

# Analysis of Online OJEK Marketing Communication Strategy for Increasing Brand Awareness in Mataram City

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## ABSTRACT

This study aims to describe and analyze marketing communication strategies and describe and analyze the obstacles that occur in the application of marketing communication strategies for Gojek and Grab services in the Mataram City branch for increasing brand awareness. This study emphasizes the type of field research that is qualitative descriptive with data collection methods of observation, interviews, and documentation. The results of the research on marketing communication strategies implemented by Gojek and Grab drivers are through sales promotion, direct marketing, advertising, and public relations. The increase in Gojek and Grab service users proves that the Gojek and Grab brands are increasingly known.

Keywords: Marketing Communication Strategy, Brand Awareness, Services.

## INTRODUCTION

Entering the digital era, one could easily access anything and do anything. It brings new developments in many ways, one of which is developments in the business sector. These developments have succeeded in bringing the world of business or commerce to use internet facilities in marketing products due to the rise of internet users. Which uses for trade are increasingly mushrooming, this triggers the emergence of many new businesses, which are often referred to as "startup businesses" (Aryan, 2017)

In the current era of the development of the modern world, the phenomenon of modern online-based motorcycle taxis has emerged that we are familiar with, namely Gojek and Grab. The presence of motorcycle taxi calls via online alias Gojek and Grab is one of the alternative means of transportation used by some Indonesians in carrying out their daily activities. For this reason, PT Gojek and PT Grab Indonesia must anticipate these conditions and circumstances to maintain the company's existence and development, especially in urban-based areas in several regions in Indonesia.

Gojek, which is a business that provides services, does not stand alone in the market. But, of course, there are other competitors against Gojek, and just like most businesses in general, one of them is motorcycle taxis. Therefore, on line grab Indonesia, Gojek, a service provider business, carries out marketing and promotional activities to stay in the market and attract potential users of their services. The promotions carried out also aim that the business as a brand will be able to continue to exist and have a good reputation so that it can survive with market conditions and remain an option among other competitors.

There are so many forms of promotion that can be used in a business or brand; advertising is one of them. In addition, advertising is a form of promotion that is often known and discussed by many people. Therefore, based on the expansive reach of advertising (Morrison, 2010), the definition of advertising can also be defined as any form of non-personal communication about a product, service, organization, or idea financed by a known sponsor. (Morrison, 2010).

In the beginning, the use of online motorcycle taxi services in Mataram City was arguably not too crowded with customers, was due to a large number of public motorcycle taxis in the city of Mataram which still dominated, but in recent years the use of online motorcycle taxi services has begun to increase in demand.

This makes every company implement various strategies, one of which is implementing an effective marketing communication system to seize all existing opportunities and still be able to grow from previous years. Therefore, the marketing of Gojek and Grab improves communication strategies in increasing Brand Awareness of Gojek and Grab services in the West Nusa Tenggara region, especially Mataram City.

As an online service provider company with various services offered and competent marketers in their fields, PT Go-Jek Indonesia, one of which is in the Bali branch, is one of the companies growing every year. As for development from year to year cannot be separated from the marketing communication strategy used by marketing to market the services owned by PT Gojek Indonesia. The marketing communication strategy carried out by Gojek marketing in increasing brand awareness is relevant to the marketing mix theory proposed by Kotler & Keller (1974: 2009), namely advertising (advertising), sales promotion (sales promotion), direct marketing (direct marketing). And publicity. Marketing Go-Jek uses the four marketing mixes as a very effective marketing communication strategy in increasing brand awareness at the Gojek Indonesia Bali branch.

In implementing the marketing communication strategy of Go-Jek services in increasing brand awareness, there are several obstacles or challenges faced by marketing. The tips for Go-Jek marketing in dealing with these obstacles or challenges are: 1) Creating promotional materials that describe everyday situations, where people can use Go-Jek as alternative transportation. For example, during the rainy season, everyone is dominantly lazy to go out of the house to buy food. Jack can be an alternative by using Go-Food services, consumers can order food from home, and later motorcycle taxi employees will deliver it. 2) Approach areas that reject Go-Jek and invite base motorcycle taxis to join Go-Jek (Anak Agung and Ni Gusti, 2018).

