

CHAPTER I

INTRODUCTION

1.1 Object Overview

1.1.1 Company profile



Picture 1. 1 Gojek Logo

Source: Wikipedia

Gojek (stylized as gojek, formerly GO-JEK) is a technology company from Indonesia that provides transportation via motorcycle taxis. The company was founded in 2009 in Jakarta by Nadiem Makarim. Currently, Gojek is available in 50 cities in Indonesia. As of June 2016, the Gojek application has been downloaded nearly 10 million times on Google Play on the Android operating system, and is available on the App Store. Gojek also has a digital payment service called Gopay. Apart from Indonesia, Gojek services are now available in Vietnam and Singapore.

On May 17, 2021, Tokopedia and Gojek officially announced the merger and formed the GoTo Group. The name GoTo itself comes from the abbreviations of Gojek and Tokopedia and also comes from the word Gotong Royong.

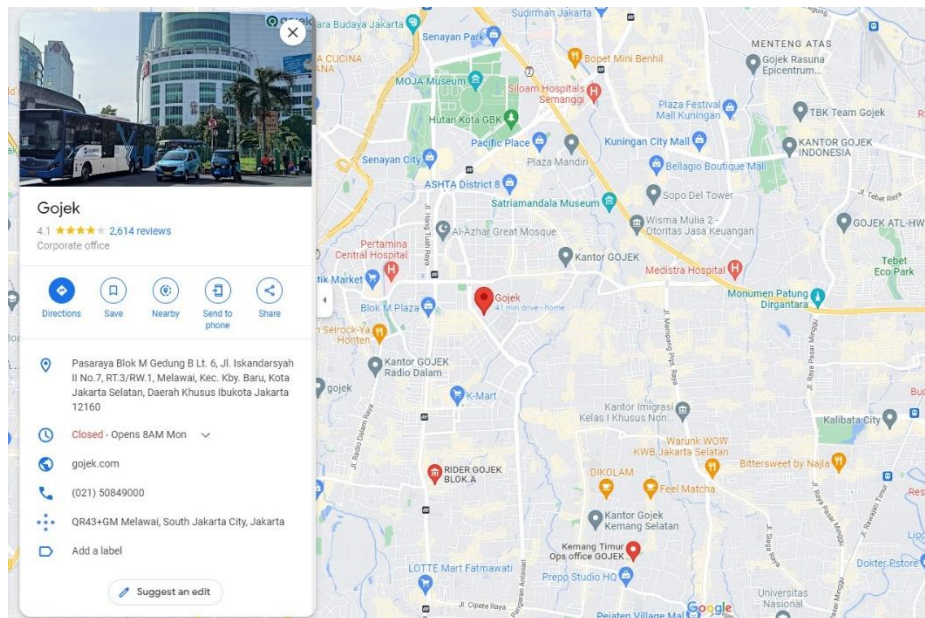


Picture 1. 2 GoTo Logo

1.2 GoTo Logo

Source: Wikipedia

GoTo Group is Indonesia's largest digital ecosystem, with a mission to "empower progress" by providing technological infrastructure and solutions that enable everyone to participate in and thrive in the digital economy. The Gojek, Tokopedia, and GoTo Financial platforms provide on-demand transportation, e-commerce, food as well as grocery delivery, logistic support and fulfillment, and financial sectors.



Picture 1. 3 Gojek Headquarter Location

Source: Google Maps

Go-Jek is one of the startup companies engaged in online-based services. A work of PT. The work of the Children of the Nation under the auspices of Nadiem Makarim as the founder of Go-Jek. Go-jek is a technology company with a social mission to improve the welfare and livelihoods of workers in various informal sectors in Indonesia. Go-jek won 3rd place in important values: speed, innovation, and social impact. Go-jek drivers say that since joining us as partners, they have seen their revenue increase and reach more customers through our app. They also have access to health and accident cover, financial services and insurance, affordable and automatic payments and many other benefits.

Go-jek now operates in 50 cities across Indonesia, including Bali, Balikpapan, Banda Aceh, Bandar Lampung, Bandung, Banjarmasin, Banyuwangi, Batam, Belitung, Bukittinggi, and many others. In this go-jek there are 3 types of categories that are divided into types of services, including:

- Go-jek
- Go-ride
- Go-car
- Go-food
- Go-life
- Go-message
- Go-clean
- Go-glam
- Go-pay
- Go-pay
- Go-points
- Go-pulse

3 pillars of Go-jek

- Speed (speed) Our service is fast, and we are constantly learning and growing from the experience.

