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PROPOSED INTEGRATED MARKETING STRATEGY TO PROMOTE BRAND AWARENESS OF LOW-WASTE MANAGEMENT

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Abstract

The waste problem is still a significant problem in Indonesia. Therefore, an applicable solution must be implemented and have a considerable impact. Simple efforts to start awareness of an environmentally friendly lifestyle can be formed by reducing everyday plastic waste, such as using refillable drinking bottles or carrying shopping bags when shopping. Various communities, organizations, and startups have emerged, contributing significantly to waste management and supporting a sustainable lifestyle. One example of a startup that has started contributing is PT Siklus Refill Indonesia. PT Siklus Refill Indonesia has contributed to reducing plastic waste by efficiently using plastic for daily household needs in the Jabodetabek area since April 2020. Since the Covid-19 pandemic, product sales have increased due to social restrictions issued by the President, so customers depend on the company to meet daily household needs. But an unexpected event befalls the company and impacts sales and customer awareness. In January 2023, the Food and Drug Supervisory Agency (BPOM) warned the company that the company is prohibited from selling household daily necessities that come in direct contact with the skin, such as shampoo, bath soap, hand washing soap, and so on. The ban was based on Food and Drug Supervisory Agency Regulation No. 12 of 2023 concerning the Supervision of the Manufacture and Distribution of Cosmetics, ratified in March 2023. This incident impacted decreasing customer brand awareness, where the company needs customer awareness to introduce new business strategies that will be issued in the third quarter. Thus, companies need integrated marketing communications to increase customer and brand awareness. The analysis in this study uses internal and external business analysis. Internal analysis used Marketing Mix (7P), VRIO, and STP analysis. Whereas for external use PESTLE, Porter's Five Forces, and stakeholder analysis. Apart from that, to support the data, the analysis was carried out by distributing questionnaires to 103 respondents to obtain the results of a consumer awareness and behavior study with various points of analysis. The results of the questionnaire analysis are processed using SPSS software and descriptive statistics that will be used to design an appropriate and effective integrated marketing communication strategy for the company.

INTRODUCTION

Indonesia's urbanization and economic expansion have led to an annual increase in internet users. According to the Ministry of Communication and Informatics, in 2019, the Indonesian government will complete the telecommunication infrastructure development throughout Indonesia. Through the official website of the Minister of Communication and Informatics, the distribution of infrastructure development is still uneven because the cost of building telecommunication facilities in eastern Indonesia is far more expensive than in western Indonesia. In addition, due to the high price of telecommunications facilities, another obstacle is the difference in telecommunications tariffs between regions. The Indonesian government has implemented programs and policies to improve telecommunication infrastructure so that internet access is more affordable and available in various parts of Indonesia, both in urban and rural areas.

Apart from the infrastructure factor, high smartphone penetration is also a major factor in internet usage in Indonesia. Increasingly affordable device prices and the availability of various smartphone options have encouraged people to adopt technology through mobile devices. According to survey data released by We Are Social in 2023, Indonesia's internet users have grown steadily. Internet users in Indonesia surpassed 200 billion at the time of the pandemic in 2020.

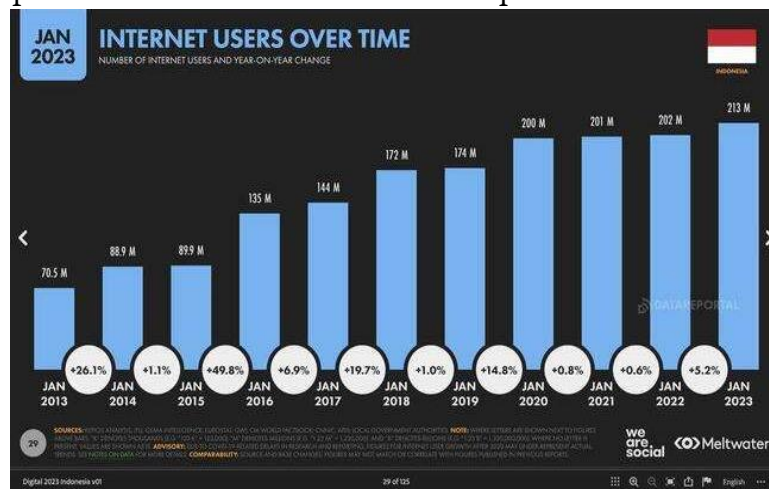


Figure 1. Internet Users in Indonesia from Jan 2013 – Jan 2023)
(Source: We Are Social, 2023)

The growth in the number of internet users in Indonesia plays an important role in the existence of social media. The number of people using the internet rises, creating more opportunities for social media interaction. In Indonesia, social media has become an integral part of people's daily lives and is the main communication channel. The phenomenon of using social media has significantly impacted society's social, cultural, and economic vitality.