The phenomenon of online motorcycle taxis in Indonesia encourages research with a different focus and study. Research conducted in Bali related to the effect of Gojek's #UninstallWorried billboard advertising on brand awareness. The digital era that makes everything more practical brings developments in many fields, one of which is business. A business that grows using digital media gives birth to many new businesses that need promotional media to reach the general public. The following research aims to determine the influence of Gojek's advertising version # Uninstall Worry on billboards about brand awareness as measured by AIDA: Attention, Interest, Desire, & Action.

This shows that the "reminder" function is the most influential function on Gojek's brand awareness measured using AIDA, which touches the "interest" level. From these results, it can interpret that the Gojek version of the #UninstallWorried billboard advertisement created a sense of interest in the Gojek brand. The use of billboards as promotional and advertising media will influence the brand awareness of a brand. In the case of Gojek, which is measured using AIDA, it reaches the point of interest, so it can conclude that this can happen because the messages contained on Gojek's billboards are informative, not informative. Who invites (Rizki and Wulan, 2020). From these results, it can interpret that the Gojek version of the #UninstallWorried billboard advertisement created a sense of interest in the Gojek brand.

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This study will thoroughly explore the perceptions of online motorcycle taxi companies other than Go-Jek, namely the online motorcycle taxi company Grab Indonesia. In addition, this study examines the brand awareness implemented by online services Gojek and Grab in Mataram City to attract the interest of service users. This is interesting to study further so that it can be seen clearly how the communication strategy and brand awareness are for Go-Jek online motorcycle taxi services and Grab Indonesia online motorcycle taxi services.

## LITERATURE REVIEW

### Brand Awareness

According to David Aaker (1997:22), as quoted (Rangkuti, 2002: 39), brand equity is a set of brand assets and liabilities associated with a brand, its name, and symbol, which increase or decrease the value provided by a product or service to consumers. Company or company customers. Elements of brand equity do not occur by themselves but are supported by elements that make up brand equity according to David A. Aaker quoted by Rama Kertamukti (2015: 95): 1) Brand Awareness, 2) Perceived Quality), 3) Brand Association, 4) Brand Loyalty, 5) Other Brand Assets (Other Proprietary Brand Assets).

A brand can be interpreted as an identity that distinguishes a product from competitors from the above opinion. A brand also contains a value and a guarantee or promise from a producer to consumers to consistently provide certain views, benefits, and services to buyers.

Brand awareness is the ability of prospective buyers or consumers to recognize or recall that a brand is part of a particular product category. Brand awareness is a measure of the strength of a brand's existence in customers' minds (Ambadar, 2007: 66) quoted by Rama Kertamukti (2015: 95). By creating brand awareness, marketers hope that whenever a category need arises, the brand will be re-emerged from memory which is then taken into consideration by various alternatives in decision making. Brand awareness is one of the important factors needed by business actors to strengthen their product brands because we can't deny that the more consumers remember you, the greater the intensity of their purchases.

According to David A. Aker (1997), brand awareness itself is defined as a pyramid from the lowest to the highest level, namely 1) Unaware of the brand (Brand Unware) is the lowest level in the brand awareness pyramid where consumers are not aware of the existence of a brand, 2) Introduction (Brand Unware) recognition) is the lowest level, where consumers are new to a brand and still need tools to remember the brand, 3) Brand recall, brand awareness immediately appears in the minds of consumers after a certain brand is mentioned. In contrast to recognition which requires tools, brand recall only requires repetition/mentioning to remember the product brand, 4) Top of mind is the highest level where a certain brand has dominated the minds of consumers,

### Strategy

According to David Hunger and Thomas L. Wheelen, strategy is a series of managerial decisions and actions that determine the company's long-term performance. Strategic management includes environmental observation, strategy formulation (strategic planning or long-term planning), strategy implementation and evaluation, and control (Cangara, 2013: 61).

