

Analysis of Tokopedia Advertising #DirumahAjaDulu and Its Correlativity to Tokopedia Branding Position in Pandemic Era

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ABSTRACT

In this pandemic era caused by covid-19, people have to change their purchasing habits. They have to go online instead of doing offline shopping. Tokopedia, as a local marketplace in Indonesia, provides a solution for it. Tokopedia guarantees that everything people need available in their marketplace, and they promote this vision using their television advertisement called #dirumahajadulu. With this advertisement campaign, Tokopedia tried to set a statement to the public about their needs during pandemic situations. The researcher analyzed Tokopedia tv commercial advertisement using Philip Kotler's 6 steps branding conceptual model. The results of this research contains every narrative aspect and visual of 6 steps branding conceptual model by Philip Kotler in Tokopedia advertisement #DirumahAjaDulu and his correlativity to the advertising theory that makes Tokopedia has a clear and consonant brand positioning-differentiation-integrity standing.

Keywords: Advertising, strategy, brand, branding, positioning.

1. INTRODUCTION

In 2020, all the nation faces the same crisis when Covid-19 emerged. Nations around the world are struggling to contain the COVID-19 pandemic and its economic impact. In two months or more, the economy stops. According to the article published by International Monetary Fund titled "World Economic Outlook, April 2020: The Great Lockdown," it is said that: "The COVID-19 pandemic is inflicting high and rising human costs worldwide, and the necessary protection measures are severely impacting economic activity. As a result of the pandemic, the global economy is projected to contract sharply by -3 percent in 2020, much worse than during the 2008-09 financial crisis" [1].

Covid-19 existence made an impact on almost every sector of human life. One of the changes, that all human faces is the way we live changed completely. One thing that has been changed is how people act when they have to buy things they need. People have to maintain social distancing and avoid crowded places such as malls and

other traditional marketplace forms. People can't buy their daily needs the old ways, they can't go to the supermarket to buy some groceries, can't hangout like they used to, can't meet their relatives, and they can't spent every weekend with their love ones the way they used to.

The new jargon calls it "the new normal." Because of the situation, all people must adapt; leaves and changes their old behaviour into something new. One of the clearest things, that has changed is the way people spent their money to buy daily needs. All the people have to switch they behaviour from offline to online. This new habit, also impact one of the biggest online marketplace called Tokopedia. William Tanuwijaya dan Leontinus Alpha Edison founded Tokopedia in February 6th 2009. They have a mission to reach economic equality through digital technology. To respond to the Covid-19 situation, Tokopedia also does some branding strategies to support the government plan to adapt this situation Tokopedia launch a campaign #DirumahAjaDulu (translation: stay at home for now). This advertising strategy does its part,

as a result, Tokopedia grow its brand image, and strengthen its positioning in the target audience’s mind in this pandemic situation.

Tokopedia is one of the top lead local online marketplaces that have many users. To increase customer action, Tokopedia provides website and mobile application so the customer can reach and do the transaction anytime and anywhere, no matter what the gadget they have in the current pandemic situation.

According to the data released on July 21th 2020 by iprice.co.id, Tokopedia becomes the most visited local online marketplace brand total visited 86.103.300 user in this month [2]. This data also supported by the same results provided by statista.com, one of the world’s online leading data providers [3]. This shows how much change happened to how people behave to adapt to this current pandemic situation. Indonesia's Government encourages people to stay at home, work from home, shop from home, and do all things they naturally do outside from the safe of their home because doing their activity from home keep them and their family safe. Because of this situation, Tokopedia sees it as a moment to launch its strategic campaign advertisement campaign #DirumahAjaDulu to strengthen its brand image.

