Implementation of Brand Activation Design Program For Application Pos aja!

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Abstract

Changes in the business environment require companies to make adjustments in everything, one of which is business regulations to ensure the effectiveness of the business they run. Brand activation is aimed at achieving the company's business development targets and encouraging the growth of certain service products through the company's efforts to influence actual or potential consumers. The aim of the research is to determine the implementation of the Pos Aja application brand activation. The research method used is qualitative research with a descriptive approach. PT Pos Indonesia innovated to carry out brand activation activities for the Pos Aja application! so that the application is better known to the public and can increase the Company's sales. The aim of the research is to determine the implementation of the Pos Aja application brand activation. The research method used is qualitative research with a descriptive approach with data collection technique is carried out by observation and literature study. The research results show that Brand Activation can introduce products, maintain consumer loyalty to the company's products, and increase sales of the company's products and the brand activation of application the Pos Aja! from PT Pos Indonesia which using social media engagement with brand ambassador Atta Halilintar could build interaction with customer.

Keywords
Brand Activation , Social Media Engagement, Pos Aja Application, Interaction, Atta Halilintar

1. Introduction

Digital transformation is growing very rapidly in Indonesia accompanied by the emergence of society 5.0. Society 5.0, which was originally predicted to be present in the next 20 years, turned out to be present 10 years faster since the emergence of the 4.0 revolution era (Grath, 2020). The era of society 5.0 is a concept of internet development such as big data, and artificial intelligence where the technology developed aims to produce business processes (Santoso, 2022). Humans must be able to solve various challenges with innovation with the main focus on the context of humans, this concept is presented with the aim that humans can have a better life by creating new values that can eliminate social inequality in humans and economic problems in the future, such as providing products and services that are specifically designed for different individual needs and the needs of many people.

The development of technology and the internet in the industrial era 4.0 has changed the business environment around the world. Platforms are shifting from analog to digital. Technology has changed the behavior of businesses and customers (Athapaththu & Kulathunga, 2018) to meet demand and increase customer proximity to the market, which focuses on simple product information, speed of communication flow, and customer orientation (Benlahbib & Nfaoui, 2020). The company's means of communication with customers is now shifting to social media platforms, one of which is the application. An application is a user-generated program designed to perform a specific task. (Hakim S, 2018).

One of the state-owned companies that is moving to the digital world is PT Pos Indonesia. Pos Indonesia has a 'vision' to become the most competitive courier and logistics service provider, postal operator, and financial service provider and has a 'mission', namely working efficiently with the core cultural values of AKHLAK which means trustworthy, competent, harmonious, loyal, adaptive , and collaborative. PT Pos Indonesia formulate targets, strategies and programs to improve the Company's performance with the theme "50% EBITDA GROWTH", namely the company's target to increase total assets, total equity, capital expenditure, profit after tax and dividends At the age of 274, PT Pos Indonesia continues to transform and innovate to provide the best service to customers through logistics digitalization. Technology allows companies to market their products through applications and websites. PT Pos Indonesia's agility to compete is implemented by releasing the PosAja! application. The PosAja! application is a new courier brand from PT Pos Indonesia with the target market being millennials who currently use digital platforms.

Based on data from the Indonesian Central Bureau of Statistics (2021), there is data on digital platform users in the millennial generation, namely in 2017 as much as 8.93%, in 2018 as much as 77.05%, in 2019 as much as 83.58%, in 2020 as much as 81.76%, and in 2021 as much as 125.6%. Referring to the results of BPS research with the millennial segment, PT Pos Indonesia set an affordable price on the PosAja! Application. In the application, customers can do their own data entry, make requests for pick-up of goods for those who place orders, and can access the existence of package delivery services via mobile phones or gadgets, cash on delivery (COD) service systems, Instant Post Plus Premium Delivery, Special express post, and Express Post. However, the Pos Aja! application does not yet have strong brand awareness in the minds of the public. Goods delivery service applications known by the public today are JNE, J&T, Anteraja, Paxel, and Lalamove which has an impact on sales at PT Pos Indonesia, which only experienced an increase in sales of 5% per year after the presence of the PosAja application! (PT Pos Indonesia, 2022).

Therefore it is necessary to do Brand Activation is the continuous integration of all available communications, into one creative platform to engage consumers. Activation means generating interest, trial, and loyalty (Alberts, 2018) while according to Terence A. Shimp (2013), brand activation is a form of product promotion that brings and builds product interaction with its users through social activities or public. The PosAja! application was officially launched on March 1, 2020. The following is the PosAja! Journey since the application was launched until now:

Tabel 1 : Number of downloaders and number of transactions from the PosAja App!
Period 2020 - Year 2023

Time	Number of Downloaders	Number of Transactions
Sept. 26, 2020	50.000	1.960.000
April 15, 2021	153.000	3.763.941
Sept. 18 ,2022	207.000	5.263.960
August 2, 2023	364.000	8.529.840

Source : PT Pos Indonesia, 2023

In the midst of today's digital era, there is an application similar to the PosAja App!, which is an application with a delivery service feature. Most of these applications have carried out brand activation activities for their products through several forms of activities, namely experience marketing, digital marketing, sampling campaigns, and social media engagement. This is done by the company so that the application is better known by the public and has many users who can increase transactions from the application.

