Digital marketing implementation in the area of public transportation: Case of Transjakarta

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ABSTRACT

Digital Marketing is one of the marketing media that is currently in great demand by Indonesians to support various activities carried out. Along with the development of times and technological developments, a company must be able to follow trends or new things that can lead to improved services and also easy access to information. The research uses a qualitative method by interviewing a marketing representative of Transjakarta. Qualitative Data of QLC was obtained from interviews. The interview refers to the guided interview which contains the question of 1) most of the passenger use transjakarta for 2) what kind of social media that is being consumed the most by transjakarta passengers 3) what kind of benefit of using transjakarta as a transportation choice. The results show that most of the people who are using transjakarta as a transportation mode use it as working activities transportation while most of them have ten minutes in terms of waiting times. Also By providing information through most consumed social media, transjakarta gets an advantage in term of easiness to spread any kind of updated information to users or passengers of transjakarta Furthermore, the accessibility of transjakarta which eases passengers to discover a relevant route based on their needs by providing modern facilities and short duration of traveling. Recommendations are also given in the paper for future research studies.

INTRODUCTION

The development of information technology is growing rapidly (Zarqan & Sukarni, 2017). Various small to large business activities take advantage of this development to run their business (Nugroho et al., 2010). The number of competitors is a consideration for entrepreneurs to enter the very tough competition. The right marketing and media strategies are used to reach the intended passengers so that ticket sales volume always increases (Rianti & Tuti, 2017).

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Digital Marketing is one of the marketing media that is currently in great demand by Indonesians to support various activities carried out (Zarqan & Munir, 2020). They gradually began to leave the conventional/traditional manual ticket purchase model, switching to modern ticket purchases, namely digital marketing(Lancaster et al., 2018). With digital marketing communication and transactions can be done at any time / in real-time (Farrar, 2010).

Transportation mode services to support activities in big cities, especially in special areas of the capital city, are very important, both as a means of transporting people or goods as a means of driving the economy, social, political and environmental (Bempong, 2019). This chapter will explain one of the bus transportation modes managed by the Jakarta provincial government, namely the Transjakarta bus.

Transjakarta is the first Bus Rapid Transit (BRT) transportation system in Southeast and South Asia, which has been operating since 2004 in Jakarta, Indonesia(Tjahjono et al., 2020). This system is designed based on the successful TransMilenio system in Bogota, Colombia(Hidalgo et al., 2013). Transjakarta is designed as a mode of mass transportation to support the very dense activities of the capital city. Transjakarta is a BRT system with the longest track in the world (230.9 km) and has 243 BRT stations (previously known as bus stops) spread over 13 corridors (lanes), which initially operated from 05.00 - 22.00 WIB, and now operates 24 hours in part of the corridor (Rianti & Tuti, 2017).

Along with the development of times and technological developments, a company must be able to follow trends or new things that can lead to improved services and also easy access to information (Luan et al., 2019). In a completely digital era, it has brought various positive impacts on various aspects of life, with the development of telecommunications equipment and the availability of internet networks, nowadays everyone can do various activities online (Stephen, 2016). Starting from shopping, listening to music, reading news, and other activities (Klein & Ford, 2003). Seeing the digitalization that has occurred in all aspects, a company needs to follow the digital transformation process.

1.1.1 Why is digital transformation important for companies?

a. There is a change in consumer behavior

Digital transformation and technological advances have brought changes to market behavior. Currently, most consumers are more inclined to make transactions online.

Only with a smartphone device connected to an internet connection, consumers can buy their various needs without having to come to an outlet. If the company still wants to be able to compete in the digital era, then this convenience must also be provided in the business.

b. Increase customer satisfaction

Digital media that is easily accessible and operated can provide satisfaction for your customers. There have been many companies that provide applications or websites to improve service quality. Through this digital media, consumers can also easily find various information about your services for 24 hours non-stop.

The digital age also provides a variety of tools that you can use to analyze consumer behavior. You can use the data that you get from these analytic tools to determine the appropriate marketing strategy, bus departure schedules, bus routes, bus ticket arrangements. Not wanting to be left behind, Trans Jakarta has also made an Android-based application for smartphones called Tijen which can be downloaded on the Play store which contains bus arrival hours, bus routes, and bus ticket purchases.

c. More time and cost savings

With the existence of digital technology for business, business actors especially PT Transportation Jakarta will get many benefits in terms of time efficiency and cost savings. With the existence of digital media, the delivery of information about Transjakarta will be wider in reach and the dissemination of information will be faster, through several existing digital platforms, such as Facebook, Instagram, and Twitter.