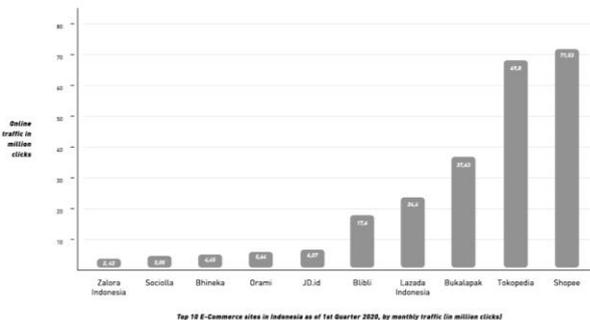


Figure 1. E-Commerce statistics in Indonesia provided by statista.com. Tokopedia takes number 2 position in Q1 2020 as most visited e-commerce local brand

By the data that the researchers gets (appendix no. 1), it is clear that Tokopedia has significantly increased its traffic in Q1 and Q2 2020 during the pandemic. During that quartal, Tokopedia as the first local marketplace brand in Indonesia, initiated a campaign that shows in its TV Commercial ads #DirumahAjaDulu to get positive attention about their brand in the middle of the pandemic situation.

The ultimate goal to do branding is to locate the brand in consumers' minds to maximize the company’s potential benefit. A good brand positioning helps guide marketing strategy by clarifying the brand’s essence, identifying the goals it helps the consumer achieve, and showing how it does so in a unique way. Everyone in the

organization should understand the brand positioning and use it as a context for making decisions [4].

Base on the data provided by iprice.co.id and the current situation, there is a problem that researchers want to analyse regarding Tokopedia branding campaign #DirumahAjaDulu:

1. Is TV commercial advertising #DirumahAjaDulu by Tokopedia have all the necessity 6 steps of Philip Kotler Branding Conceptual to build a good brand image in this pandemic situation?

2. LITERATURE REVIEWS

2.1. Brand, Branding, Brand Positioning Definition

People behaviour changed during Covid-19 and also changed the way their see established brand. This kind of mindset impact their opinion or mindset impact the image of existing brand. Tokopedia is one of the local online marketplaces that launch a strategic advertisement to strengthen its brand image in their audience's mind.

According to Philip Kotler in his book Principles of Marketing, defined brand as a "name, term, sign symbol (or a combination of these) that identifies the maker or seller of the product" [5]. (Philip T. Kotler, 2017).

To deliver that information about the “name”, brand must set a positioning in their audience mind. After that, the brand must do a branding. Branding by definition is a marketing strategy tool which is used to give meaning to products by shaping a brand in the consumer's mind. The objective of branding is to attract and retain loyal customers [6].

A Good brand must set a position in the customer’s mind. Positioning in marketing is essential as it plays a crucial role in making the product relevant to the target audience. It explains and strengthens the value of a brand, i.e. why and how it solves the problems, makes life easier, or simply why every penny spent buying this product/service is worth it.

Philip Kotler defines brand positioning as “the act of designing the company’s offering and image to occupy a distinctive place in the mind of the target market.” In simpler words, brand positioning describes how a brand is different from its competitors and where or how it should be placed in customers’ minds.” [7].

A good positioning has a “foot in the present” and a “foot in the future.” It needs to be somewhat aspirational so the brand has room to grow and improve. The result of positioning is the successful creation of a customer-focused value proposition [4].

By definition above, Tokopedia as the top leading online marketplace in Indonesia, trying to set a new

position to respond to the pandemic situation. To do so, Tokopedia is launching a new strategic advertisement called #DirumahAjaDulu. Tokopedia hopes it can persuade the audience and help Tokopedia set a new positioning in customer minds about their brand in this pandemic situation.

2.2 Philip Kotler's 6 steps Branding Conceptual Model

Philip Kotler said there are six steps to make a good brand image. The marketing journal summarized this into diagram as stated below in picture [8].

