Determination of Digital Marketing Strategies as Effective Communication Techniques for GoOntravel Brand Awareness

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Abstract-_The rapid development of ITC (Information Communication Technologies), digital marketing is very relevant to be applied in communicating its products effectively to the target communities. GoOntravel is an integrated tourism retail market that empowers people as the main actors in providing tourism services that will meet all the needs of customers or tourists. This study used qualitative research methods. Data collection is done by observation, documentation, and interviews. The results show digital marketing strategies that GoOntravel can do to increase brand awareness._

Keywords- _digital Marketing; brand awareness_

1. INTRODUCTION

Current business developments, are experiencing very rapid growth, both businesses engaged in manufacturing and services. The development of the economy as a whole, accompanied by developments in technology and science, has created an increasingly fierce competition, both in the domestic and international markets.

Marketing communication helps companies to attract consumer interest. Market communication can be advertising that serves as a persuasive medium for consumers. In addition, advertising can also make people remember the company's brand. One of the companies currently developing in West Sumatra is the Ridesharing application, GoOntravel. Where this application is a Transportation and Online Travel Services platform that begins to enliven the online business competition in West Sumatra.

GoOntravel is an integrated tourist retail market that empowers people as the main actors in providing tourism services that will meet the needs of customers or tourists. Empowerment is intended to create a creative economy in the midst of society so that it will improve the economic level around tourist attractions that can later be enjoyed directly by the community. With this concept of development, of course, many things that are directly felt by tourists include: clear and more economical and efficient price standards because they are managed directly by the community, avoidance of tourists with brokers who have catapulted prices and made it easier for

tourists to get all their travel needs in an area. The products carried by Goontravel in meeting the needs of tourists in carrying out their trips are divided into 3 sectors:

On-Car (Transportation), On-Car is a service of providing car rentals with either drivers or non-drivers that involve the community as the main supplier of fleet units needed by tourists.

On-Tour, Platform that collects all travel packages from the community that have met the standards set by Goontravel in serving the needs of tourists.

On-Bike, a traditional vehicle of the region that has been given a standard, both from cleanliness, comfort, service and technology (application) which will later spoil tourists in making a memorable trip.

With the rapid development of ITC (Information Communication Technologies), digital marketing is very relevant to implement. By implementing digital marketing, marketers can communicate their products effectively to the people who are the target market. Kotler and Keller[1] share communication into 7 types, namely advertising, sales promotion, public relations, direct marketing, activities and experiences, personal marketing, word of mouth marketing.

Digital marketing strategies can support and become the main tool in implementing these 7 types of communication. For example, marketers can do direct marketing via Instagram, or marketers can provide a live chat feature on the website for consumers who want to ask questions or submit complaints. Digital marketing can

help marketers to be persuasive, which is to persuade consumers to buy their products either at that time or in the future. Digital marketing can also be a reminder for consumers, which makes people remember the products and brands of marketers.

From the research on the analysis of the effectiveness of social media as a communication strategy in creating brand communication [2], it was found that digital marketing is very effective in communicating the brand to the community. In another study, [3] who examined innovation in shopper marketing. In this study it was found that the majority of consumers often use and rely on social media. Therefore promotion through social media becomes important and vital in the marketing process. In this study, we will examine how the Digital Marketing Strategy as an Effective Communication Technique for GoOntravel Brand Awareness.

The problem faced by GoOntravel is that currently the dissemination of information is limited to permanent customers so digital marketing needs to be developed that can expand market reach and attract new customers. In addition, the current tight competition in the economy requires a good and appropriate marketing system in this case digital / digital markeing to support the GoOntravel Brand Awareness that plays an important role in the company's future development. Constraints found in the marketing of GoOntravel products are the community, especially in the city of Padang, which is still limited in getting detailed information about the products offered by the GoOntravel Platform and the marketing area that is still not extensive. In connection with this, it is deemed necessary to establish a Digital Marketing Strategy as an Effective Communication Technique of GoOntravel Brand to be able to expand the marketing reach of GoOntravel products, improve relationships with existing customers, and obtain new prospective customers.

The objectives of this research are:

Knowing customer characteristics (demographic, psychrographic, geographical) of each segment formed in a group of young people according to the consumer behavior model.

Knowing people's lifestyles in each characteristic that is formed when viewed from the AIO theory.

Know the digital marketing and brand awareness of goontravel in the city of Padang.