## Marketing

Communication requires the participation and cooperation of the actors involved. Communication activities would take place well if the parties involved communicating. Communication is symbolic, and communication is basically an action carried out using symbols. Marketing is a set of activities by which companies and other organizations transfer values (exchanges) between them and their customers. Meanwhile, according to Kotler in Widjajanta and Widyaningsih (2007:62), marketing is a social and managerial process that makes individuals and groups obtain what they need and want through the creation and reciprocal exchange of products and value with person other. Taken together, marketing communications represent the combination of all the elements in a brand's marketing mix, which facilitate exchange by creating a meaning that is disseminated to its customers or clients.

Marketing communication is an important aspect of the overall marketing mission and a determinant of marketing success. Almost all organizations or companies in the business field use communication marketing to promote what they offer and achieve financial and non-financial goals. Marketing communication can understand by describing its two main elements, namely communication and marketing. Communication is the process by which thoughts and understandings are conveyed between individuals or between organizations and individuals. (Shimp, 2003: 4)

Marketing communication strategy is also known as marketing communication mix or promotion mix. The right marketing communication strategy can prevent the company from losses caused by ineffective and inefficient promotional activities. Therefore, an effective and efficient promotional activity can include in part of marketing communications. To convey something to consumers to related parties, marketers can now choose certain communication activities, often called elements, functions, or tools, mainly advertising, personal selling, public relations and publications, sales promotion, and direct marketing. The style and price of the product, the shape and color of the packaging, the salesperson's manners and attire, the room's decor, and the stationery all communicate something to the customer. Each brand contact brings an impression that can strengthen or weaken the company's image in the eyes of consumers. Therefore, marketers must integrate the entire marketing mix to communicate a consistent message and strategic positioning to consumers. (Kotler & Armstrong, 2001)

## METHODS

The research was conducted with a qualitative approach, emphasizing field research and qualitative descriptive. The qualitative approach is a research procedure that produces descriptive data in written or spoken words from people and observed behavior (Lexi, 2000). In qualitative research, the main instrument is the researcher himself. The researcher collected data by studying documents, observing behavior, and interviewing the participants. However, after the focus of the research became clear, the researcher also used the instrument Complementary research designed by the researcher himself uses open-ended questions. It is hoped that this instrument can complete the data and compare it with the data that has been found through observation and interviews.

Lofland and Lofland (1984) in (Sakti 2015) state that the main data sources for qualitative research are words and actions. Supporting data can be in documents, photos, and other objects related to the research focus. Thus, the main data source in this study is humans with all the phenomena. Thus, humans as objects or key informants, while other objects and documents are needed as supporting materials related to research.

Another source of data from qualitative research is the words and actions of people observed or who will interview by recording and recording, and taking pictures. The rest are additional actions such as observations and documents. The main data obtained from informants are parties directly involved in the activities that are the focus of the research. The data sources in this study

are: 3 Gojek and Grab Drivers for Mataram City branch and 3 Gojek and Grab Customers for Mataram City branch.

In this study, researchers used several methods in collecting data. As for the method that researchers use are: (1) Observation. Observation is the basis of all science. Scientists can only work based on data, namely facts about the real world obtained through observation. (Sugiyono, 2015) Data collection techniques by observation can be classified into three groups: Participant Observation, Non-Participant Observation, and Observation Unstructured. In this study, the researcher used the non-participant observation method. In non-participant observation, the researcher only observes the behavior of the research object without participating in the activities of the research object. (2) Interview. The interview is the administration of the questionnaire orally and directly to each member of the sample. If the interview is conducted well, this can produce in-depth data that is impossible with a questionnaire. The interviewer can ask again for answers that are not clear/incomplete (Sugiyono, 2015). (3) Documentation. Documents are records of events that have passed. Documents can be in the form of writing, pictures, or monumental works of someone. Documents in writing such as diaries, life histories, stories, biographies, regulations, policies. Documents in the form of images, such as photos, live images, sketches, and others (Sugiyono, 2015)