1.1. Problem Statement

Some points that will be achieved with digital marketing at PT Transportation Jakarta are:

a. Reducing replication and redundancy

Reducing replication and database errors in digital systems is very important because correct database processing will result in data output that is read directly by customers and interested parties.

b. Improve customer experience

With digital marketing, customers or users of Jakarta transportation services are invited to try new things provided by PT Transportation Jakarta, such as the Tije application which can be downloaded on the Playstore.

c. Resource allocation and evaluation

Placement of good and appropriate resources in their fields, especially in the field of digital marketing, will be very good in terms of improving promotion, service, and delivery of information to customers and potential customers. Evaluation of digital marketing results based on measured variables will be very helpful in terms of improving company services to customers and prospective customers.

d. Stay ahead of your competition (Stay ahead of the company's competitors)

With the correct evaluation and correction, the company's deficiencies in service can be minimized, and paying attention to the activities of competitors in the case of companies engaged in the same field will greatly help so that business opportunities are taken by competitors. Providing the best service to customers will make the company the best in the eyes of the customer.

e. Increase the reach of your business

With the use of appropriate digital technology, there will be a huge impact on the progress of a business in an era that is completely digital, information delivery, promotions or company programs, information delivery becomes faster and wider so that the opportunity for a response from potential customers is even greater.

1.2. Research objectives

By the formulation of the problem above, the objectives to be achieved in this study include:

a. Analyze about reducing replication and redundancy in database errors in digital systems;

b. Analyze about Improve customer experience in digital marketing for customers or users of Jakarta Transportation services;

c. Analyze resource allocation and evaluation in resource allocation and evaluation;

d. Analyze Stay ahead from your competition in the Transportation Company competition;

e. Analyzing the Increase in the reach of your business in the use of appropriate digital technology will have a huge impact on the progress of the company.

1.3. Research benefits

a. Practical Benefits

The results of this research are expected to be a meaningful input for PT Transportation Jakarta in determining policy direction to improve Digital Marketing Strategy and improve organizational culture in the quality of Human Resources to increase effectiveness and efficiency in achieving common goals.

b. The theoretical benefits

- The results of this study are expected to be useful for the experience and dynamics of Human Resources, especially for marketing
- As a reference for further research, especially those related to research

2. Knowledge Landscapes

2.1. Brand Positioning

The definition of Positioning according to Philip Kotler states that positioning is the act of designing a product and marketing mix to create a certain impression in the minds of consumers. (Wasana, 2008, p. 408).

The impression in this case is the consumer's positive perception or image of the company or product. So that consumers will understand and appreciate what the company is doing to differentiate itself from other competitors.

The company must research or identify the position of competitors and then decide to take a similar position or look for opportunities in the market using a strategy that has been developed previously. If the company's position is close to other competitors who offer the same product, the company must select and then look for further differences through the concept of quality that the company promotes.

According to Kotler and Keller in their book Marketing Management, they argue that Positioning is the act of designing the company's offer so that it occupies distinct and value placed in the target customer mind ". (Kotler & Keller, 2006, p. 262). The meaning is to find the right 'position' in the market after determining the segmentation strategy to be used.

In other words, positioning is an action or step from the company to place the product in the mind of the target consumer where the company has a distinction or characteristic that can be excelled with other competitors. In the process of carrying out the positioning, it must be balanced with good communication, this can also affect the image the company wants to impart to target consumers.

2.2. Digital Marketing

There are several definitions of digital marketing, one of which is according to Kleindl and Burrow (2005). Digital marketing is a process of planning and implementing concepts, ideas, prices, promotions, and distribution. In simple terms, it can be interpreted as the development and maintenance of mutually beneficial relationships between consumers and producers. (Leeflang et al., 2014)

And several other experts explained that digital marketing uses the development of the digital world to carry out advertising that is not directly heralded but has a very influential effect. The statement above is the opinion of Heidrick and Struggels (2009).

Digital marketing is a marketing activity including branding that uses various media. For example, namely blogs, websites, e-mail, AdWords, and various social media networks. And here is a digital marketing concept according to Ridwan Sanjaya and Josua Tarigan (2009)

Digital marketing is currently classified as effective because many people in Indonesia spend their time using online media. (Taiminen & Karjaluoto, 2015)

2.3. SWOT Analysis

SWOT analysis is a strategic planning analysis method used to monitor and evaluate the company's environment, both external and internal, for a particular business objective(AlMarwani, 2020).