Design the stimuli for promotion (digital marketing strategy) that are most appropriate for each of the characteristic groups of young people formed in order to increase Brand Awareness GoOntravel and can fulfill 7 aspects of promotion mix.

The problems in this study are as follows:

How are the customer characteristics (demographic, psychographic, geographical) of each segment formed in groups of young people according to the consumer behavior model?

1. How is the lifestyle of the people in each characteristic formed when viewed from the AIO theory?

2. What is the current and global brand awareness of goontravel awareness in the city of Padang now?

How is the most appropriate digital marketing strategy to increase GoOntravel's Brand Awareness and can fulfill 7 aspects of promotion mix?

2. REVIEW OF LITERATURE

2.1 Internet Marketing

Understanding E-Marketing According to Chen-Ling and Ting [4], e-marketing is the process of marketing products and services to customers using web media. Promotions, Ads, Transactions and payments can be made through web pages. Internet marketing users can easily access information anywhere with computers connected to the internet. According to El-Gohari [5], Electronic Marketing (E-Marketing) can be seen as a new philosophy and modern business practice involved with marketing goods, services, information and ideas through the internet and other electronics. According Mohammed [6], internet marketing is a process to build and maintain relationships with customers through online activities as a means of exchanging opinions, products, and services so that they can achieve their goals with both groups.

Based on the opinion of Mohammed [6] the influence of internet marketing on the company's marketing strategy is 4 ways, namely:

1. Increased segmentation. With the internet market segmentation increasingly widespread, because the marketing reach is increasingly widespread. The internet does not limit the extent of marketing because all consumers around the world can easily access it.

2. Develop strategies faster in cycle time. With a faster and easier time cycle, the marketing strategy can be developed more quickly.

Increased accountability of marketing efforts. Information that can be obtained quickly and easily can improve the company's strategy to improve. So that marketing can be done more transparently.

3. Increased integration of marketing strategies with business operational strategies. The integration between the company's marketing strategies and internet marketing strategies will improve business

2.2 Market Segmentation

Market segmentation is a division of groups of buyers who have different needs, characteristics, or behaviors in a particular market. Market segmentation can also be interpreted as identifying the analysis of differences in buyers in the market.

Market segmentation according to Philip Kotler and Gary Armstrong is the division of a market into several different groups of buyers. Market segmentation can be intended as a different (heterogeneous) market division into homogeneous market groups, where each group can be targeted to market a product according to the needs, desires, or characteristics of buyers in the market.

So broad are the characteristics found in the market, then market segmentation needs to be done, here are the benefits and objectives in more detail:

1. Markets are easier to distinguish
2. Better service.
3. The marketing strategy is more directed.
4. Finding new opportunities.
5. Design determinants.
6. Communication strategies are more effective. See competitors with the same segment.
7. Evaluate targets and business plans.

2.3 Marketing

Definition of marketing According to Gronroos [7] Marketing is about customer management. Marketing must establish a relationship between the company and the customer every day so that there is added value in each process. If this is done successfully, in return the company must be able to capture the opportunities that will be generated, namely the relationship with the customer. Customer management is about making customers buy and ensuring that they are satisfied with what they are paying for and that it is large enough so that they save it and eventually develop into loyal customers. In other words, promising what products can do for customers in creating results from usability. According to Madura [8], marketing is a way of how products (services) are developed, priced, distributed, and promoted to customers. According to Mohammed [6], marketing is a process. A process in carrying out activities with a sustainable method. Generally use a variety of ways or operations.

2.3.1 Digital Marketing

Digital marketing is a marketing activity starting from market exploration, binding and checking markets that use horizontal media. Digital marketing is now a very popular strategy and is used by almost all marketers around the world. This is an impact of the increasing world of internet and technology, making the internet a very prospective market. Digital marketing includes many techniques and practices contained in the internet marketing category. Digital marketing also incorporates psychological, humanist, anthropological and technological factors that will become new media with large capacity, interactive and multimedia.

Digital marketing will produce interactions between producers, market intermediaries, and consumers. Digital marketing also has many advantages that are not owned by conventional marketing strategies (off line marketing), including in terms of measurement or a measure of the success of a strategy. The development of the internet world is very fast and many people can access it and encourage the development of online commerce (e-commerce), in this case many companies that use the internet as a means of product promotion or promotion of the company itself.