After the researcher conducted the data analysis, the next step was to test the credibility or validity of the data to find out whether the data obtained were following the conditions in the field (research location). The validity of this data aims to prove that what is obtained by the researcher is following what is in reality at the research location. To obtain credible and objective data and its validity can be guaranteed, the researchers used the technique of Triangulation is defined as a data collection technique that character combines various data collection techniques and data sources that already exist.

Triangulation with sources to test the credibility of the data is done by checking the data that has been obtained through several sources. In triangulation with techniques, testing the credibility of the data is done by checking the data to the same source with different techniques. So triangulation is one way to eliminate differences in the construction of reality in the context of a study when collecting data about various events and relationships from various perspectives. In other words, the value of the data collection technique with triangulation is to find out the data obtained are convergent and inconsistent, or contradictory. Therefore, using technique triangulation in data collection will make the data obtained more consistent, complete, and certain.

For this reason, researchers can do this by Asking various kinds of questions, checking them with various data sources, and utilizing various methods to check the reliability of the data. According to Lexi (2000), Data analysis is a process of systematically searching and compiling data obtained from interviews, field notes, and other materials to understand, and the findings can inform others.

In analyzing the data obtained at the research location, the research uses inductive analysis techniques, namely data processing based on specific things and leads to general conclusions. Data analysis is carried out before entering the field, while in the field, and after finishing. As a result, understand more about the phenomenon being studied and examine the problem being studied.

The purpose of data analysis is to obtain relevant information contained in the data and use the analysis results to solve a problem. Considering that this research is qualitative, the data analysis approach used is qualitative data analysis carried out interactively. Where researchers and research objects are directly involved continuously so that this research is complete. The interactive activities in the data analysis are data reduction, data display, and conclusion drawing.



## RESULTS

### **Gojek Services Marketing Communication Strategy for Increasing Brand Awareness**

Strategy is essentially planning (planning) and management (management) to achieve a goal. A strategy is an overall approach related to implementing ideas, planning, and execution of activity within a certain period of time. Marketing communication is an important aspect of the overall marketing mission and a determinant of marketing success. Almost all organizations or companies in the business field use marketing communications to promote what they offer and achieve financial and non-financial goals. The marketing communication strategy for Gojek services is carried out by making promotions every day to increase Brand Awareness of customers who have used Gojek's services.

To support the marketing communication strategy in the form of product promos through social media driver accounts, Gojek drivers also provide friendly services to customers who use their services so that customers can reuse Gojek's services. In providing promos, the Gojek company has several different promos in marketing communication strategies to increase Brand Awareness.

Based on the explanation above, that the marketing communication strategy for Gojek services in increasing Brand Awareness has several points, namely the driver promoting through his personal social media (direct marketing), using the promos that apply on that day (shopping promos on social media (Instagram and Facebook). ), sales promotion by providing GoBike promos using the saving code "50% OFF", the National Children's Collaboration promo from GoFood, namely 70% discount + free shipping and GoFood Plus only Rp. 1,000), and there is also a promo for new GoFood users to enjoy discounts of up to Rp. 40,000 per transaction), providing friendly service to customers (community relations) by helping ease the burden on customers, such as helping to top up OVO balances and helping to top up customer credit using the Gojek application.

Obstacles to Gojek Online Ojeks in Implementing Marketing Communication Strategies to Increase Brand Awareness. In carrying out a marketing communication strategy, not all the efforts are fully running perfectly as planned. Based on researchers' observations in the field, it finds that several obstacles were experienced by Gojek drivers while working.