SWOT is an acronym for the word: strengths, weaknesses, opportunities, and threats in a project or business speculation. These four factors make up the acronym SWOT.

SWOT involves setting specific speculative business or project goals and identifying internal and external factors that support and do not support achieving those goals. This process will be better discussed using tables made in large paper so that the relationship of each aspect can be properly analyzed. (Sanito et al., 2020)

SWOT analysis can be applied by analyzing and sorting various things that affect the four factors, then mapped in a SWOT matrix image:

• Strengths that can take advantage of the opportunities that exist,

• Weaknesses that prevent the advantages of the opportunities,

• Strength (strengths) that can face the threats (threats), and

• Weaknesses that can make threats become real or create a new threat.

According to Rangkuti (2002), SWOT analysis is a measure of the success of a company or in other words, an approach in determining or measuring the success of a company can be seen from how high the positioning of the company is compared to its competitors.

2.4. Brand Equity

According to David Aaker, brand equity or brand equity is a series of brand assets and liabilities that are linked with the brand name and symbol, which increase or decrease the value provided by a product or service. (Longwell, 1994)

Meanwhile, according to Kotler and Keller, brand equity is the added value provided to products and services. This can be reflected in the way consumers think, feel, and act concerning brands, as well as the price, market share, and profitability that brands have for companies. (kotler & keller, 2016)

David Aaker explains the dimensions of brand equity:

The four dimensions of brand equity

a. Brand Awareness, namely the ability of customers to recognize or recall a brand and associate it with a particular product category. To learn more about brand awareness, please read the following article Brand Awareness. (Bottomley & Doyle, 1996)

b. Perceived Quality, which describes the overall response of customers to the quality and advantages offered by the brand. (Ray et al., 2020)

c. Brand Associations, which deals with everything related to the customer's memory of a brand. (Pourazad et al., 2019)

d. Brand Loyalty, namely a strong commitment to subscribe or repurchase a brand consistently in the future. (Prados-Peña & Del Barrio-García, 2020)

The first to the third dimension is the basis that needs to be met and the benchmarks for your brand to be accepted by consumers or not. While the fourth is the bonus that you get if all three dimensions are met.

3. Research Methods

3.1. *Participants*

The research uses a qualitative method by interviewing a marketing representative of Transjakarta and we are also combining the data that was obtained from the interview in systematic literature reviews.

3.2. *Procedure and materials*

The procedure of the study consists of four main phases:

1. The first phase is to conduct an interview process with a marketing representative of Transjakarta to get the marketing plan to ensure the strategies that are being implemented and ensuring the effectiveness of strategies.
2. The second phase is to conduct a literature review to confirm the cause and matter's which can enhance their skill to be able to pass QLC based on theoretical perspective.
3. The third phase is to analyze the data by comparing interview and literature study results.

### 3.3. Data *collecting*

a. *Demographics* **data.**

Demographic Data about the personal information (date of birth, age, gender, educational level, employment status, and marital status) and domicile.

