreed and agreed about The price I paid is in accordance with the quality I should get

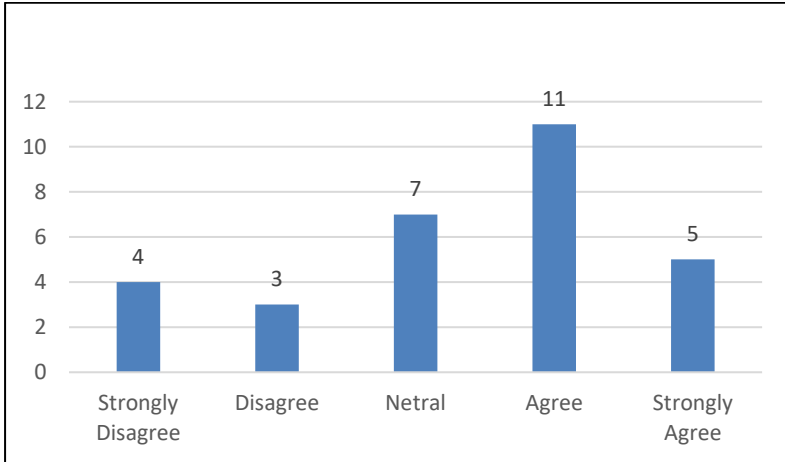


Fig. 11. I tried Telkomsel's products and services because I wanted to know how the services or products advertised by a buzzer were.

Based on the results of the study, most respondents strongly agreed and agreed about I tried Telkomsel's products and services because I wanted to know how the services or products advertised by a buzzer were.

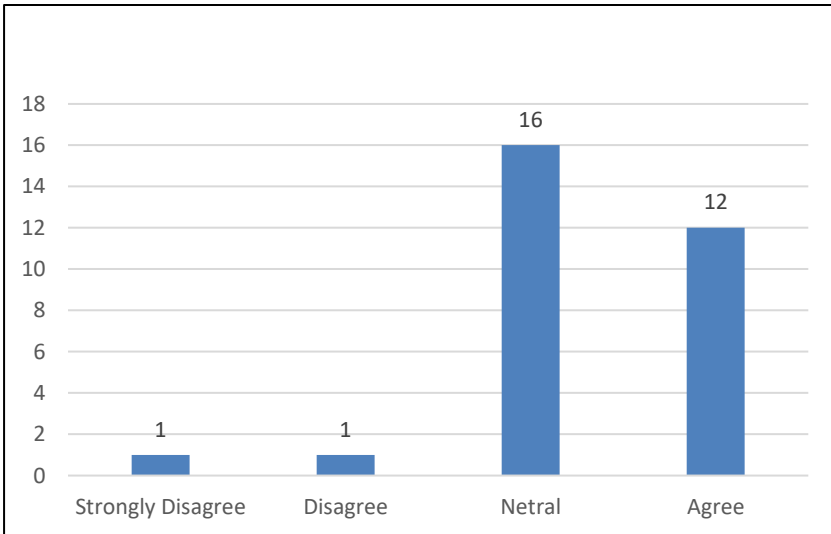


Fig. 12. I trust the buzzer whose services are used by Telkomsel Area 2 Jabotabek – West Java, so that makes me confident in the quality contained in Telkomsel's products and services

Based on the results of the study, most respondents agreed and were neutral about I trust the buzzer whose services are used by Telkomsel Area 2 Jabotabek – West Java,

so that makes me confident in the quality contained in Telkomsel's products and services. Based on this customer feedback we can know that the respondent's have enough brand awareness

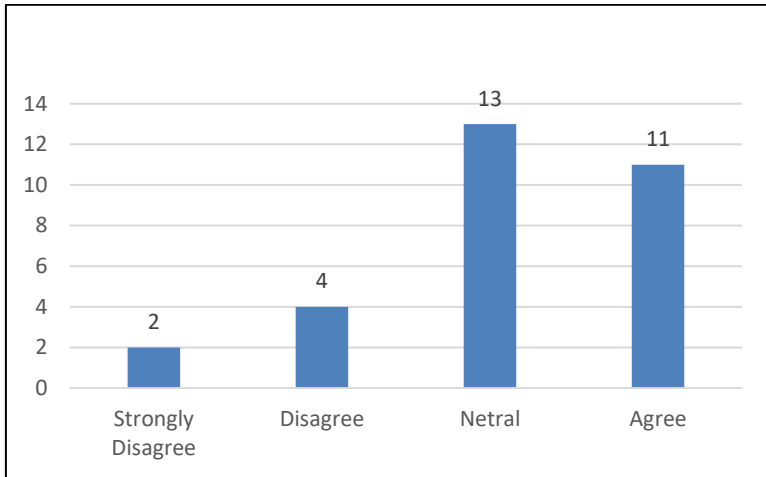


Fig. 13. I trust the buzzer whose services are used by Telkomsel Area 2 Jabotabek – West Java so that it influences me to try Telkomsel's products and services

Based on the results of the study, most respondents agreed and were neutral about I trust the buzzer whose services are used by Telkomsel Area 2 Jabotabek – West Java so that it influences me to try Telkomsel's products and services. Based on this customer feedback we can know that the respondent's have enough brand awareness

The Role Of Buzzers. Based on the research results to several buzzers accounts, buzzers have several roles, namely 1. Promoting Telkomsel products and brands according to instructions. i.e. correlated with daily activities, 2. Offer their followers engaging content and reviews that can build trust about the product and brand., 3. Increasing brand awareness in the public.

The Obstacles That Buzzers Have To Deal With In Promoting On Social Media.

Based on the research results, the obstacles that buzzers have to deal is 1. One of the competitors (PT XL Axiata Tbk) dominates social media with attractive content, particularly Tiktok and Instagram in terms of enhancing branding., 2. Not all buzzers who collaborate can give PT Telkomsel quality content impact. Because lack of attractive conten., 3. In terms of attractive content planning, there is sometimes a lack of adequate briefing to buzzers., 4. Despite the guaranteed success of advertising a good or service, there are still concerns about engaging buzzers. because the reputation of buzzers and the number of followers are not as many as influencers.

3 Conclusion

Based on the discussion of the research results, it is concluded that:

Buzzers who have expertise and are clear in delivering messages in their content will increase brand awareness., Buzzers who market products and services by creating interesting and innovative content can attract public attention so that brand awareness increases., Buzzers who have gained the trust of the audience will increase the chances of brand awareness increasing., Some obstacles that occur such as the existence of competitors who have maximized social media and are more attractive, not all buzzers who work together can provide reciprocity or satisfactory results due to lack of detail during briefing from the company so that the content created is less interesting,

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