Customer satisfaction is the main thing, and as a driver, we provide friendly service so that customers feel comfortable and satisfied with Gojek's services. But some customers are not satisfied with the driver service, which is an obstacle to the communication strategy marketing Gojek services and has become a new challenge for Gojek drivers.

Based on the interviews with several informants related to Gojek's marketing communication strategy, some customers are indifferent to driver services, and some customers cancel laterally so that drivers experience a star decline. Therefore, the alternative taken by Gojek drivers is to continue to maintain good relations with customers regardless of the response given by the customer.

### **Grab Services Marketing Communication Strategy for Increasing Brand Awareness**

Strategy is a series of managerial decisions and actions that determine the company's long-term performance. Strategic management includes environmental monitoring, strategy formulation (strategic planning or long-term planning), strategy implementation and evaluation, and control. Marketing communication is a form of communication aimed at strengthening marketing strategies to achieve broad segmentation and as an effort to increase customer loyalty to products, namely goods and services owned by the company. The marketing communication strategy for Grab services is carried out by making paid advertising by the company on every social media (Facebook, Instagram, and youtube), which aims to increase the Brand Awareness of the Mataram branch of the Grab company.

In the marketing communication strategy, increasing Brand Awareness in the Grab company can be seen from the promotions carried out by Grab drivers for their customers. One of the

marketing communication strategies carried out by Grab services with payments through OVO balances is very helpful for customers who do not have cash and get paid more efficiently than paying cash so that customers feel helped and will always use Grab services, both Grab bikes and GrabFood.

Based on the explanation above, Grab's service marketing communication strategy in increasing Brand Awareness has several points: making paid advertising through social media such as Facebook, Instagram, and YouTube. In addition, the company makes advertisements in the form of banners, banners, and merchandise. Furthermore, payment through OVO is beneficial for customers because it is easier and cheaper than paying in cash and also using OVO often gets discounts from the Grab application, as well as marketing communication strategies that one Grab drivers are to provide good service to customers so that customers feel happy and not awkward using Grab services so customers will always remember and will reuse Grab services.

### **Obstacles to Grab's Online Ojek in Implementing Marketing Communication Strategies to Increase Brand Awareness**

In carrying out a marketing communication strategy, it is not only the effort carried out that fully goes well as planned. Based on researchers' observations in the field, some of the obstacles experienced by Grab drivers during work and found promotions. Offline motorcycle taxis and offline taxis have until now become an obstacle for Grab services. The competition between these transportation services has yet to find a solution. In addition to the competition between offline motorcycle taxi services and Grab services, the emergence of local online motorcycle taxi services has become a new competitor for Grab drivers.

Based on the results of interviews with several informants related to the constraints of the Grab service marketing communication strategy, namely the lack of customer friendliness in responding to the Grab driver service, the competition that occurs between offline motorcycle taxis and Grabs drivers, and the competition between Grab drivers and local online motorcycle taxi drivers so that Grab drivers feel they share customers with them. Local online motorcycle taxi drivers. The alternative offered by Gojek drivers in dealing with these obstacles is to approach areas that reject Gojek and invite offline motorcycle taxis to join Gojek.

## **DISCUSSION**

### **Gojek's Online Motorcycle Taxi Marketing Strategy for Increasing Brand Awareness**

Strategy is a military concept that can be interpreted as the art of war of the generals or the best design for winning wars. In the strategy, there is a principle that must be kept in mind, namely, "There is nothing meaningful about everything except knowing what to do before they do it" (Cangara, 2013). Marketing communication is an important aspect of the overall marketing mission and a determinant of marketing success. Almost all organizations or companies in the business field use marketing communications to promote what they offer and achieve financial and non-financial goals. Marketing communication can understand by describing its two main elements, namely communication and marketing. Communication is the process by which thoughts and understandings are conveyed between individuals or between organizations and individuals. (Shimp, 2003).