Most digital marketing aims to achieve various objectives, such as:

1. Increase market share
2. Increase the number of comments on a blog or website
3. Increase sales revenue
4. Reducing costs
5. Achieve brand goals
6. Increase the size of the data base
7. Achieve the goals of Customer Relationship Management
8. Improve supply chain management

2.3.2 Strength of Digital Marketing

According to Sheth and Sharma [9] in his journal entitled "International E-Marketing: Opportunities and Issues." Said the main advantage of e-marketing is reducing costs and increasing reach. The cost of an e-marketing platform is usually lower than other marketing platforms such as face-to-face or seller/ distributor intermediaries. In addition, e-marketing allows companies to reach inaccessible customers because of the time and locational limitations of existing distribution channels. The e-marketing platform increases coverage and reduces costs by providing three areas of benefits for customers:

Marketing companies can provide limited information to customers without human intervention.

E-marketing companies can make interactions by adjusting information for individual customers that allows customers to design products and services that meet their specific needs.
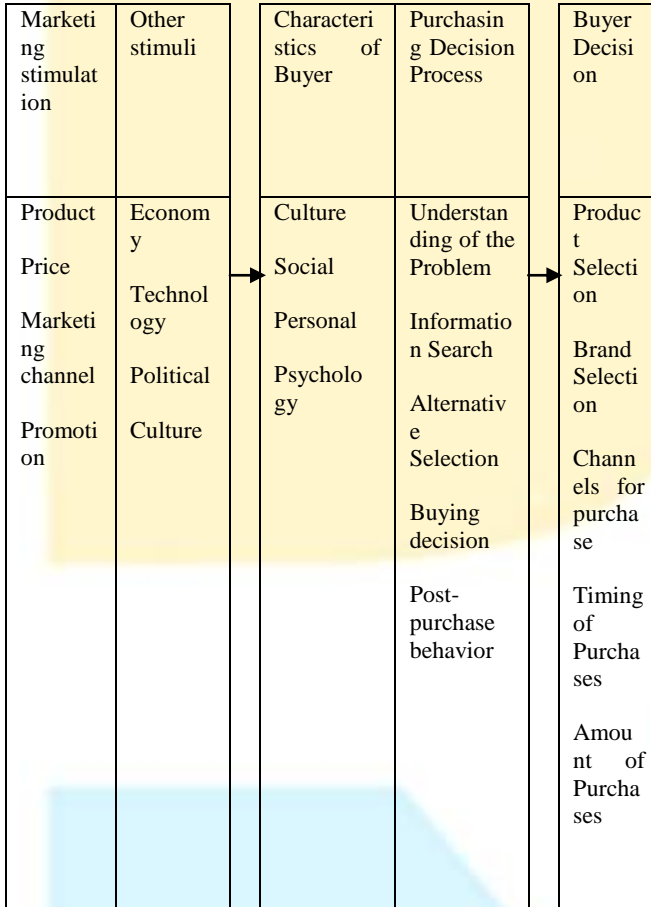
2.4 AIO Lifestyle Theories (Activity, Interest and Opinion)

AIO Lifestyle (Activity, Interest, Opinion) Psychographics (Psychographic) is the science of measuring and grouping consumer lifestyles [1]. Psychographic analysis is usually used to view market segments. Psychographic analysis is often also interpreted as a consumer research that describes the consumer segment in terms of life, work and other activities. Psychographically means to describe (graph) psychological consumers (psyco). Psychography is a quantitative measurement of consumer lifestyle, personality and demographics. Psychographics are often interpreted as measurements of AIO (activity, interest, opinion), namely measurement of activities, interests and opinions of consumers. Psychographics contain several statements that describe the activities, interests and opinions of consumers. Psychographic approaches are often used by producers in promoting their products, as stated by Kotler and Keller [1] that psychography is always a valid and valuable methodology for many marketers. People who come from sub-cultures, social classes, and similar jobs can have different lifestyles. Lifestyle is a person's lifestyle in the world expressed in his activities, interests, and opinions. Lifestyle describes "the whole person" who interacts with his environment. Marketers look for relationships between their products and consumer lifestyle groups.

2.5 Consumer Behavior

Consumer behavior is essentially to understand "Why consumers do and what they do". Schiffman and Kanuk [10] suggest that the study of consumer behavior is a study of how an individual makes a decision to allocate available resources (time, money, effort, and energy). Consumers have an interesting diversity to learn because it covers all individuals of various ages, cultural backgrounds, education, and other socio-economic conditions. Therefore, it is very important to study how consumers behave and what factors influence these behaviors.

