Research Article

Digital Marketing Strategy to Build Brand Awareness of the SiCepat Express During the COVID-19 Pandemic

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Abstract.
Online shopping boomed during the COVID-19 pandemic, leading to a major growth of shipping company businesses. As such, shipping companies needed to have a good marketing strategy to maintain brand existence and survive in the midst of competition. The purpose of this study was to analyze the marketing strategy implemented by SiCepat Ekspres in building brand awareness during the COVID-19 pandemic. This study used a qualitative method. The results of this study showed that SiCepat Ekspres built brand awareness using the Customer Loyalty Program strategy, supported CSR, promos, and also digital marketing such as YouTube and Instagram, and started switching to the TikTok platform due to increased traffic during the COVID-19 pandemic. The benefit of the results is to consider decision-making to increase brand awareness through implementing marketing strategies that are in line with the company's targets; besides that, for further research, it can be used as a guide and reference for similar research topics.

Keywords: digital marketing, brand awareness, COVID-19

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1. Introduction

The growth of e-commerce in Indonesia in the last decade has grown very rapidly. Based on data from the Central Statistics Agency (BPS) in 2020, the Indonesian e-commerce industry in the last 10 years has increased by 17 percent with the total number of e-commerce businesses reaching 26.2 million units. Indonesia is also included in the 10 countries with the highest use of e-commerce in the world according to We Are Social survey data in April 2021 as the first position.

In line with this growth, it also has an impact on the increase in the delivery service business. The role of Third-Party Logistics (3PL) is as a provider of goods delivery

services to various regions in Indonesia from public transactions on e-commerce plat-forms. Moreover, during the Covid-19 pandemic, the logistics industry became one of the essential industries that were allowed to continue operating to support the needs of the community due to limited mobility. This data is also evidenced by the results of a quick survey conducted by MarkPlus, Inc. namely the use of courier services to deliver goods increased significantly by 39% during the Covid-19 pandemic.

Nowadays, even traditional companies are starting to switch to digital marketing to maintain competitiveness with more modern companies [1]. Digital marketing is the marketing of products or services using digital channels to reach consumers to promote brands through various forms of digital media [2].

The first step in the framework of a digital marketing strategy is awareness, be it about a brand, community, activity, or product. The purpose of this awareness is to share knowledge and understanding about a product or brand, which may remind people of a new community, or reach an audience with a certain message so that it can become a transaction (Hanlon in Mohansyah et al. [3]). One way to increase awareness is to use social media.

Brand awareness or also known as brand awareness is an intangible asset, which includes a brand, perceived quality, name or image, symbol, and slogan of a brand which is the main source of competitive advantage in the future. Brand awareness will affect consumer decision-making about a product. When a consumer is going to buy something, the consideration is the brand [3]. Meanwhile, according to Putri [4] brand awareness is the ability of prospective buyers to recognize or recall that a brand is part of a particular product category. So brand awareness or brand awareness is the ability of potential customers to remember an intangible brand that includes a name or symbol that influences purchasing decisions.

SiCepat Express is a shipping service provider that is currently popular as a shipping service company thanks to the growth of e-commerce. In the results of a survey conducted by Mark plus in 2022 related to market share in the B2C market, SiCepat occupies the second position in terms of market share control of the total market in 2021. Based on the background above, this study wants to reveal in more detail how SiCepat Express builds brand awareness so that it can become the master of the shipping market.

2. Methods

This study used qualitative research methods. Qualitative research is a type of research that produces findings that cannot be reached by using statistical procedures or by other means of quantification. Anselm and Corbin [5] detail that qualitative research can be used to examine people's lives, history, behavior, organizational functionalization, social movements, or kinship relationships. Bogdan and Taylor in Mohansyah et al. [3] suggest that qualitative methodology is a research procedure that produces descriptive data in the form of written and spoken words from people and observed behavior.

This research uses a single case study at PT. SiCepat Ekspres Indonesia by purposive sampling. A case study is a model that emphasizes the exploration of a system limited to one case or several cases in detail accompanied by in-depth data mining involving various sources of information that are rich in context [6].