- Innovation (innovation) Go-Jek is constantly offering new technologies to make life easier.
- Social impact (social impact) Go-jek works to create as many positive social impacts as possible for Indonesians.

1.1.2 Vision and Mission

Vision:

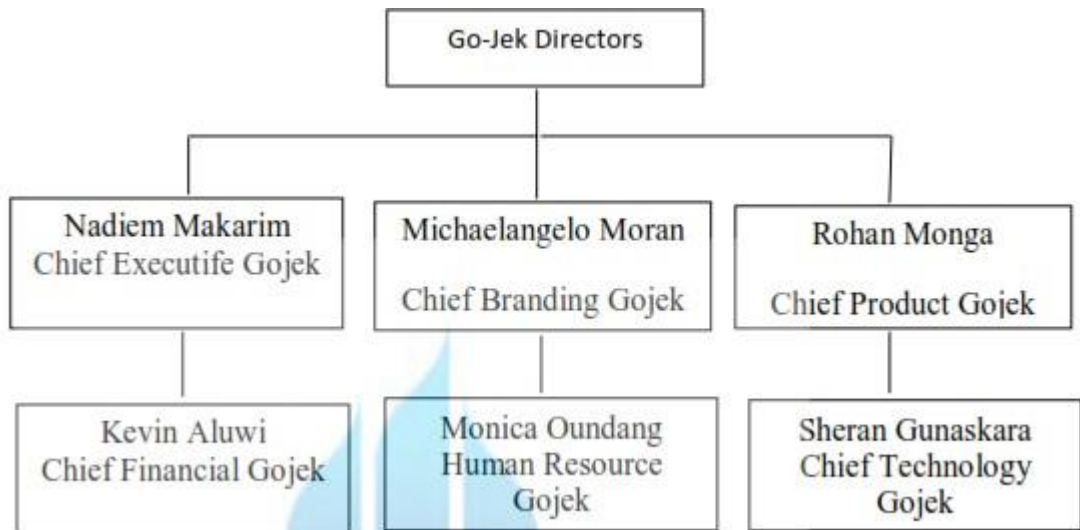
"helping to improve the transportation structure in Indonesia, providing convenience for the community in carrying out daily work such as sending documents, daily shopping, using courier facilities and contributing to the welfare of motorcycle taxi drivers in Jakarta and Indonesia in the future".

Mission:

Making PT-Go-Jek Indonesia the fastest transportation service in serving the needs of the Indonesian people, making PT. Go-jek Indonesia a reference for implementing compliance and good governance of transportation structures using technological advanced, increase awareness and responsibility towards the environment and social.

Provide excellent service and value-added solutions to customers.

1.1.3 Company Structure

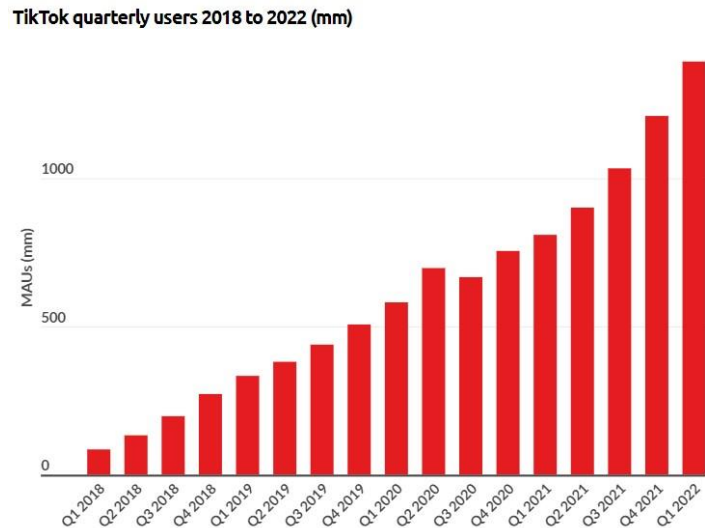


Picture 1. 4 Organizational Structure of Gojek Indonesia

Source: <https://gelegakzaki.wordpress.com>

1.2 Research Background

Social media has become one of the most important things in everyday life, social media also facilitates users to socialize, communicate or share content in the form of photos and videos that are open to the public in real time, social media marketing is also very effective in increasing brand awareness which is certainly very helpful to increase sales. Gojek Indonesia is one of them that uses social media marketing to increase brand awareness, especially in one of the most popular applications that has 600 million daily users, namely TikTok.