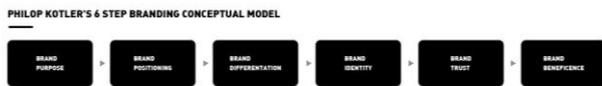


Figure 2. Philip Kotler's 6 steps branding conceptual model summarised by marketing journal

1. Brand purpose: things to offer to the audience
2. Brand positioning: set a special position in the audience mind
3. Brand Differentiation: things that made the brand different from the competitors.
4. Brand Identity: visual about the brand
5. Brand Trust: build trust in the audience mind and loyalty.
6. Brand Beneficence: must have impact into audience and social.

A brand must have a purpose to offered to the audience. Brand purpose always answers the question of what job or the goals want to achieve or the brand's promise offered to the audience to do the action. **David Aaker**, an expert in brand building, has suggested that a brand should not only define its functional purpose, the job that it is going to do, but also to express the brand's higher purpose. The higher purpose suggests emotional and social benefits that will come from choosing that brand by the audience.

A brand will need brand trust that will shape audience loyalty into regular action. A brand that can make this happens always be believed by the audience to deliver what it claims. The final consideration is whether the brand delivers *brand beneficence*. Brand's beneficence is that a brand must serve either a person or a social impact. A brand nowadays must decide what they want to make and sell. They should consider the promise that they offer has a beneficence problem or not. Marketers need to target not only the minds of the customers but also their hearts and well being [8].

As for closing statement that is quoted from marketing journal, said that:

"This conceptual model is very relevant for marketing in this age of growing digital and social media. We live in the era of consumer empowerment led by abundant information and networked communities. A brand must have a clear and consonant brand-positioning-differentiation-integrity standing." [8].

Based on the theories above, we can conclude that the brand positioning that Tokopedia wants to achieve is to offer services with online technology benefits. With the advantage of online technology, Tokopedia can help the audience to fulfil their needs by buying online through their mobile application or website, cashless and in the same time Tokopedia offering a promise that the people will feel safe and secure because they don't have to go outside their homes to do so. To shape people's mindset about this value, Tokopedia launch strategy advertisement #DirumahAjaDulu to persuade the audience and make them believe that all their needs can be fulfilled by staying at home.

2.3 Advertising Definition

According to Committee of American Marketing Association, advertising definition is

"any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor." Thus, through interpreting the quality of products and services as outlined in the advertising message, and the public is expected to receive the message properly and then they take action as expected nor wanted by the advertiser" [9].

Another definition to Advertising according Robin Landa is, an *advertisement* (or "ad") is a specific message constructed to inform, persuade, promote, provoke, or motivate people on behalf of a brand or group. (Here, "group" designates both commercial concerns and government agencies and nonprofit organizations) [10]. In Rhenald Kasali book *Manajemen Periklanan*, defined advertising as a message that contains a preposition to offering a product to the public through specific media. Advertisement aims to persuade people to buy [11].

So, the core of advertisement is paid form the persuasion method for a large-scale group of people with a message delivered by a non-personal presentation, and as the results, the public does action as the advertiser wants.

2.4 The Benefit or Purpose of Advertising

Besides persuading the target audience to buy a product or service from the advertiser, Advertisement has other purposes, stated as follow [12]:

1. To make the audience aware of any new product or service introduced in the market.

2. Advertising supports a sales team in selling products or services. In a specific case, if a brand is very popular, it would be easy for the salesman in the field to persuade and convince the prospective customers to buy that product or service.
3. Advertising targets a large audience and hence, it talks to a large scale of group at the same time with one step.
4. Advertising is important for launching a product or a new campaign (message) in a new market and gaining demand for it for a new customer set.
5. Advertising creates brand preference or perspective. Comparing a product of one brand with the same type or category of other brands' products helps the customers know which product is better than others.
6. Advertising helps in intimating the general public against the imitation of any brand name.
7. By advertising its products and services, a firm increases its goodwill by assuring better quality products and services.
8. Advertising builds competition in the market as all the brands try to distinguish themselves to other in terms of quality, uses, benefits and price with other similar brands through advertising. This in turn benefits the consumer to get a better quality of the products they can get.