This study uses 8 informants as sources of information or people who provide information about what is known. This number was chosen because the information provided was close to the similarity between informants or had reached a saturation point. Determination of informants is done by the purposive sampling method or determined at the beginning of the study. Expert opinion is used as data triangulation to ensure the data is valid.

Data collection in this study was carried out by the interview method. An in-depth interview is one method of collecting qualitative data that includes an in-depth excavation of a phenomenon or event to be studied. Interviews were conducted face-to-face with the informants because in certain topics of discussion it was necessary to have data to support observations of facial expressions or speaking styles of the informants, as well as the surrounding conditions during the interview. The interviewer or researcher can also determine the saturation level of extracting information and determine whether the interview is sufficient or still requires other information from the same informant or other informants [7].

Data validation in this study was carried out using a triangulation test, namely, the research data obtained would be compared with the relevant theory to avoid bias from the researcher. There are several types of triangulation tests, the first is the triangulation method which is to justify the researcher's information using interviews, observations, and surveys. The second triangulation test is theoretical triangulation where the final result of this test is an information formulation. The information will be compared with the relevant theoretical perspectives to avoid the researcher's individual bias on the findings or conclusions produced, and the last is a triangulation of data sources, namely

exploring the truth of information using various data sources such as documents, and archives, interviews, and observations.

Qualitative data analysis according to Seidel in Mohansyah et al. [3], the process runs as follows;

1. Take notes that produce field notes, with which they are coded so that the source of the data can still be traced

2. Collecting, sorting, classifying, synthesizing, summarizing, and indexing them,

3. Thinking, by making data categories have meaning, looking for and discovering patterns and relationships, and making general findings.

3. Results and Discussion

3.1. Visualization word frequency

Based on the results of the NVIVO 12 Plus data analysis, the word frequency visualization with the most words found in marketing was 139% or 119 times and awareness was 79% or 69 times of the total research data. Based on the use of words that often appear, there is a clear connection to these words so the big theme found is marketing awareness. In addition, there is also the use of the word that is most commonly found, namely the word community as much as 43% or 38 times which is related to the word increase as much as 39% or 34 times. The following figure shows the Word Cloud of the dominant words used in this research data source (the results of interviews with informants).

Based on this (Fig. 1), the big theme in this research is to build or increase brand awareness in the community, so that it can be explained that brand awareness is not directly obtained by SiCepat Ekspres, but through a process, strategy, a careful arrangement so that brand awareness can increase in the community. More in-depth than the big theme above, then it is continued to be discussed with a mind map visualization (Fig. 2).

3.2. Visualization mind map

Figure 1: Word frequency.

3.2.1. Brand awareness

In general, brand awareness can show how customers recognize the brand or service created by SiCepat Ekspres. However, in building brand awareness in uncertain conditions, SiCepat Ekspres needs to review which one is more effective and efficient in each strategy. According to Hall et al. [8] that in building brand awareness, carefulness is needed in looking at the situation and it is important to determine which marketing strategy is the most appropriate. In addition, it was also explained that building brand awareness during the Covid-19 pandemic and before, was a different matter because there needed to be a more precise strategy in forming this brand awareness. This is indicated by the statement of informant 2 as follows:

"Yes, sir, we know that SiCepat products are because we serve SiCepat, at first I was skeptical about new expeditions, but after many people use SiCepat, this service from SiCepat has become a lot of people who know" (Informant-2)
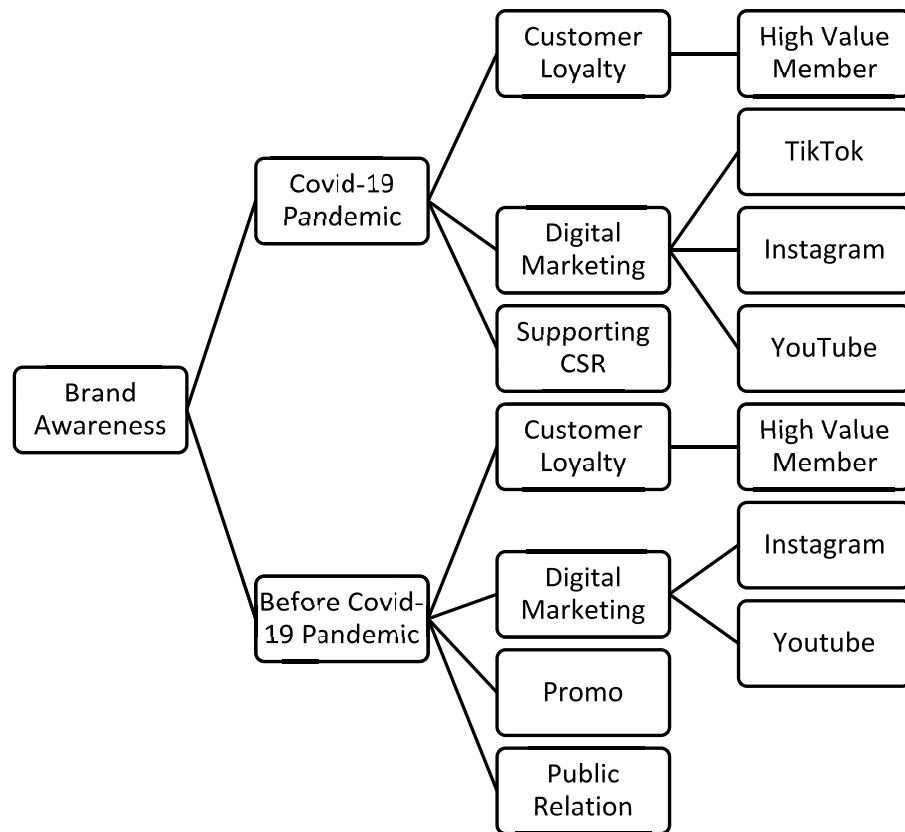
i Before the covid-19 pandemic

Figure 2: Mind map.

(a) Customer loyalty

According to Yi and Jeon [9], loyalty programs are consumers who are more interested in program loyalty than brand loyalty, and consumers who are loyal to the program can be proven through consumers who always use the brand when there are certain programs. In this case, SiCepat Ekspres uses Customer Loyalty as a marketing strategy to bind old customers and also a program to attract consumers' hearts. The same thing was conveyed that customer loyalty is a marketing tool to build brand awareness during the Covid-19 pandemic.

"The Customer Loyalty Program is a program carried out by SiCepat Ekspres to increase customer satisfaction and so that people know about the services that we provide." (Informant-1)

"In SiCepat, I get a customer loyalty member who can see how often we use SiCepat services. Then from there, there is also a point system that allows us to collect those points so that we can get a discount, I think it is quite profitable for me because there is a gift that I received." (Informant-2)

(b) Digital marketing

According to Junusi [10], digital marketing is an application of the internet and is related to digital technology which is related to traditional communication to achieve marketing goals. This can be achieved to increase knowledge about consumers such as profiles, behavior, values, and loyalty levels, then integrate targeted communications and online services according to each individual's needs. Likewise, SiCepat Express also uses technology and social media such as Instagram and YouTube. With these two media, SiCepat Express consumers get all information faster and easier. On how social media is effective in supporting marketing communication. Then social media such as Instagram can also measure the traffic of an account and also the intensity of consumers visiting the business account. Besides, it is also supported by the statement of informant 4 as follows:

"Yes, I also want to say that we are right here in the process of digitizing which starts from the service, then also marketing through YouTube, Instagram, and other social media to support the marketing of the Fast itself." (Informant-4)

(c) Promo

Promotion is communication between sellers and buyers that comes from the right information that aims to change the attitudes and behavior of buyers, who previously did not know to become acquainted so that they become buyers and still remember the product. SiCepat Express also carries out promos such as giving cashback of Rp. 75,000, - when there are events such as Ramadan and also free shipping promos to attract consumers to continue using SiCepat Express services. This agrees with the informant's statement as follows:

"We have a lot of promos, sis, like there is a cashback of 75 thousand, then during Ramadan, there is also free shipping, so for us, it has attracted consumers to use our services." (Informant-3)

(d) Public Relations

Public Relations is something that summarizes the overall planned communication, both inside and outside the organization with its publics to achieve specific goals based on mutual understanding". The application of SiCepat Express in public relations or public relations is a strategy that has the aim of mutual benefit, instilling good intentions so that a good image appears to the public such as by partnering with other companies, or other related institutions such as educational institutions, organizations. community, village officials, and others so that people can get to know SiCepat Ekspres or use its services.