Picture 1. 5 TikTok quarterly users 2018 – 2022

Source: App Annie, CNBC, Company data

According to Ibrahim, S. & Ganeshbabu (2018) The growth of social media marketing platforms has become a major part of building social signals that are very important in any SEO digital marketing campaign.

Online marketers now view the value of social media marketing for their business from a different perspective. There is a significant explosion in the number of consumers who are using socials as a means of finding products and services that they need. According to prestigious social consumer statistics:

1. Social networking is used by about 76% of businesses to achieve their marketing objectives.
2. Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.
3. 40% of online shoppers from the US use the Smartphone for in-store shopping.
4. About 71% of the consumers respond according to the feedback and recommendation of social users regarding a particular brand.

5. Consumer reviews are regarded by shoppers as trustworthy than the marketing promotion coming directly from the brand site.
6. The majority of successful brands have a social media page to widen their marketing coverage of making their brand more accessible among social media users

Social media marketing is one of relevant strategy in nowadays because the rate of TikTok users can be said high enough by data of TikTok quarterly users, many business are aiming to use social media marketing as a tools to growth their businesses because according to Ibrahim, S. & Ganeshbabu (2018) mention that “Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business.“.

So, the urgency of social media marketing especially for business are important enough to control TikTok market as the advantage to create opportunities and to expand market size.

The research will be conducted by processing the data from the results of distributing surveys to 100 respondents. The technique used in this research is Simple Linear Regression technique which is used to analyze the effect of social media marketing to brand awareness and use TikTok application as media, Several previous research mention that the effect of social media marketing to increase brand awareness is effective. Social media marketing significantly influences brand awareness. This means that if social media marketing activities are increased, their influence will increase brand awareness (Ramadhan et al., 2020). Social media marketing creates strong brand awareness of the Vocational School in Tangerang, brand awareness affects purchase intention and social media marketing affects purchase intention through brand awareness (Maddinsyah & Juhaeri, 2021). social media plays a very prominent role in creating brand awareness among the users and it is also known that brand awareness has a significant impact on creation of

purchase intention among the users (Majhi, 2020). Analysis results have shown that social media marketing activities have a significant effect on consumers' brand awareness, brand image and brand loyalty, the effect that social media marketing activities have on customers is mostly appears in brand awareness. In other words, social media marketing activities are significant awareness tools in terms of reminding consumers and staying in their minds (Bîlgîn, 2018)

Brand awareness is the ability of consumers to recognize or remember a part of a product called a brand (Maddinsyah & Juhaeri, 2021). brand awareness is a capacity of a given customer to recognize or recall that a given brand belongs to a particular category of products (Romaniuk et al., 2017). Define brand awareness as consumer's ability to recognize or recall the brand in sufficient detail to make a purchase. Brand Awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer's ability to identify the brand under different condition (Kotler & Keller, 2016). Brand awareness is the fundamental and foremost limitation in any brand-related search. It is the ability of a consumer to recognise and recall a brand in different situations. Brand awareness affects the decision-making of a consumer about a product. When a consumer is going to buy something, he considers a brand when he does so. If the consumer knows about his brand, he will provide more opportunities for buying and he will always make wise economic decisions (Shahid et al., 2017).