Marketing communication strategy is a must that Gojek online motorcycle taxi services must carry out because without a good strategy. It will result in Brand Awareness of Gojek services. Gojek's online motorcycle taxi marketing communication strategy in increasing Brand Awareness in Mataram City is carried out in the form of:

### **Direct Marketing**

In conducting direct marketing programs, Gojek drivers use personal social media as a marketing tool that plays an important role in increasing the Brand Awareness of Gojek services.

By using social media, drivers can post promotions offered by Gojek's online motorcycle taxi services through social media, Facebook, and Instagram belonging to Gojek drivers.

Direct marketing is an interactive marketing system that utilizes one or several advertising media to generate textured responses and transactions at any location (Sulaksana, 2003). Technological advances have enriched communication media so that we no longer depend on conventional media such as newspapers, radio, telephone, television. However, we can also use new media such as computers, fax machines, cell phones, and the internet.

### **Sales Promotion**

Sales promotions encourage consumers to buy with the lure of incentives. Sales promotion or often abbreviated as the promo, is the main element in a marketing campaign. Wells, Burnett, and Moriarty in Sutisna (2001: 300) say that sales promotions offer extra incentives for consumers to take action, at least paying attention to the products offered. Companies usually take advantage of sales promotions to stimulate a faster and stronger response from consumers. Generally, short-term impacts are prioritized, such as dramatizing the company's offer so that sluggish sales can boost again. As a part of the marketing mix, sales promotion should be integrated into the company's strategic planning along with advertising,

### **Public Relations**

Lock and Wright (2005) explain public relations is an effort to stimulate positive interest in a particular company and its products by sending new news, holding press conferences, holding special events, and sponsoring activities that deserve coverage. Carried out by a third party. At present, the importance of the function of public relations or PR has been recognized by many companies. Therefore a wise company will take concrete steps to manage its relationship with important elements in society. According to Kotler (2008: 205), public relations are various programs planned to promote or protect the image of the company or each of its products.

In marketing, public relations is also used to suppress the emergence of negative perceptions of the product. Organizations that have good relations with the mass media have the opportunity to prevent news that is detrimental to their organization. On the contrary, public relations can improve the company's image (Pitana, 2009).

### **Obstacles To Gojek Online Motorcycle Taxis for Implementing Marketing Communication Strategies on Brand Awareness**

Based on the results of the research data, it found that the obstacles faced related to Gojek's online motorcycle taxi marketing communication strategy in increasing Brand Awareness were: (1) Some customers are indifferent to the friendly service of Gojek drivers. Of course, Gojek drivers always provide friendliness to customers, but some customers still do not respond to that hospitality. (2) Some customers cancel orders unilaterally, causing drivers to experience a star drop. When receiving orders, Gojek drivers often experience order cancellations, especially when the driver has ordered and paid for food. The customer suddenly cancels the order, causing the Gojek driver to lose and experience a star drop.

The obstacles that occur while carrying out the Gojek Online Ojek marketing communication strategy for increasing Brand Awareness is to maintain good relations with the community and Gojek customers. Maintaining good relations with customers is not only for marketing or economic interests but for the sake of good relationships and the creation of customer loyalty.

Customer relationship management basically focuses mainly on developing a customer-oriented business culture. This culture aims to win the hearts of consumers and maintain their loyalty by creating and delivering value for customers that outperform competitors (Buttle, 2007).



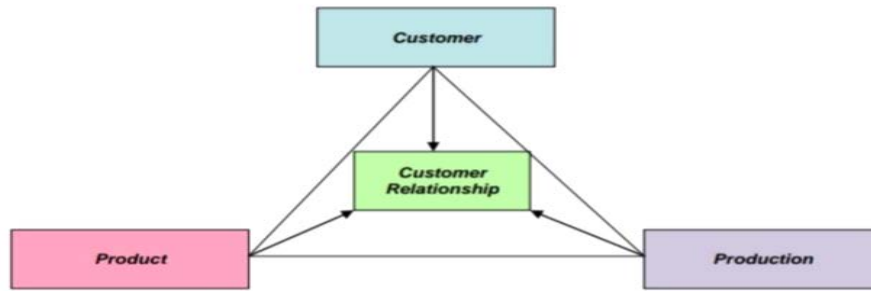


Figure 1. Customer Relationship Management  
(Storbacka, Kaj & Jarmo R Lehtinen, 2005)