"As far as I know, Sicepat does have many partners, partners, or supports with an organization, school, and also in other fields. I once knew that SiCepat entered into a cooperation agreement with a private or state school, Ms. (Informant-3)

1. Pandemic covid-19

    (a) Customer Loyalty

    According to Hall et al. [8], loyalty programs are consumers who are more interested in program loyalty than brand loyalty, and consumers who are loyal to the program can be proven through consumers who always use the brand when there are certain programs. The implementation of SiCepat Express encourages customers to continue shopping or using its services through reward programs, discounts, or other special incentives, designed as a reward for their loyalty. The customer loyalty program is the right thing as one of SiCepat Express' marketing strategies during the Covid-19 pandemic.

    "In Sicepat, I get a customer loyalty member who can see how often we use Sicepat's services. Then from there, there is also a point system that allows us to collect those points so that we can get a discount, I think it is quite profitable for me because there is a gift that I received." (Informant-2)

    (b) Digital Marketing

    According to Junusi [10], digital marketing is an application of the internet and is related to digital technology which is related to traditional communication to achieve marketing goals. The implementation that SiCepat Ekspres uses as a marketing strategy is like using Instagram and TikTok because currently, TikTok is a platform that is increasing its traffic so that it can deliver information to SiCepat Ekspres customers to influence customers to continue using its services and influence new consumers.

    "I get a lot of program info, promos, and also Sicepat services from social media such as YouTube, and Instagram, but lately it's also from Tik Tok. From there we can interact directly and indirectly with the CS from Si Quick. You can ask about any promotions this month." (Informant-3)

    (c) Supporting CSR (Corporate Social Responsibility)

    According to Ilyas et al. [11], CSR is a natural mechanism for a company to clean up the big profits it gets. As is well known, the company's ways to obtain profits sometimes harm others, whether it is unintentional or intentional. SiCepat Express conducts CSR more innovatively, and authentically and brings

benefits to the lives of the wider community. Even SiCepat Express also has a concept of involving consumers in CSR programs. This is also expressed by Hall et al. [8] according to him, CSR is carried out to help and reduce the burden on the community during the Covid-19 pandemic. CSR is also used as a mechanism for a business to build brand awareness so that people know about the products they produce. This was also conveyed directly by informant 3 as follows:

"The services provided by Sicepat also help people affected by COVID-19. Sometimes we as consumers are also involved in helping the affected community. In addition, sometimes there are social movement events to help people who are experiencing disasters" (Informant-3)

4. Conclusion

Based on the results and discussions, SiCepat Ekspres built brand awareness before the Covid-19 pandemic by using customer loyalty program strategies, public relations, promos, and also digital marketing such as YouTube and Instagram. Meanwhile, what was done by SiCepat Ekspres in building brand awareness during the Covid-19 pandemic by using a customer loyalty program strategy, supporting CSR, promos, and also digital marketing such as YouTube and Instagram, however, began to switch to the TikTok platform because the traffic was rising. Then in making decisions to build SiCepat Ekspres brand awareness, it is necessary to consider carefully and observantly in taking what marketing strategy to use, besides that in carrying out marketing strategies there need to be careful calculations so that the target market share can be right on target. Then SiCepat Ekspres also needs to keep up with the times with the digital world.

Acknowledgment

Based on the results of the research obtained, the researcher can provide input and suggestions as follows: For SiCepat Express management, in making decisions to build brand awareness, it is necessary to consider carefully and observantly what marketing strategy will be used, in addition to carrying out marketing strategies, it is necessary to have a good calculation. mature so that the target market share can be right on target. Then SiCepat Express also needs to keep up with the times with the digital world. This study only examines how SiCepat Express's marketing strategy in building brand awareness before the Covid-19 pandemic and also during the Covid-19 pandemic,

so that further research can examine the effectiveness of the marketing strategy that has been carried out by SiCepat Ekspres. Besides that, other researchers can also examine how the impact of the Covid-19 pandemic on the effectiveness and efficiency of company performance.

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