3. RESEARCH METHODOLOGY

The research method uses a literature study approach. The researchers will analyze Tokopedia advertisement campaign #DirumahAjaDulu base on the theories that were mentioned above. Components that will be analyzed are::

1. 6 Steps Branding Conceptual Model inside Tokopedia advertisement #DirumahAjaDulu.
2. Tokopedia new positioning in this pandemic moment.

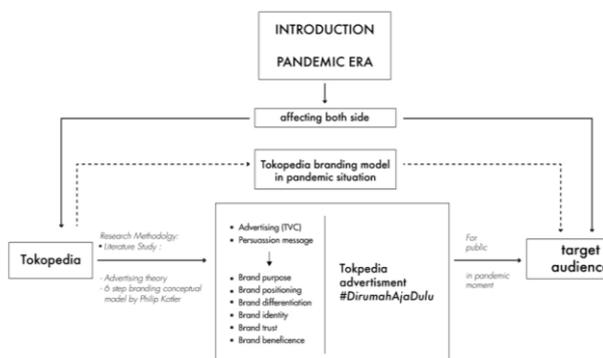


Figure 3. Road map research

The road map gives the researchers an analysis of Tokopedia advertisement #DirumahAjaDulu impact on the audience needs in the pandemic era.. The components that the researchers want to analyze from Tokopedia advertisement are how Tokopedia set a new branding position to the audience in the pandemic moment.

4. ANALYSIS OF TOKOPEDIA ADVERTISEMENT

1. Brand Purpose: in this advertisement, Tokopedia trying to give a purpose which is a solution to the audience the middle of Covid-19 crisis. A solution for the audience to change their behavior during a pandemic to stay at home. Tokopedia gives solutions as e-commerce that can provide the audience's needs through online technology basis in this pandemic situation. The visual narrative was presented in appendix no.2.
2. Brand Positioning: in this TV commercial, Tokopedia launched it because there was condition where health care items was a rare item to find, and it comes with expensive price. By launching this TV commercial, Tokopedia set new Positioning as a marketplace to calm its audience's minds and guarantee that their needs will always be available, with free delivery cost around Indonesia at a reasonable price. This tv commercial also becomes Tokopedia's support to the Indonesia Government's decision about social distancing. (appendix no.3)
3. Brand Differentiation: in this step, through its tv commercial advertisement, Tokopedia set a differentiation by not doing a tactical advertisement in this pandemic situation. For example, Shopee as Tokopedia biggest competitor, still doing tactical ads strategy focus on selling items (profit-oriented). In spite of the competitor step, Tokopedia set a differentiation by guaranteeing a safety about audience needs rather than focusing on getting a profit, as we show in appendix no.4.
4. Brand Identity: Tokopedia has visual brand identity, with green as the primary color. And its signature brand mascot owl. As the opening scene, the audience can hear bird chirping, it represents Tokopedia signature voice of their mascot, owl. The hands in early scene represent their audience behavior, on another scene represent Tokopedia employees using a green color shirt. The background color, the items, Indonesian maps using Tokopedia signature color, green. It's a distinctive Tokopedia visual brand identity. This tone and manner are used in the entire Tokopedia TV commercial scene, as stated in appendix no.5
5. Brand Trust: through its ads #DirumahAjaDulu, Tokopedia trying to deliver a message to shape audience belief that whenever they do online

shopping in Tokopedia, the item that they want to buy always ready, so the audience don't have to worry about their needs. Tokopedia hopes through this TV commercial ads, can put a trust in audience heart and mind. The explanation about brand trust in the scene is stated in appendix no.3.

