

# **Cyber PR Strategy on Start-Up Company in Building Brand Awareness (Study on Indonesia Start-Up Company: Jendela360)**

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## **Abstract**

The development of technology in globalization era has a huge impact on various aspects, one of which is the development of startup companies in Indonesia. One of the start-up companies in Indonesia is Jendela360, which is engaged in leasing apartments located in Jakarta. Although it has been established for almost 2 years, Jendela360 is still not widely known by the people of Indonesia. Results from the pre-research showed that brand awareness on Jendela360 is still very low. This research aims to describe cyber PR strategy used by Jendela360 to build Brand Awareness because the activity of start-up company is mostly conducted in cyberspace. The method used in this research is descriptive qualitative and the data is collected by using interview method. The result of this study indicates that Cyber PR strategy conducted by Jendela360 as a start-up company in building brand awareness is by improving SEO through writing, release and posting on social media. It can be concluded that Jendela360 has conducted a good public relations strategy to improve its brand awareness, ranging from problem definition, program planning, action and communication, and evaluate in accordance with public relations strategy. It is expected that Jendela360 can increase the program or activity in order to increase their brand awareness.

***Keywords: Strategy, Cyber PR, Brand Awareness, Start-Up***

## **INTRODUCTION**

Technological developments in this globalization era have had a huge impact on various aspects, one of which is the development of start-ups in Indonesia. Based on the Startup Ranking report, in February 2012 it was noted that Indonesia was ranked fourth with the most start-ups, reaching 1,705 companies.

One of the start-up companies that is developing in Indonesia is Jendela360. Jendela360 is a start-up company engaged in apartment rentals located in Jakarta. Jendela360 has become a new competitor for conventional apartment agents and other digital agents such as rumah.com, rumah123.com, and sewaapartemen.net. By carrying out 360° camera technology, Jendela360 presents different things from other startups. Although it has existed for almost 2 years, Jendela360 is still not widely known by the Indonesian people, especially DKI Jakarta.

The results of the pre-study showed that public brand awareness of Jendela360 was still very low. Brand awareness is the ability of a consumer or customer to recognize and remember a brand only by looking at certain logos or slogans that are used by the brand to promote the product or program they are running. Brand awareness

itself is one of the important factors needed by the company to strengthen its product brand because we cannot deny that the more consumers remember a brand, the greater the popularity of the brand or company in the eyes of the public.

Based on this situation, the researcher was interested in describing the cyber PR strategy that has been used by Jendela360 to build brand awareness. Cyber PR was chosen because Jendela360 is a startup company so that many of its activities are carried out in cyberspace.

## **LITERATURE REVIEW**

In an organization, a special forum is needed to deal with problems related to communication both for internal and external public. It is a public relations which aims to uphold and develop an image that is beneficial for the organization or institution, towards internal and external public targets. Public Relations is the art and science of sharing the results of discussions, protecting and keeping relevant news and information growing in the image, in the awareness of building reputation. According to Cutlip, Center, and Broom, Public Relations activities can run well and achieve its objectives if the stages or steps of the Public Relations process are conducted,

namely: (1) Defining problems (fact finding), (2) Planning, (3) Action and Communication, and (4) Evaluation.

The influence of communication technology on public relations can be formed as a tool/media or a new form of public relations activities, which raises the term Cyber PR, PR Net and other forms of public relations name or field of study in Cyber World (virtual world). Lately, PR uses the internet as a means to communicate and a lot of communication conducted using the internet is more efficient in time and distance. Most public relations activities on the internet are still limited to the one-way communication, which is using traditional mass communication.

Brand awareness occurs when people recognize a product belongs to a particular company. Brand awareness consists of a combination of brand recognition (as the ability of the community to affirm something that was previously explained to a company's product brand) and brand recall (as the ability of the community to name a brand when a product is divided into several categories: needs and desires. After the community is aware of a particular product brand existence, the community will become accustomed to the brand after they hear and

see it. This is referred to as Aided Awareness.

After people get familiar with the existence of a brand, the brand will automatically be in memory. Strategic awareness occurs when someone not only knows the existence of a brand but also knows that there are better quality differences from competitors. From this explanation it can be concluded that there are four stages of brand awareness formation, namely: (1) Unaware of Brand, which is the lowest level in the brand awareness pyramid, where consumers are not aware of a brand; (2) Brand Recognition, which is the lowest level of brand awareness. This is important when a buyer chooses a brand when making a purchase; (3) Brand Recall, which is a reminder based on someone's request to name a particular brand in a product class, without assistance to bring up the brand; (4) Top of Mind, when someone is asked directly without being given a memory aid and he can name a brand, then the brand that is mentioned most often is the top of the mind. On the other hands, the brand is a major brand among various brands that are in the consumer's mind.

## **METHOD**

This study uses the post positivistic paradigm. Researchers assume that this paradigm is the most appropriate to use because this study tries to analyze the existing social reality and describe how communication can be well established in an organization. The research method used is descriptive analysis with a qualitative approach. In descriptive analytical research methods, researchers try to describe a phenomenon and then analyze and present data systematically so that they are easy to understand. The phenomenon or condition that will be described in this study is how cyber PR strategies for start-up companies in building Windows 360 brand awareness.