b. *Qualitative* **Data**

Qualitative Data of QLC was obtained from interviews. The interview refers to the guided interview which contains the question of 1) most of the passenger use transjakarta for 2) what kind of social media that is being consumed the most by transjakarta passengers 3) what kind of benefit of using transjakarta as a transportation choice.
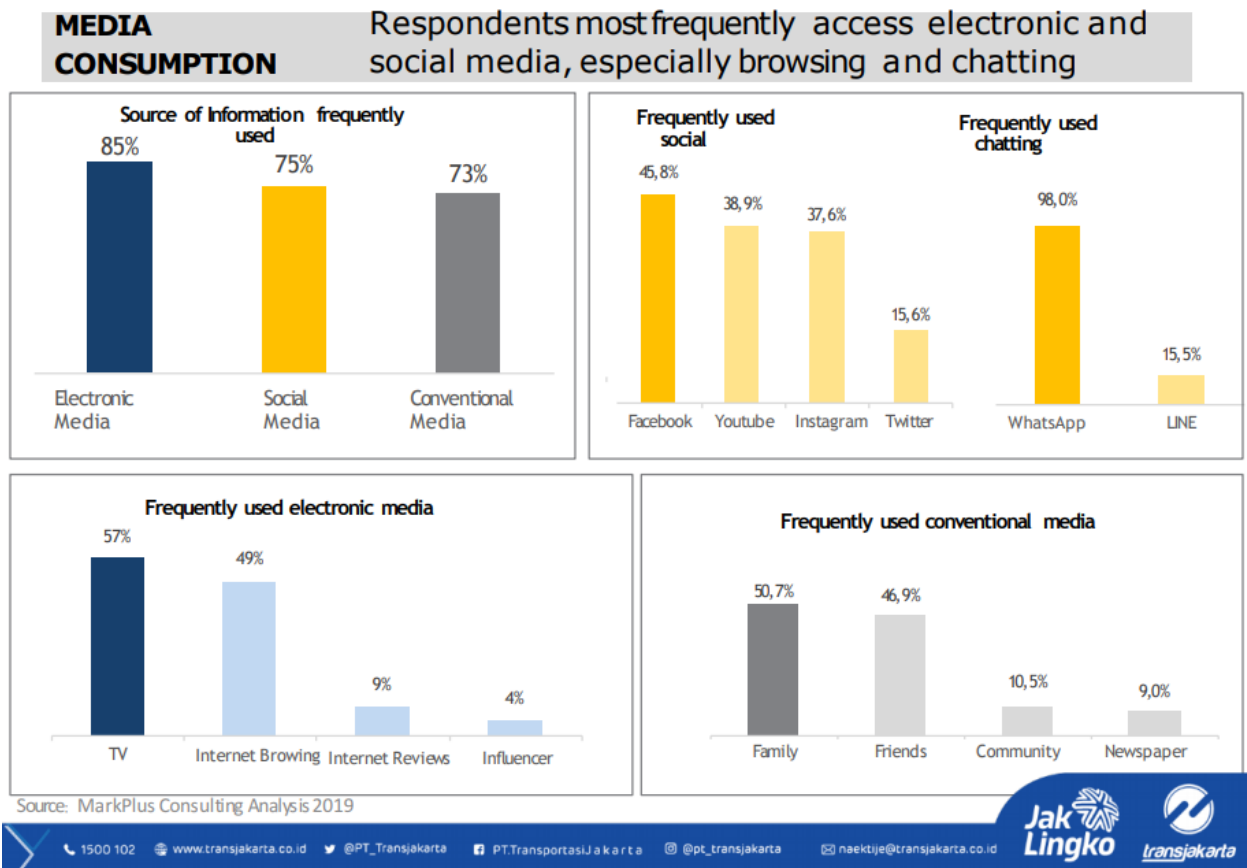
4. Result and Discussion

Graphic 1. Brand Positioning
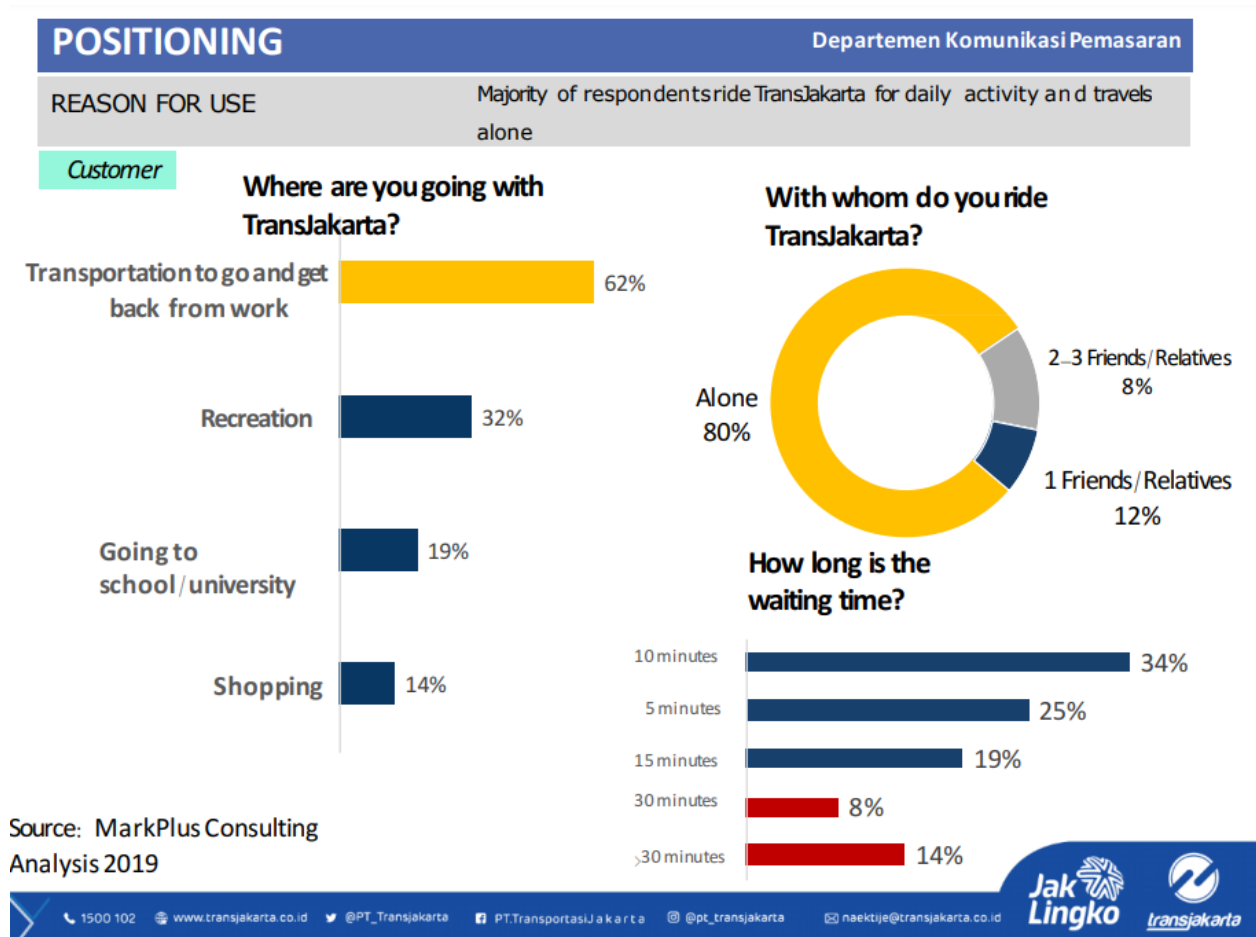
Graphic 1 describes the brand positioning of transjakarta before the implementation of running a digital campaign to make sure the relevance of the marketing segmentation of transjakarta. Thus, the campaign will be visible for those who need Transjakarta service in terms of transport using proposes.