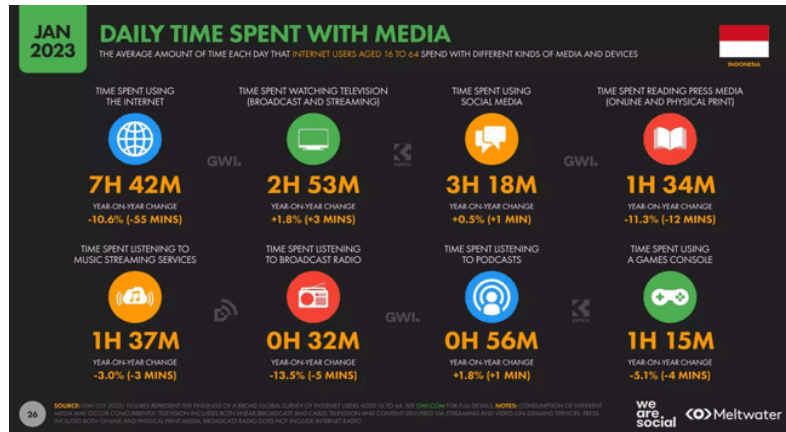


Figure 2. Daily Time Spent with Media in Indonesia in 2023
 (Source: We Are Social, 2023)

Apart from providing entertainment facilities, social media can also be used as a business tool, such as media for a company to interact directly with its customers. Company can use social media to respond to feedback in real time. Direct interaction through social media helps the company to build closer relationships with customers and customer satisfaction. Using social media as a business tool also has many challenges for a company. Therefore, a company must develop the right strategy to adapt to continuously changing trends.

According to news released by WeCare.id in 2023, Indonesia has the world's second-largest amount of plastic waste pollution after China. According to the Ministry of Environment and Forestry, Indonesia can produce up to 187.2 million pieces of plastic waste within a year. The amount of plastic waste that needs to be properly managed can impact environmental pollution. One step can be applied in dealing with this problem: "Circular Economy."

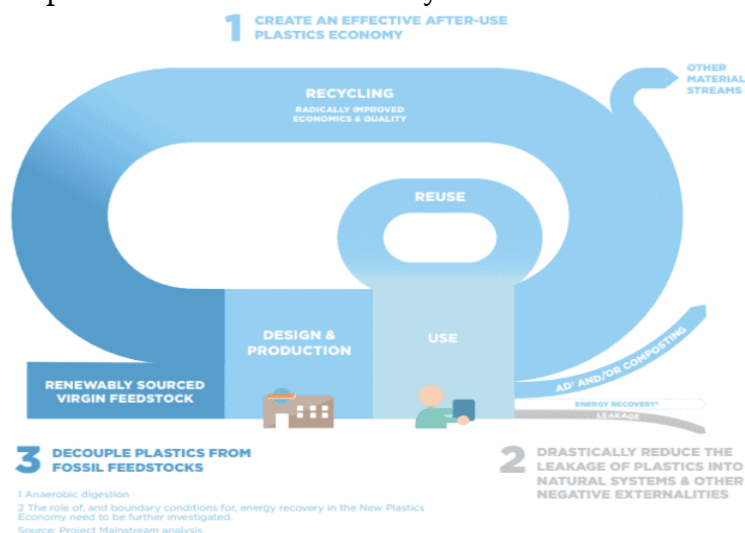


Figure 3. Circular Economy Plastic Scheme
 (Source: World Economic Forum, 2015)

According to the World Economic Forum, the circular economy concept starts with an item that is produced; after the item is consumed, the packaging will continue

to be used in a cycle of repeated use and will continue to rotate. In this approach, plastic waste will not be wasted on nature because the goods will continue to be recycled and converted into products that have the same value as those first produced in the factory.

