

Digital Sales Promotion Strategy Using Mytelkomsel Applications

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Abstract

Communications using media in recent years has opened up opportunities with interactive and modern patterns. This makes people moved to interact with each other and join the others without being hampered by space and time. The development of communication media is also influenced by the development of technology. This study aims to find out how promotional strategies undertaken by Telkomsel company on MyTelkomsel digital applications. In this study, the researchers used the theory of promotional strategies, which was proposed by Philip, Kotler, and Armstrong. And also using Marshall McLuhan's communication theory in his theory of medium is the message. This research is qualitative by using post-positivist paradigm. The method used in this research is the descriptive-qualitative method by using data collection technique through in-depth interview and literature study. Based on the results of research can be concluded that the promotion strategy conducted on the digital applications MyTelkomsel using Pull Strategy, by utilizing data mining on the big data to see consumer behavior used to make effective promotion for Telkomsel company.

Keywords: Digital Sales Promotion, Digital Communication, Marketing Communication

Introduction

Digital media certainly cannot be separated from the role of communication and information technology. In addition to lower costs and easy process of information dissemination without being constrained by time and space, compared to conventional media such as television, digital media, and the internet shows rapid development, this is also due to gadget technology that allows us now to access the internet via mobile. According to the latest data from We Are Social, published in August 2015 shows that active internet users around the world now reach 3.17 billion. From year to year, the number of internet users grew by 7.6%. The growth of internet users also affects the growth of online and mobile media users. According to the same report, active online media users now reach 2.2 billion, while mobile users reach 3.7 billion. Interestingly, the most significant growth was shown by users accessing online media through the mobile platform which reached 23.3%. (techinasia, 2018). How many internet users in Indonesia? According to the market research institute e-Marketer, the nation's net population reached 83.7 million people in 2014. The figures that apply to every person who accesses the internet at least once every month put

Indonesia in the 6th largest in the world in terms of the number of internet users. In 2017, eMarketer estimates that Indonesian netter will reach 112 million people, beating Japan at number 5 with slower growth in the number of internet users. Overall, the number of internet users worldwide is projected to reach 3 billion people in 2015. Three years later, in 2018, an estimated 3.6 billion people on earth will access the internet at least once every month (Kominfo, 2018).

Telkomsel as the largest telecommunication operator in Indonesia which also won the Brand of the Year Award was presented at the prestigious World Branding Awards 2016 held in London, England. (Tribun News, 2016). Promotional activities through online media are also carried out by PT Telkomsel, this company has led the domestic cellular industry with a number of customers reaching 157.4 million. This figure is far above its competitors. Indosat in second place with customers reaching 85 million. While 3 and XL are in third and fourth positions with 56.5 million and 44 million customers in 2016. (katadata, 2017). Telkomsel issued a MyTelkomsel digital application. MyTelkomsel is an application that is present to provide all the convenience of accessing customer

services through smartphones and tablet PCs. With this application, Telkomsel customers get the convenience to find out customer identity information, top up credit, and purchase various service packages from Telkomsel. When opening the MyTelkomsel application, users can see the various features presented in this application, the user automatically knows the remaining credit and quota packages owned. Users can also purchase top-up with a voucher code that has been purchased. In addition, customers are also given the convenience of purchasing internet packages, SMS, telephone, MMS and international roaming packages, which are commonly enjoyed by all Telkomsel card users starting from Halo, simPATI and Kartu As cards.

According to researchers, the most interesting feature of the MyTelkomsel application is the Package Options feature: users can find out the latest information and promos from Telkomsel. In addition, users also get information about the use of internet packages and the status on the card that is being used, there are also attractive price discounts, top up, and select packages is also easy at MyTelkomsel. Users of the MyTelkomsel application can also choose by category, from Internet packages, superior packages from Telkomsel, SMS,