6. Brand Beneficence: in Tokopedia tv commercial ads, they also want to give support to the government, delivering a message through the narrator that speaks inside the TV commercial ads reminding their loyal customer (target audience) to stay at home. Maintain social distancing to stop Covid-19's spread and keep their customer safe. Also, giving the audience moral support by saying "together we can through this situation". It is a form of social support by Tokopedia that they concern about their audience safety, but they also concern about the safety of others too where they live.
7. In this ad, Tokopedia also advises its loyal audience to say at home. That they don't have to worry about their needs because Tokopedia always checks the availability of their items.
8. In #DirumahAjaDulu advertisement, Tokopedia does a promotional campaign about its brand and repositioning its brand in its target audience. While making a new positioning about their brand, they also stand up as a local marketplace brand that concerns the social issue about Covid-19 pandemic and supports Indonesia Government's decision about social distancing.

5. CONCLUSION

Based on the analysis above, the researchers can take conclusion that Tokopedia is doing 6 step branding conceptual model by Philip Kotler. Every single aspect in 6 steps branding conceptual model is provided inside Tokopedia's advertisement message sent to the audience.

On Tokopedia Tv Commercial #DirumahAjaDulu, they give the audience a purpose and solution by staying and doing their activity at home. The main purpose is their safety, and solution about their needs will be available at Tokopedia. Tokopedia brand positioning is set as an online marketplace brand that concerns their audience's safety. It makes the audience feel safe that they can get their needs anytime at a reasonable price. This also Tokopedia's answer to the situation arose because of the rarity of the healthcare item sold by some irresponsible sellers with no reasonable price. In Brand differentiation step, Tokopedia set a different advertising strategy approach. Tokopedia sells a safety promise about audience needs, in other hands Tokopedia competitor focuses on selling items to gain profit. In Tokopedia tv commercial #DirumahAjaDulu, Tokopedia constantly using their signature brand identity that clearly visualise in their colour green. Additional things they use

is the sound effect of voice bird chirping in the introduction scene as signature iconic voice of their owl's mascot. In brand trust's step, through this TV commercial ad, Tokopedia hoped that they could gain trust in their heart and mind as a safety offering that guarantees local marketplace brands that will provide their needs at a reasonable price. In the final step, brand beneficence, Tokopedia initiates this tv commercial #DirumahAjaDulu to support Indonesia Government's jargon about social distancing. They are also concerned about the safety of their audience's social life where they live.

As final result, Tokopedia made their new positioning about themselves through advertising persuasion technique that contains Philip Kotler's 6 Step Branding Conceptual Model. Therefore, Tokopedia gets a new positioning and becomes the first local marketplace brand that concerns and offers comfort, safe, and secure feelings into their audience minds related to their daily needs. Therefore, Tokopedia has a clear and consonant brand positioning-differentiation-integrity standing when they initiate tv commercial #DirumahAjaDulu.

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Appendix no. 3



Appendix no. 4

APPENDIX

Filter by Business Model Store Type Store Origin Select Data Per Quarter Q2 2020

Merchant	Monthly Web Visits	App Store Rank	PlayStore Rank	Twitter	Instagram	Facebook	Number of Employees
1 Shopee	93,440,300	#1	#1	320,800	4,851,200	17,841,400	5,100
2 Tokopedia	86,103,300	#2	#3	445,100	1,780,500	6,377,800	4,100
3 Bukalapak	35,234,100	#4	#4	188,600	3,060,900	2,482,800	2,400
4 Lazada	22,021,800	#3	#2	391,800	2,014,000	29,680,700	3,100
5 Bibili	18,307,500	#6	#6	501,600	1,255,600	8,591,600	1,800
6 JD ID	9,301,000	#8	#7	30,900	476,300	763,200	1,000
7 Orami	4,176,300	#33	#25	6,000	n/a	354,400	168
8 Bhinneka	3,804,800	#20	#21	19,400	41,400	1,053,200	603
9 Zalora	2,334,400	#5	#8	n/a	557,200	7,427,800	535

Appendix no. 1



Appendix no. 2



Appendix no. 5