According to the graphic, most of the people who are using transjakarta as a transportation mode use it as working activities transportation while most of them have ten minutes in terms of waiting times.

Graphic 2. Media Consumption

MEDIA CONSUMPTION

Respondents most frequently access electronic and social media, especially browsing and chatting

Source of Information frequently used
- Electronic Media: 85%
- Social Media: 75%
- Conventional Media: 73%

Frequently used social
- Facebook: 45,8%
- Youtube: 38,9%
- Instagram: 37,6%
- Twitter: 15,6%

Frequently used chatting
- WhatsApp: 98,0%
- LINE: 15,5%

Frequently used electronic media
- TV: 57%
- Internet Browing: 49%
- Internet Reviews: 9%
- Influencer: 4%

Frequently used conventional media
- Family: 50,7%
- Friends: 46,9%
- Community: 10,5%
- Newspaper: 9,0%

Source: MarkPlus Consulting Analysis 2019

Graphic 2 explains what kind is mostly consumed by transjakarta users that may get clear information regarding transportation updates such as routes, the current position of buses, and news updates from respective public relation departments of transjakarta.

By providing information through most consumed social media, trans Jakarta gets an advantage in terms of easiness to spread of any kind of updated information to users or passengers of transjakarta.

Graphic 3 Reason to Choose Transjakarta

The reason for using transjakarta is described in graphic 3, where most passengers choose transjakarta as one of the best options for transportation by the reason of fare that is affordable. Moreover, transjakarta also provides a safe trip by providing CCTV in each bus and bus stop.

Furthermore, the accessibility of transjakarta eases passengers to discover a relevant route based on their needs by providing modern facilities and a short duration of traveling.

5. Recommendations and Future Work

Most Transjakarta customers are female, so improvements that will be made need to be focused on improving services for female customers, such as the convenience of comfortable seats for women (women-only areas).

Likewise, Most Transjakarta customers use other modes of transportation as supporters of their day-to-day activities, therefore the convenience of customers to move from Transjakarta to other modes of transportation needs to be improved, and vice versa. This is

related to the causes of noncustomers not / rarely using Transjakarta, which is the convenience to get to the Transjakarta bus stop.

Most customers get information about Transjakarta services through the delivery of word of mouth. In the future, a campaign can be made to promote social media accounts (Facebook, Instagram) and Transjakarta websites to customers.

Only a portion of customers use the application for transportation information, so if Transjakarta plans to develop the application, an effort is needed for socialization. It is recommended to cooperate with Google Maps because it is quite often used by customers.

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