telephone, roaming, GigaMax VIU, Gigamax HOOQ, Talkmania, VideoMax, and Flash with attractive discounts. Another interesting thing is the gift-giving feature: users can send credit to relatives and friends of fellow Telkomsel users. Such as giving internet packages, SMS packages, pulses, telephone packages, roaming packages, and entertainment packages. In addition, application users can also send Telkomsel Internet Packages to other numbers. Through the SIM Multi Control feature, users can limit the use of pulses and get information about other numbers that have been registered. The next interesting thing is that there is a feature on Telkomsel POINTS: users can exchange points that can be obtained through credit buying activities, purchase of packages, and transactions through other Telkomsel services. Application users can choose what they want, they can choose the desired point exchange location and set the number of points you want to exchange, from 0-50, 50-100, or 100 and above. Then you can enter keywords and send, then various rewards will appear and application users can exchange points easily. There are many points to exchange options starting from the categories of E-Commerce, Music, Health and Beauty, Grants, Sweepstakes, Films, Automotive,

Shopping, Food, and Sports.

Customers can also find out the nearest Grapari information from the customer's location. The myTelkomsel application can only be used for free by connecting via the internet network. The myTelkomsel application is present on smartphone devices based on Android, Blackberry and iOS. The MyTelkomsel application has also suddenly been at the top of the popular application on the Android and iOS mobile platforms. (Kompas, 2016). The application that provides information on various Telkomsel services is indeed just made use of by Telkomsel with new features and appearance. The new face MyTelkomsel application comes with improvements from the user interface, design, claimed by Telkomsel to have fast and user-friendly performance. Until now the application has been downloaded more than 10 million on Android devices.

According to the researcher, the MyTelkomsel application is again superior in terms of features, namely the gift-giving feature and Telkomsel points, or features in the form of points from the purchase or use of the provider card that can be exchanged with other interesting promos. Based on the explanation that has been explained above, the researcher focuses this research on "What is the promotion strategy carried

out by Telkomsel companies in the MyTelkomsel digital application?" For the development of digital media technology today, the identification of problems in this scientific work is:

1. What is the promotion strategy for the package selection feature in the MyTelkomsel digital application?
2. How do promotional strategies on the gift feature in the MyTelkomsel digital application?
3. How do promotional strategies on Telkomsel points feature in the MyTelkomsel digital application?
4. What is the promotion strategy for the Credit Fill feature in the MyTelkomsel digital application?
5. What is the promotion strategy for TCASH features in the MyTelkomsel application?

Literature review

The form of theories or findings through the results of various previous studies are very necessary and can be used as supporting data. One of the supporting data that according to the researcher needs to be a separate part is the previous research that is relevant to the problem being discussed in this study. The digital marketing strategy used by misteraladin.com is intended for audiences to know misteraladin.com as a new OTA e-commerce and makes the

audience interested in making hotel purchases or bookings through misteraladin.com.

(Khoiri,2016). The strategy used must be in accordance with the existing environmental conditions. This is what the TravelMie team did. TravelMie promotion strategy to inform, persuade, remind, add value (Bumi, 2015). Facebook fan page used by the body shop Indonesia as a promotional media can be said to be effective, considering the Facebook fan page the body shop Indonesia reaches five million active followers to date. With so many followers in the social media, there is a great opportunity to get more audiences (Febriansyah, 2015).

Marshall McLuhan (1964) which states that medium is the message or media is a message. This statement emphasizes how communication media differ not only in terms of content but also in how they are built and channeled through mind and taste. He distinguishes media from cognitive processes. McLuhan's most famous idea is the channel as the dominant force that must be understood to know how the media affects society and culture. Media theory focuses on the characteristics of media politics itself more than what is sent or how information is received.

In the perspective of this theory,

it is not a message that affects our consciousness but the medium. Larger amounts affect our subconscious. Medium forms a message, not vice versa. This means that electronic media has changed society radically. Society relies heavily on technology that uses media and that social order in a society is based on its ability to deal with the technology. The media forms and organizes a culture. This is called the media ecology theory. McLuhan stated that we have a symbiotic relationship with technology that uses media. Humans create technology, and conversely, the technology forms humans. This is the basic concept of media ecological theory (West & Turner,2013).