Jendela360 is a start-up company engaged in apartment rentals in Jakarta with the concept of virtual reality coupled with 360 ° camera technology. Jendela360 was established on October 1, 2016. At the beginning, Jendela360 had a difficulty to enter the apartment rental market because it was still relatively new, especially using 360° camera technology which was new in the community. They did everything they can to be accepted in the community by working with the unit owners who rent their units on Jendela360.com. Using the principle of mutualism, Jendela360

continues to grow as it can be beneficial for both parties, tenants and renters.

The subjects of this study were divided into two, namely the main informants and supporting informants consisting of: CEO of Jendela360, Public Relations and Business Development of Jendela360), CTO of Jendela360, Business Development and Creative Media of Jendela360), and customers of Jendela360). Data collection techniques used in this study are interviews and observations. Primary data will be collected using in-depth interview techniques. While secondary data is obtained by means of observation and data search or various kinds of writing that can be linked to research and problems that originate from newspapers, magazines, journals, the internet, books that can support the data of this study and to analyze this research.

## **RESULT AND DISCUSSION**

After collecting data through interviews, researchers found that Jendela360 uses Cyber PR strategy in taking action, or steps in its public relations program, among others by improving SEO through writing, releases and posting on social media. The strategy is carried out through the following stages:

1. **Defining Problems.** As mentioned earlier, the first step in determining a public relations program is to define the problem. In this case, Window 360 has taken this step: gathering facts through research on the internet. The research aims to see how someone wants to rent or find an apartment. Thus, the results of the research note that there are 80% of people looking for apartments through the internet and search engine (google). Jendela360 saw that they were quite different start-ups in apartment rentals in Jakarta. Therefore, they want the public or owners and tenants of apartments know about their existence by improving its website so that it can be seen and read on Google. Furthermore, Jendela360 marks that they are the only different apartment rental start-up using virtual reality technology. That is why they are keen to foster public awareness that there is a different apartment rental start-up in Jakarta using the real technology. To support increasing awareness in the community, especially for companies in the field of startup, the internet search engine is utilized.
2. **Planning and Programs.** Based on the problems and results of research conducted by Jendela360, the important points are in the search engine because search engine like Google is one of the most appropriate ways to grow brand awareness. Therefore, Jendela360 conducted several programs related to search engine, such as improving Search Engine Optimization and blog competition. In improving SEO, Jendela360 is able to get public awareness easily as everyone who wants to find an apartment certainly do it on the internet and through Google. This is in accordance with the results of research conducted by Jendela360. So they will definitely choose what is on the first page of Google itself. That is why they can get public awareness. Apart from that, Jendela360 also carried out online blog competitions. Through such competition, Jendela360 determined some keywords that must be written by participants in order to be read by Google. This blog competition event is participated by bloggers who are actively blogging and also those who already have quite a lot of visitors. Indirectly, awareness from Jendela360 grew in the community without having to use big events.
3. **Action and Communication.** This stage is said to be a fairly dangerous stage, because it can damage the company

image itself. However, Jendela360 did this step through their social media because Window360 is a new startup, so what they prioritize is the publication media that uses less cost. Jendela360 uses social media to disseminate information related to Jendela360 or the latest information about the development of apartments in Jakarta. They also maintained good relationship with the media so that they can work together to post articles about Jendela360 on their news site. For SEO, it has been conducted from the beginning. Since it is not easy to increase rankings in SEO, it needs important elements such as writing articles that use certain keywords and writing explanations on Google. Unlike SEO, blog competition event was held on September 25, 2017 until November 14, 2017. The team responsible for this event was Business Development from Jendela360 which included the public relations and content division. This event was held online and all information was disseminated through social media such as Facebook, Twitter, Instagram, and Jendela360 website itself.

4. Program Evaluation. In evaluating all activities carried out by Jendela360 in increasing its brand awareness,

Jendela360 uses Google Analytics. Google Analytics can see how many people have visited the website or use the word Jendela360 on the internet network under Google's auspices. Jendela360 evaluates SEO activities and blog competitions by seeing how traffic arises after they carried out these activities. SEO could be seen every day because Jendela360 updated articles, releases, and social media almost every day. They could also see whether it has a direct or indirect impact because there must be a keyword in each article and release that is intended so that many people read and indirectly know about Jendela360. Blog competition was conducted at the end of the period, which is when they have finished seeing how visitors from the website, They could also see how many people have clicked the word "Jendela360" or "apartment rent". The results of all public relations strategies conducted to improve its brand awareness showed Jendela360 Jendela360 is still in the Brand Recognition stage. Brand Recognition itself is a lowest level of a brand where consumers can recognize the brand.

## CONCLUSION

Based on the results of the research, it can be concluded that Jendela360 is a new start-up in apartment rentals in Jakarta which is quite different, because it uses virtual reality technology as a facility for its customers. This can be an advantage for Jendela360 to be a start-up that is easily known in the community and also builds its brand awareness in the community. Besides, Jendela360 has conducted a public relations strategy to increase its brand awareness, starting from problem definition, program planning, action and communication, as well as evaluating. Therefore, the increasing number of startup companies in the next year might become a new idea for further research on Cyber PR, public relations strategies, and public relations activities in other start-up companies.

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