According to the Ministry of Environment & Forestry (KLHK), Indonesia can adopt a sustainable economic system for plastics in the future with growing public awareness and commitment. In Indonesia, efforts to build a circular plastic economy are still early. Executive Director of the Indonesian Plastic Bag Diet Movement, Tisa Mafira, explained that the level of recycling of plastic waste in Indonesia still needs to grow. About 90 percent of plastic waste has yet to be recycled and is scattered everywhere. If adequately managed, plastic waste has economic value.

RESEARCH METHOD

This research started with a preliminary study, where in this stage, a preliminary survey was carried out by distributing questionnaires to twenty respondents to validate the data in the problem statement. After the preliminary survey, data will be obtained supporting the statements in the problem statement. After that, a problem statement is obtained from the company's current problems. The author's goal in this study is to identify and assist companies in dealing with the problems they are facing. The next stage is to formulate research questions and set research objectives for this research. After this stage, there is a stage to create an analytical framework for dealing with the company's problems. After that, the writer will analyze the company internally and externally; in this analysis, the writer will analyze it with three frameworks in internal and external analysis. In addition, primary and secondary data will be used in this study. The primary data taken in this study were questionnaires and interviews with companies, and the secondary data taken for this study were journals, articles, and news related to the company. The author will analyze SWOT and TOWS using external and internal analysis data. The last stage of this research is that the writer can formulate actual data to be compared with Integrated Marketing Communication (IMC) theory which can later be used as a foundation for designing appropriate marketing strategy plans for the company.

Data collection used in this research uses two methods, the quantitative and qualitative methods. Where data collection used the quantitative method by distributing questionnaires, and data collection using a qualitative method was carried out through face-to-face discussions with the Siklus Team, which were carried out at the PT Siklus Refill Indonesia office. In addition, complementary data will be collected through journals, articles, news, and company data.

Primary data is taken from a questionnaire that is distributed to respondents. The author distributed preliminary questionnaires and research questionnaires via Instagram and Whatsapp. The preliminary questionnaire was distributed via Instagram and WhatsApp from 12 July 2023 to 18 July 2023.

This research uses a quantitative descriptive research method. Quantitative descriptive research is research and describing something and drawing conclusions

from the phenomena observed using numbers without intending to test a particular hypothesis.

In this research, the descriptive method used is to use a central tendency measure where this method uses the average. The average is the value that represents a group of data, and the average is obtained from the sum of all data values divided by the number of respondents.

RESULT AND DISCUSSION

Integrated Marketing Communication

In designing Integrated Marketing Communication (IMC), several steps exist to achieve information that reaches the right target. The steps include identifying target audiences, setting communications objectives, designing communication forms or themes, selecting communication channels, and deciding on media selection.

a. Identifying Target Audiences

Based on the target market, the target market for Siklus Refill is women who live around Jakarta and Tangerang. The target market for the Siklus Refill is between 26 - 35 years old and works in the BUMN or the private sector with a monthly income of more than Rp 7,500,000.

b. Setting Communications

Based on a preliminary study and research questionnaire, the best-selling products are daily household needs such as shampoo, body soap, dish soap, etc. These products cannot be purchased at any time because, based on survey results, these products are usually purchased once a month. Therefore, the Siklus Refill should focus on designing effective communications to attract customer attention.

c. Design the Communication

Slogans are often used to convey specific values one wants to associate with a company's brand and are part of a company's marketing strategy. PT Siklus Refill Indonesia's current slogan is "Isi Ulang Hemat Uang" which means that the company's products offer competitive prices among its competitors.

Using social media by hiring influencers to promote products will help PT Siklus Refill Indonesia build a strong brand identity. However, companies need to choose influencers that match the products being sold by the company. The selection of the right influencers aims to inform the product of their followers to recognize the existence of the company's brand. Companies can collaborate with influencers such as Nadine Chandrawinata, Dayu Hatmanti, and Agni Pratistha. Nadine Chandrawinata is starting her career as an actress and model for Puteri Indonesia 2005, focusing on marine hygiene campaigns because her hobby is diving. Usually, Nadine shares reviews through her Instagram at @nadelist in the form of photo content. Dayu Hatmanti is a diving ambassador from Indonesia who won Miss Scuba International and is a presenter on television. Dayu is interested in promoting marine conservation and believes in a sustainable lifestyle. Dayu usually shares reviews in the form of Instagram Stories on his @dayuhatmanti account and in short videos on his personal Tik Tok. Apart from Nadine and Dayu, another influencer that fits the company's vision and mission is Agni Pratistha. Agni Pratistha started her career as an actress and winner of Puteri Indonesia 2007. Agni is an activist for her environmental lifestyle and shares tips on starting an eco-friendly life on her Instagram @agnipratistha. Usually, Agni shares content in the form of Instagram Stories and Instagram feeds to inform her followers about sustainable lifestyles.