2.5.1 Consumer Behavior Model

Marketing stimulation	Other stimuli		Characteristics of Buyer	Purchasing Decision Process		Buyer Decision
Product Price Marketing channel Promotion	Economy Technology Political Culture		Culture Social Personal Psychology	Understanding of the Problem Information Search Alternative Selection Buying decision Post-purchase behavior		Product Selection Brand Selection Channels for purchase Timing of Purchases Amount of Purchases

Source: Kotler, 2009

Figure 1:Consumer Behavior Model

2.5.2 Factors Affecting Consumer Behavior

Consumer behavior is strongly influenced by the circumstances and circumstances of the society in which he was born and developed. This means consumers coming from different walks of life or environments will have different judgments, needs, opinions, attitudes, and tastes, so that decision making in the purchasing phase will be influenced by several factors. Factors that influence consumer behavior according to Kotler and Keller [1] consist of:
1. Cultural Factors.

3. Social Factors.
4. Personal Factors.
5. Psychological factors.

2.6 Online Media Theory

Online Media is defined as a product of technology-mediated communication shared with digital computers [11]. Another definition of online media is media which consists of a combination of various elements. That means there is media convergence in it, where several media are put together [12]. Online media is a media that uses the internet, technology-based online media, flexible character, potentially interactive, and can function privately or publicly.

2.7 Theories of Modern Society

Modern society is the result of the evolution of traditional societies that undergo a process of change in all fields, both cultural, political, economic and social, a more complex and technologically advanced lifestyle and rapidly changing. Modern society is also a social order that prioritizes rationality, universalism, equalitarianism, functional specialization, and does not miss the level of education adapted to the needs of the times. In modern society each individual or group experiences a more advanced process of change, which is supported by advances in science and technology that have never before been achieved in human knowledge. Especially in the economic field, the growth model is characterized by consumption levels and living standards, technological revolutions and capital intensity.

3. METHODOLOGY

3.1 Research Place and Time

This research was conducted in Padang City, West Sumatra Province, where currently the city of Padang is a city where people have downloaded and used the GoOntravel platform. While this research will be carried out from October to December 2018.

3.2 Research Design

This research is qualitative research using descriptive methods. Descriptive method is a method that attempts to describe and interpret something, for example conditions or relationships that exist, opinions that develop, ongoing processes, consequences or effects that occur, or about the ongoing trend (Aries, 2010).

3.3 Data Sources

In this study, the data used are primary data and secondary data. Primary data is obtained by conducting observations and interviews in the field. The observation method referred to in this study is a method of collecting data by conducting direct observations on the object of research related to Digital Marketing Strategy as an Effective Communication Technique of GoOntravel Brand Awareness, concerning matters relating to the purpose of the study.

While secondary data is obtained by conducting documentation studies through searching documents (documentation review) such as literature books / references, legislation, reports, material technical meetings or coordination meetings, which have relevance to the object of this research .

3.4 Informant

Informants are people who respond to or answer researchers' questions both in writing or verbally, to obtain data and information relating to research conducted by the author. The informants in the study were those who according to the researchers had relevance in providing data related to the Digital Marketing Strategy as an Effective Communication Technique for GoOntravel Brand Awareness. For more details, the list of informants can be seen in table 1 below:

Table 1: List of information sources

No.	Position	Total
1.	Founder/co-Founder	1 Person
2.	Head Of Public Relations	1 Person
3.	Executive Program Director	1 Person
4.	Head of Marketing Director	1 Person
5.	Head of Design Grafis	1 Person
6.	General public	10 Persons
7.	GoOntravel Community Users and Partners	10 Persons
Total		25 Persons

Source: processed data

Techniques and Data Collection Instruments

1. **Interview** This data collection technique bases itself on reports about yourself or self-report, or at least whether or not knowledge and / or personal beliefs. Interviews can be done in a structured or unstructured manner, and can be done face to face or by using a telephone.
2. **Observation**, is a method of collecting data by making observations directly to the location of the penetration.
3. **Documentation**. According to [Moleong [13]], documents are any written material or film. Documents in observation are used as data sources because in many cases documents as data sources are used to test, interpret, and even predict.

3.5 Data Analysis Techniques

Performed with:

Data reduction is the process of selecting, focusing on simplifying, observing, and transforming raw data that appears from written records in the field.

Presentation of Data, the process of compiling complex information in a systematic form, so that it becomes a simple form and can be understood its meaning. While

conclusions are the last step carried out by researchers in analyzing data continuously both at the time of data collection or after data collection.