### Grab's Online Motorcycle Taxi Marketing Communication Strategy for Increasing Brand Awareness.

In the strategy, there is a principle that must be kept in mind, namely, "There is nothing meaningful about everything except knowing what to do before they do it" (Cangara, 2013: 61). Marketing communication is a form of communication aimed at strengthening marketing strategies to achieve broad segmentation and as an effort to increase customer loyalty to products, namely goods and services owned by the company. (Kotler and Armstrong, 2001: 118)

Marketing communication strategy is a must that must be carried out by Grab online motorcycle taxi services because, without a good strategy, it will result in Brand Awareness of Grab services. Grab's online motorcycle taxi marketing communication strategy in increasing Brand Awareness in Mataram City is carried out in the form of:

#### Advertising

In this study, related to the marketing communication strategy carried out by marketers in increasing consumer brand awareness of the services owned by Grab, the Mataram city branch is through the use of advertising media such as banners, brochures, merchandise, paid Facebook, paid Instagram, and YouTube.

Now marketers are constantly trying to be more efficient by alternating their promotional tools with other tools. In dealing with advertising, every company or organization has a different way. In small companies, advertising is handled by someone in sales who works with the advertising company. While in large companies, sometimes there is a separate advertising section under the division or marketing department. But, most companies rely more on advertising agencies to help develop advertising campaigns.

Advertising is an effective way to spread a message to the public and can be used to build a long-term image of a product or company. Advertising can be defined as any form of non-personal presentation that promotes ideas, goods, or services financed by a particular sponsor. Sulaksana (2003: 90)

#### Sales Promotion

On the sales promotion strategy, drivers have several strategies to increase the Brand Awareness of Grab's online motorcycle taxis, such as promotional codes given to consumers. With this promotional code, consumers can use it like a balance which can later use to pay for Grab services without using cash. This is done to attract consumers to get used to using Grab's services.

Sales promotions encourage consumers to buy with the lure of incentives. Sales promotion or often abbreviated as promo, is the main element in a marketing campaign. Sales promotions offer extra incentives for consumers to take action, at least not to pay attention to the products offered. Companies usually take advantage of sales promotions to stimulate a faster and stronger response from consumers. Generally, short-term impacts are prioritized, such as dramatizing the company's offer so that sluggish sales can boost again. As part of the marketing mix, sales promotion should be

integrated into the company's strategic planning, advertising, personal selling, and public relations. (Wells, Burnett, and Moriarty, 2001: 300)

### **Public Relations**

Community/customer friendly service program in communicating the Grab brand owned to the public/customers by taking advantage of the driver's time when customers use Grab's services. The things that drivers do are to provide friendliness in greeting so that they can get a good response from customers, then provide clear explanations regarding the current Grab promos, and help customers fill out OVO to facilitate Grab's online motorcycle taxi payments.

Lock and Wright (2005: 275) explain public relations (public relations) is an effort to stimulate positive interest in a particular company and its products by sending new news, holding press conferences, holding special events, and sponsoring activities that deserve coverage. Carried out by a third party. At present, the importance of the function of public relations (PR) or PR has been recognized by many companies. Therefore a wise company will take concrete steps to manage its relationship with important elements in society. According to Kotler (2008: 205), public relations are various programs planned to promote or protect the image of the company or each of its products.