		
Nadine Chandrawinata @nadinelist	Dayu Hatmanti @dayuhatmanti	Agni Pratiस्था @agnipratiस्था
2M Followers	94,7K Followers	81,4K Followers
Ocean activity, philanthropy, low-waste living	Marine, sustainable life- style, family oriented	Sustainable lifestyle, low-waste living, DIY

Figure 4 Proposed Social Media Influencers

d. Selecting the Communication Channels

The communication channel is divided into two types: mass communication and personal communication. The mass communication channel is a medium used to convey information to a broad audience. Personal communication channels are channels used for direct communication between individuals. Until now, Siklus Refill only uses online-based mass communication channels in the form of social media (Instagram et al.) and offline-based personal communication in the form of participating in several events and online-based in the form of customer service via Whatsapp. Table 4.x will explain the proposed communication channels for companies.

Table 1 Proposed Communication Channels

Mass Communication Channels	
Offline	Online
* Radio broadcast * Billboards on potential areas	* Online articles * Podcasts * Advertisements on news portal * Advertisements on social media * Social media
Personal Communication Channels	
Offline	Online
* Bazaar or event * Seminar or webinar * Communities' activities	* Influencers endorsement * Chatbox in Siklus' application and website

e. Decide on Media Mix

In improving company communication with customers, companies must consider several factors, such as the type of product on the market, the availability of customers to make transactions, and the stage in the product life cycle. Usually, companies use the media as a medium of communication to inform their products to customers. There are eight communication models: advertising, sales promotion, mobile marketing, events and bazaars, online marketing, direct selling, public relations, and personal selling.

1) Advertising

Advertising using billboards is an effective way to increase brand awareness among the Jabodetabek people. The total number of active company users to date is 15,000 users, while the Jabodetabek population has reached 18,600,000. Installing billboards in potential areas, such as in the SCBD area, Kuningan, or office areas, can increase the number of users and inform people in those areas that there is a brand that can support people who implement low-waste management.



Figure 5. Example of Billboard Advertisement
(Source: PT. Lintas Mediatama)

2) Sales Promotion

To increase sales, companies can provide promotions through applications through push notifications. Where push notifications contain promotions, companies also need to schedule regular promotions, such as twin date promotions, usually carried out by e-commerce. As the name implies, twin-date promos are the most awaited monthly promos by many buyers, especially online buyers who fall on the same date and month. Companies can also do push notifications, emails, or personal chats to remind customers to make product purchases.



Figure 6 Example of Billboard Advertisement
(Source: Blibli.com)

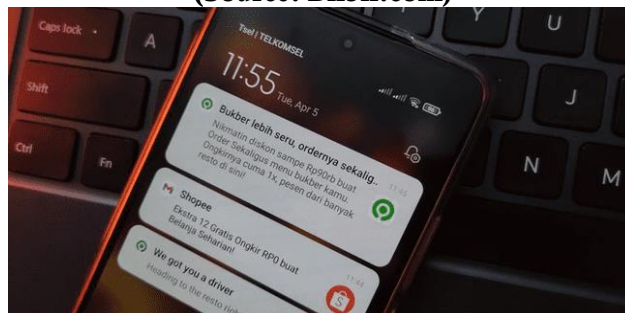


Figure 7 Example of Billboard Advertisement
(Source: Kompas Tekno)

3) Events and Bazaars

In addition to maximizing communication through online platforms, companies can consider participating in events related to environmental concerns. Based on quantitative research, word-of-mouth is the second most popular choice to become a platform for information resources about eco-living. The Siklus Refill cycle needs to participate in events around Jabodetabek to build word-of-mouth about the products sold. Apart from that, Siklus Refill can volunteer to become a sponsor at various events related to the environment to get more exposure from the public.