Withdrawal of conclusions and verification is where the conclusions put forward are still temporary and will change if no strong evidence is found that supports the next stage of data collection. But if supported by valid evidence when returning to the field, the conclusions put forward are credible conclusions.

4. RESULT AND DISCUSSION

The results of data analysis are as follows:
1. The characteristics of Goontravel customers according to the consumer behavior theory of the model are:

- Demographics: Employees, General Community, Students / Students
- Psychrographic: Middle and lower class society and upper middle class society
- Geographical: operates in the geographical area of Padang City, West Sumatra Province.

The results of the research and the author's observations in the field can also show the characteristics of Goontravel's use based on Consumer Response, namely as follows:

- Segmentation Benefits: benefits that are not provided by platforms such as Go-Jek and Grab, then Goontravel comes to answer that all not only provide pick-up services using traditional transportation, but also serve the needs of tourism, car and bus rentals and packages tour packages that are accommodated directly from the community as service providers.
- User Segmentation: there are heavy, medium and light users on the GoOntravel platform.
- Promotional Response: Goontravel is currently marketing its products using ads on social media such as Instagram and Whatsapp. From these promotions, consumers will get responses to the forms of promotion carried out by Goontravel.
- Loyalty: formed two groups of users, namely Loyal and less loyal consumers.

2. The lifestyle of goontravel users in terms of AIO theory is:

- Activity: activity of downloaders and users of Goontravel applications in the city of Padang are the general public who usually travel or carry goods from one place to another in the city of Padang so that they need Bentor (Becak Motor) services on the onbike menu. Motorcycle pedicab in the city of Padang is quite dynamic, and can always be relied on by the people of Padang in various situations and conditions as public transportation.

- Interest (interest), that downloaders and service users on the goontravel platform in the city of Padang are based on: The goontravel platform is suitable for daily needs and tourism, the use of the goontravel platform follows the development of the era of digital technology and downloads and use of the goontravel platform due to

mouth promotion and social media posts. As well as the selection of goontravel platforms in the city of Padang based on the interests of the community as follows:

a. An awareness of the individual towards the goontravel platform because of the assumption that the goontravel platform is beneficial to him.

b. Feeling happy about the goontravel platform.A continuous drive to always carry out activities related to the goontravel platform that is in demand

c. Strong tendency to decide that the goontavel platform is useful for the individual concerned

d. Opinions, opinions that arise from the consumer side are: The existence of bad experiences with conventional Becak Motorbikes and Bendi such as the uncertainty of service rates and finding solutions on goontravel platforms, There is certainty in the price of services, Providing Safety and Easier and more comfortable.

3. Digital marketing and Brand Awareness goontravel in the city of Padang at this time: the goontravel platform in the city of Padang has indeed done a digital promotion in the form of twitter posts, facebook, instagram, youtube and whatsapp but still not maximal. Related to Brand Awareness, Where goontravel products currently selected by consumers and consumers have a dominant awareness of these products and are difficult to replace with other similar products in the city of Padang are at a good / positive level. This means that indicators on brand awareness such as not being aware of the brand (unaware of the brand), brand recognition (brand recall), brand recall, and top of mind on the Goontravel Platform in Padang City are quite good for sustainability future company. This is also supported by the existence of one-on-one new goontravel platforms in the central Sumatra region (Sumbar, Riau, Jambi).

4. The most appropriate digital marketing strategy in order to increase GoOntravel Brand Awareness and be able to fulfill 7 aspects of promotion mix:

- Content Marketing
- Make use of social media
- Hold an event/News
- Shows goontravel Brand identity
- Become a sponsor of an event or product
- Invest in merchandise
- Video marketing

5. CONCLUSION

The conclusion from the results of this study is that currently the GoOntravel digital marketing platform in Padang City is increasing in terms of increasing Brand Awareness, so that the general public is still not many who know and ordering services offered by these platforms is still low. Based on the conclusions stated above, suggestions or contributions of ideas can be conveyed as follows:

1. Goontravel companies are expected to be able to improve service quality by optimizing services to consumers / customers, responsiveness to orders, friendliness and more maximizing the readiness of products offered, be it the condition of the bus / car, tourism objects and tour packages offered.

2. It is necessary to increase the Goontravel platform digital promotion in the city of Padang so that it can be better in the future so that it can increase Goontravel's Brand Awareness itself.

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