According to Kotler, in an effort to get customer satisfaction in the midst of competition, companies must first understand what their customers' needs and desires are. A company realizes that a company cannot meet the needs of consumers who are very different. The company prepares a marketing strategy by choosing the best consumer segment that can create the greatest profit (Kotler & Armstrong,2018).

The sales promotion strategy consists of a series of tactical marketing techniques designed in a strategic marketing framework to add value to products or services to achieve

specific sales and marketing goals. The sales strategy includes two activities, namely pull strategy or commonly referred to as consumer promotion and push strategy or called trade promotion.

(Rangkuti, 2009). Push Strategy is a strategy that uses incentives to motivate agents or retailers to increase orders and increase sales of each outlet. (Rangkuti, 2009). Pull Strategy includes producers who use consumer advertising and promotion to encourage final burners to request the product from intermediaries and thus encourage intermediaries to order the product from producers (Kotler & Armstrong, 2018).

Research methodology

The paradigm in this study rests on the post-positivist paradigm. Post-positivist research is based on the positivist view of the problem but tries to develop a different understanding of other things to answer the criticisms made against the positivist group. Objective reality is believed to exist, but can only be approached and cannot be fully portrayed. Post-positivists use various methods in their research and still emphasize discovery (discovery) and proof of theory (theory verification). Although taking an objective position, there will be an interaction between researchers and participants that will

influence post-positivist data and be used to obtain the general laws of the chosen approach. Whereas this research focuses more on case studies which are detailed research on a particular object during a certain period of time with a deep and thorough approach. According to Vredendregt (1987: 38) Case study is an approach that aims to maintain the wholeness of an object, meaning that the data collected in the framework of the case study is studied as an integrated whole, where the aim is to develop in-depth knowledge of the object concerned means that case studies must be characterized as explorative and descriptive research.

Discussion and recommendations

After conducting a SWOT and STP analysis, the researcher conducted an analysis of the sales promotion strategy of Telkomsel through the MyTelkomsel application to provide convenience to each of its customers and also using the MyTelkomsel application as a sales tool for Telkomsel companies. the latest from the Telkomsel company.

The next promotion strategy implemented by Telkomsel is Telkomsel's Pull Strategy Company on the Mytelkomsel application to provide attractive promos placed on the front

page of the application so that customers can immediately see a promotion. Furthermore, Telkomsel companies give price potential to their priority customers. Telkomsel companies also provide points for their customers which can be exchanged for other products. From the discussion that the Telkomsel company used Pull Strategy in its promotion activities. In an activity promoting Telkomsel in its application, it has a delay with support. Because usually in business, interaction with customers is only seen as a mere process, not as a long-term relationship. It seems that putting Customer Engagement as a program to handle all customer complaints and making them easy to respond back is a step that must be done by a company to maintain its existence and maintain long-term relationships with customers by managing two directions of communication well. Telkomsel's company does this by giving many options for how customers can interact with the company, from phone to CS, can send an email, through the FAQ menu to frequently asked questions, and also to the chatbot menu, customers can interact via line, facebook, and also Chat link on the company website.

Next, to Online Media, Marshall McLuhan stated that medium is the

message or media is a message. This statement emphasizes how communication media differ not only in terms of content but also in how they are built and channeled through mind and taste. The application is a medium to give messages to a wide audience such as the Telkomsel company through the MyTelkomsel application has the aim of presenting the MyTelkomsel application as a gift to customers in the form of convenience ranging from purchasing packages, pulses, and controlling the use of customers, anywhere and anytime. According to Iswara in his journal Online media has its own characteristics that other media do not have, so the online media is referred to as new media. The following are the characteristics of online media:

1. Based on computer technology and internet networks In the Telkomsel application requires an internet network to access the application and also a set of devices in the form of a smartphone to be able to run and access it.
2. A form of information in the form of electronic documents In the MyTelkomsel application, all data inside is in the form of an electronic document that can be accessed anywhere.
3. Speed (actuality) information