Figure 8 Example of Event and Bazaar
(Source: Kompas Tekno)

4) Public Relations and Publicity

Marketing through public relations (PR) can be in the form of a public relations package. The PR package is offered by the company to influencers, aiming to improve the company's image and reputation in the public



Figure 9 Example of PR Package
(Source: Suara.com)

5) Mobile Marketing

The use of mobile marketing for marketing allows companies to reach target markets that use mobile technology developments that continue to grow. An example of mobile marketing that companies can implement is an SMS marketing campaign by sending promotional text messages or special offers. This SMS also includes a link that directs customers directly to the application or website to shop. In addition, the company uses geo-targeting, which uses GPS technology in mobile devices to send promotional offers based on the user's location.

6) Direct Selling

In integrated marketing, direct selling can be integrated with various marketing channels to achieve a more holistic marketing objective. For example, companies can do direct selling through platforms in the form of applications. In this case, the company needs to build a website where customers can transact through the website, not only from an application or personal chat. The company website is currently only available as an information platform about the company. Customers can only make transactions via mobile apps or WhatsApp.

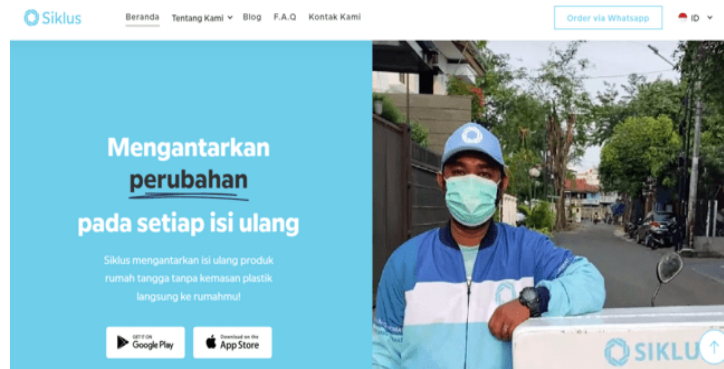


Figure 10 Siklus Refill's Website
(Source: Suara.com)

7) Personal Selling

In running a business, Siklus Refill does not have offline stores such as retail stores. The role of people when a company attends an event or bazaar is very important because they are the front line to increase the number of sales. This salesperson must have detailed information about the company's products so customers are interested in buying.

8) Online and Social Media Marketing

Using social media in integrated marketing can help companies reach a wider audience, strengthen branding, and increase interaction with customers. Companies can create a comprehensive marketing strategy with social media to achieve optimal results. The following are suggestions for online marketing for PT Siklus Refill Indonesia.

f. Campaign

The purpose of a campaign is to enhance the brand so that more people are familiar with the products offered by the company. In addition, the campaign is also used to build a positive reputation in the public eye to communicate the company's values towards social responsibility.



Figure 11. SayNoToPlastic campaign by The Body Shop
(Source: Tribunnews.com)

With the "Say No to Plastic" campaign, The Body Shop wants to campaign for the local community to reduce the use of plastic when shopping. Holding campaigns such as the one carried out by The Body Shop can increase public awareness. Siklus Refill's campaigns may be related to low-waste living that matches the company's products and services.

g. Creative contents

Creative content is crucial in marketing because it attracts attention and influences consumers to interact with brands. For example, companies create interactive content such as quizzes or customer opinions. This content can increase user engagement. In

addition, storytelling content, for example, uses an interesting story from one of the regular customers of the Siklus Refill. Apart from that, it also creates trend-based content, by taking advantage of trends, the content to be uploaded will be relevant to the audience, such as adding interesting memes to the content.

h. Social media advertisements

Using advertisements provided by Instagram and TikTok makes it easier for companies to place advertisements on social media. Using advertising features on social media makes it much easier for companies to reach their target market because companies can customize the target market they want. Apart from that, companies can use Google Ads-based advertisements that will appear on websites or news portals that Google has integrated. By using Google Ads as well, companies can monitor the performance of their ads.

CONCLUSION

PT Refill Indonesia is a startup providing product refill and container exchange services. In the refill industry, the company has a good image compared to other competitors. Based on quantitative research disseminated via Google Forms and interviews with the company team, data is obtained about the external and internal business environment, indirectly impacting the company's current business. On external factors, startups have started to appear in the refill industry, so companies must always be aware of business competition. In addition, the emergence of various choices will impact customer brand awareness.

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