Brand awareness is a primitive level of brand knowledge, involving at least the identification of the name of a brand or structure that has been developed through detailed information (Shahid et al., 2017). Brand Awareness has four levels



Picture 1. 6 Four levels of brand awareness

Source: <https://knepublishing.com/index.php/Kne-Social/article/view/3418>

1. Unaware brands are on the lowest level of the brand pyramid, where the consumers are unaware of a brand.
2. Brand recognition (brand recognition) is a minimal level of brand awareness where it is important when a buyer chooses a brand at the time of purchase.
3. Brand recall is a re-branding of the brand without any help because it is different from the introductory task.
4. Top of mind is the brand that is first remembered when the consumers are asked about the category of a product that can be spontaneously recalled without help

Brand awareness is measured by strong social media marketing using within certain of advertising time. In this research Gojek was used only for making the sample easier to recognize the brand, but the urgency of this reseach is focusing on social media marketing. Social Media Marketing urgency is very needed and applicable for every company, especially companies that are still developing and the way for companies to grow is to increase their brand awareness. When a company use social media marketing frequently enough, it can be said that the company have

strong brand awareness from users. If the brand awareness is high, it can be ascertained that the company used social media marketing affectively with the increasing brand awareness, this is a good sign for the company and should keep making improvement. In this study, the authors want to know how much social media marketing affecting brand awareness. So, the researchers pick a topic with the title “THE EFFECT OF SOCIAL MEDIA MARKETING IN TIKTOK APPLICATIONS TOWARDS BRAND AWARENESS IN GOJEK INDONESIA (STUDY CASE: TELKOM UNIVERSITY STUDENT)”.

1.3 Problem Formulation

According to Hutter et al (2019) New marketing communication reality presents new challenges and opportunities for companies as purchase decisions are increasingly influenced by social media interactions. People rely more than ever on their social networks when making those decisions. Nevertheless, outcomes of social media activities are still disputed in practice. The effects of social media campaigns on consumers’ perception of products and brands as well as the effects on purchase decisions have yet to be better understood. The standpoint of results of this study contribute to understanding of the value enhancing potential of social media campaigns and demonstrate how the perception of brands is influenced through this new communication channel. For brand managers this study is of value, as it shows that social media activities do have a positive influence on brands as they support their management of the purchase process. Based on problem identification and problem limitation, the formulation of the problem in this research are:

- How does social media marketing influence brand awareness in PT. GoTo (Gojek Indonesia)?
- Hows social media marketing affect?
- Hows brand awareness affected in PT. GoTo (Gojek Indonesia)?

1.4 Research Objectives

Based on the research background the research objectives as follows:

- To understand social media marketing influence brand awareness in PT. GoTo (Gojek Indonesia)
- To understand social media marketing affect
- To understand brand awareness affected in PT. GoTo (Gojek Indonesia)

1.5 Benefit of Research

1.5.1 Theoretical Aspect

Implementing what has been taught into practice and learning more about the marketing aspect. Our knowledge, comprehension, and insight into matters related to social media marketing and brand awareness are projected to increase as a result of this research. Future researches can utilize the study's findings as a resource.

1.5.2 Practical Aspect

Companies aim to use this research to support them in resolving issues related to increasing brand awareness. The usage of social media marketing is also thought to be effective with this research.

1.6 Systematics of Mini-Thesis Writing

Contains systematics and a brief explanation of research reports consisting of Chapters I to V in research reports.

a. CHAPTER I INTRODUCTION

This chapter is a general, concise and concise explanation that accurately describes the content of the research. The contents of this chapter include: Overview of research objects, Research Background, Problem Formulation, Research Objectives, Research Benefits, and Systematics of Final Project Writing.

b. CHAPTER II LITERATURE REVIEW

This chapter contains theories from general to specific, accompanied by previous research and is followed by a research framework that ends with a hypothesis if necessary.

c. CHAPTER III RESEARCH METHOD

This chapter outlines the approaches, methods and techniques used to collect and analyze findings that address research problems. This chapter includes descriptions of: Types of Research, Operationalization of Variables, Population and Samples (for quantitative) or Social Situations (for qualitative), Data Collection, Validity and Reliability Tests, and Data Analysis Techniques.

d. CHAPTER IV RESULTS AND DISCUSSION

The results of the research and discussion are described systematically in accordance with the formulation of the problem and research objectives and are presented in separate subtitles. This chapter contains two parts: the first part presents the research results and the second part presents a discussion or analysis of the research results. Every aspect of the discussion should begin with the results of data analysis, then interpret it and then follow it by drawing conclusions. In the discussion, it should be compared with previous studies or relevant theoretical foundations.

e. CHAPTER V CONCLUSIONS AND SUGGESTIONS

The conclusion is the answer to the research question, then becomes a suggestion related to the benefits of the research.