Telkomsel Company Through the MyTelkomsel application, do a brief before publishing the promotion, in less than 2 months before. By relying on technology that will publish promos automatically

4. Information updating Telkomsel companies in the MyTelkomsel application update after seeing a weakness in the application and updating once in a month even in 2017 I have experienced 5 times updating the MyTelkomsel application.
5. Interactivity Telkomsel companies in the MyTelkomsel application provide access to chatbot menus and FAQ menu options, which can make it easier for customers to interact.
6. Personalization Telkomsel companies in the MyTelkomsel application do a way so that customers can control their usage how much they spend on their daily use and also monthly usage.
7. Connect with other sources (hyperlinks) Telkomsel companies in the MyTelkomsel application can connect with Telkomsel websites, and also Facebook or online. In the Telkomsel menu item, the Telkomsel company is connected to the partner website that has been collaborating with the Telkomsel

company.

Furthermore, on the discussion of Big Data and Data Mining According to Rakesh Rathi, Sandhya Lohiya Big data can be interpreted as a collection or collection of data that is very large and complex. Telkomsel companies in the MyTelkomsel application do data collection, then clean up the data, and the data is transformed, then do data clustering to play, which later results in consumer buying behavior. The MyTelkomsel application also places menu options on applications to minimize disruptions such as the weight of the application. And also to facilitate the application users. MyTelkomsel also gives black even days and bright colors during the day to make it easier for users to see and use the application.

The promotion strategy of the Telkomsel company runs more on pull strategy, namely the promotional activities carried out by Telkomsel directly to consumers, namely: Telkomsel companies in the MyTelkomsel application provide attractive promos placed on the front page of the application. Telkomsel companies give price potential to their priority customers. Telkomsel's company also provides points to its customers which can be exchanged for other products. Whereas for the purpose of promotional activities carried out by

Telkomsel companies in the MyTelkomsel application, namely:

- a. To disseminate information on company products or services to the market.
- b. To get new consumers and maintain loyalty from consumers. So consumers remain loyal to buying and using company products or services.
- c. To increase sales so that the company's revenue increases.
- d. To give differentiation and favor the company's products compared to the products of competitors.
- e. To form the image of the product or service and the name of the company in the eyes of consumers.

Telkomsel company in its application uses big data and data mining in seeing and aiming at its consumers and its behavior so as to make it easier for the company to do promotions and, the promotion conducted by the company can run effectively in accordance with what the company expects.

Contribution to marketing communication practice

To the Marketing team, the company must continue to work hard for campaigns and marketing events by developing more creative and innovative strategies, along with other new products

reminding the tight competition in the telecommunications business in Indonesia, not just fixated on top product brand awareness of mind in the minds of consumers.

The need to innovate in carrying out promotional strategies such as holding thematic events in accordance with market developments and also its momentum. Continue to upgrade services and also enrich features in the MyTelkomsel application so that users can easily and comfortably use Telkomsel products. Strengthen your network and server problems, because that will affect customer trust in the company.

Conclusion

Telkomsel companies do a lot of innovation through the MyTelkomsel application and also the way they promote, Telkomsel companies have conducted a SWOT analysis or strength, weakness, opportunity, threats, and analysis of segmentation, targeting, and positioning.

The promotion strategy of the Telkomsel company runs more on the pull strategy, namely the promotional activities carried out by Telkomsel directly to consumers. MyTelkomsel provides attractive promos placed on the front page of the application. Telkomsel companies give price potential to their priority customers.

Telkomsel's company also provides points to its customers which can be exchanged for other products. Whereas for the purposes of the promotional activities carried out by Telkomsel companies in the MyTelkomsel application, the Company has disseminated information on the company's products or services to the market, gained new customers and maintained customer loyalty, increased sales so that the company's revenue increased, gave differentiation and favored the company's products compared to the products of competitors, forming the image of the product or service and the name of the company in the eyes of consumers.

Telkomsel company in its application uses big data and data mining in seeing and targeting its consumers and its behavior so as to make it easier for companies to carry out promotions and, promotions carried out by companies can run effectively in accordance with what the company expects.

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