In marketing, public relations is also used to suppress the emergence of negative perceptions of the product. Organizations that have good relations with the mass media have the opportunity to prevent news that is detrimental to their organization. On the contrary, public relations can improve the company's image (Pitana, 2009: 179)

### **Obstacles To Grab's Online Motorcycle Taxis In Implementing Marketing Communication Strategies to Increase Brand Awareness.**

Based on the results of the research data, it found that the obstacles faced related to Gojek's online motorcycle taxi marketing communication strategy in increasing Brand Awareness were:

- (1) Some customers are indifferent to the friendly service of Gojek drivers. Of course, Gojek drivers always provide friendliness to customers, but some customers still do not respond to that hospitality. The obstacles that occur while carrying out the Gojek Online Ojek marketing communication strategy in increasing Brand Awareness is to maintain good relations with the community and Gojek customers. Maintaining good relations with customers is not only for marketing or economic interests but for the sake of good relationships and the creation of customer loyalty. Customer relationship management basically focuses mainly on developing a customer-oriented business culture. This culture aims to win the hearts of consumers and maintain their loyalty by creating and delivering value for customers that outperform competitors. (Buttle, 2007)
- (2) The competition between Grab drivers and offline motorcycle taxis/motorcycle taxis and local online motorcycle taxis that appear in the Mataram city area. The alternative offered by Gojek drivers in dealing with these obstacles is to approach areas that reject Gojek and invite offline motorcycle taxis to join Gojek.

### **CONCLUSION**

Marketing Communication Strategies for Gojek's online motorcycle taxi services are (1) Direct marketing. In conducting direct marketing programs, Gojek drivers use personal social media as a marketing tool that plays an important role in increasing the Brand Awareness of Gojek services. (2) Sales promotion. Sales promotions encourage customers to use Gojek services by luring tempting promos, (3) Public relations. Public relations are various programs planned to promote or protect the image of a company or its individual products.

In comparison, the marketing communication strategy for Grab's online motorcycle taxi services is (1) Advertising. In this study, related to the marketing communication strategy carried

out by marketers in increasing consumer brand awareness of the services owned by Grab, the Mataram city branch is through the use of advertising media such as banners, brochures, merchandise, paid Facebook, paid Instagram, and YouTube. Advertising is an effective way to spread messages to the public and can build a long-term image of a product or company, (2) Sales promotion. Sales promotions encourage customers to use Grab services by luring tempting promos, (3) Public relations. Public relations are various programs planned to promote or protect the image of a company or its individual products. Merchandise paid facebook, paid Instagram, and youtube. Advertising is an effective way to spread messages to the public and can build a long-term image of a product or company.

The obstacles to the Marketing Communication Strategy of Gojek's online motorcycle taxi service in increasing brand awareness in Mataram are (1) some customers are indifferent to the friendly service of Gojek drivers, (2) some customers cancel orders unilaterally so that drivers experience a star decline. The solution to the obstacles that occur during the Gojek Online Ojek marketing communication strategy in increasing Brand Awareness is to maintain good relations with the community and Gojek customers. Maintaining good relations with customers is not only for marketing or economic interests but for the sake of good relationships and the creation of customer loyalty. While the obstacles faced in carrying out the marketing communication strategy for Grab's online motorcycle taxi services in increasing brand awareness in Mataram are (1), some customers are indifferent to the friendly service of Grab drivers. Of the obstacles that occur while implementing the Grab Online Ojek marketing communication strategy to increase brand awareness is maintaining good relations with the community and Grab customers. Maintaining good relations with customers is not only for marketing purposes or economic interests but for the sake of good relationships and the creation of customer loyalty, (2) Competition between Grab drivers and offline motorcycle taxis/motorcycle taxis and there are local online motorcycle taxis that appear in Mataram city area.

## IMPLICATIONS

There are two implications of this research, namely practical implications and theoretical implications. The practical implication is to increase Brand Awareness of online motorcycle taxi companies in the future so that companies do not rely solely on online motorcycle taxi drivers in carrying out marketing communication strategies directly to customers in the field. Instead, marketing communications can use to plan future strategies. As for the theoretical implications, it is hoped that this model can add to the management research literature, especially in marketing.

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