Seeing this phenomenon, namely the rapid development of goods delivery service applications in Indonesia, PT Pos Indonesia seeks to implement brand activation activities for the PosAja!. Therefore, the authors are interested in conducting research with the title **Implementation of Brand Activation Design Program For Application Pos aja!**

1.1 Objectives

The objectives of this research in to Implementation of Brand Activation Design Program For Application Pos aja!. The company is able to understand how effective ways are done by competing companies in conducting brand activation for applications owned by the company, so that later PT Pos Indonesia can optimally carry out brand activation activities for the PosAja application!.

2. Literature Review
2.1.1 Applications
According to Setyawan and Munari (2020), applications are a subcategory of computer software that uses computer capabilities to directly perform the tasks desired by the user. Applications are made to facilitate certain jobs or tasks, such as applying, using, and adding the required data or information with the aim of helping company operations, monitoring and monitoring the system, while according to Hakim, 2018 that applications are programs that are created and designed to perform specific tasks. The characteristics of the application itself consist of network density, simultaneity, number of users, performance and availability, data-driven and content-sensitive, continuous evolution, security, aesthetics and freshness.

2.1.2 Brand Activation
Creativity is needed in conveying a brand to consumers so that brand delivery will run more effectively and be able to activate consumers. This is a way to build a positive image of products and services to run effectively and be well received by consumers, therefore product activation (Brand Activation) is needed. Several researchers have opinions about brand activation as below:

Tabel 2 : Brand Activation Definition

Morel et al., 2002	it's a natural step of evaluation of brand
Jackson, 2013	a branch comes under relationship marketing which enhances consumer retention
Saeed et al., 2015	a strategic and tactical face that enables customers experiencing brand engagement
Morel et al. 2012	a sales phase resulting from the development of various existing brands
Liembawati et al., 2014	brand activation resulted in forming a brand community
Liembawati ,2018	the integration of all communications into a creative form whose purpose is to activate consumers
Dissanayake & Gunawardane, 2018	a notion found within experiential and behavioral contexts of branding clear
Ramadhan & Hidayat, 2019	a marketing relationship created between brand and consumers in a way that consumers better understand and consider the brand as a part of their lives.
Gunawardane & DK, 2020	a promotional tool use by organizations in order to induce their customers towards the brand

Brand activation contains communication messages that require take to action. A successful brand activation is a brand activation that can create trust in the minds of consumers and the public and can create loyalty to a product. The purpose of Brand Activation is to improve better communication with consumers, the communication formed is expected to increase sales, can promote products and building engagement customer.

There are some benefits for companies in building brand activation strategies, such as 1) Strengthening the relationship between the company and customers; 2) Increase Company sales; 3) Become an effective marketing strategy; 4) Increase the number of repeat purchases. According to Schmitt (2018) in practice, companies can carry out several forms of brand activation including the following:

1) Experiential marketing

Experiential marketing namely personal activation by touching the emotional side of consumers through a) Feel, which is trying to appeal to the deepest feelings and emotions of customers, with the aim of creating customer feelings and experiences ranging from ordinary feelings to strong emotional levels due to pride and prestige b) Think, which is bringing customers to be able to think more deeply and creatively so that they give a good opinion of the Company's products and services; c) Act, which is to create experiences related to the physical body, such as long-term patterns of behavior and lifestyle, as well as experiences as a result of interactions with others, thus enriching customers' lives with physical experiences; d) Relate, which is developed beyond personal relationships and personal feelings but adds to individual experiences in relationships with other people, society and culture reflected as a brand.

2) Digital marketing

Digital marketing is a promotional mix element that allows interactive or two-way interaction of information where users can participate and modify the form and content of the information they receive at that time (Belch & Belch, 2015). According to Prasetya & Nurmahdi, 2015 digital marketing has the dimensions of Advertising, Publicity, Sales Promotion.

3) Sampling Campaign
   Sampling campaign is a brand activation carried out by sending products directly to a brand's target audience which, if it has a positive impact, will automatically boost sales (Setiawan, 2013). According to Setiawan and Michelle (2015), sampling campaigns include four dimensions as follows Communications, Visual or Verbal Identity, Product Present, Co-Branding.
4) Social Media Engagement
   Social Media Engagement is a medium to monitor and facilitate consumers to interact and participate in positive engagement with the company and its products (Dave Chaffey, 2016). Social Media Engagement is expressed by (Alhadeed, 2017), as the utilization of social media to carry out general sales activities that can display interesting content so that it can attract the attention of the audience and trigger them to spread these contents which later the company can be helped by an expanding market network. According to (As'ad, 2014) social media engagement consists of dimensions: Online Communities, Interaction, Sharing of Content, Accessibility, Credibility.

3. Methods

The method used in this study was qualitative research with descriptive approach. The data collection techniques applied was literature study and benchmarking to the other competitor brand activation.

4. Results and Discussion

At the beginning of the research, the author carried out a benchmarking process using the 5W+H((*What, Why, Who, When, Where, and How*) method, where by benchmarking it was hoped that he could obtain information related to competitors' brand activation which could ultimately be used by PT Pos Indonesia to identify and increase improvements to existing business processes in order to accelerate business achievements. The author carried out a benchmarking program first and found that:

Tabel 3 : Brand Activation Carried Out by Competitors

Brand Activation	J&T Express	Lala Move	Anteraja	Paxel
Experiental Marketing	Carrying out various campaigns every year, such as J&T Youngpreneur, Business Competition, and J&T Super Seller.	Collaborates with a large event, one of which is the BNI Java Jazz Festival as the official delivery partner and maintain consumer loyalty to the Lala Move application.	Provides booths at various ongoing events by opening drop-off points so that consumers can interact directly with the product and get to know the product further	Increasing collaboration and synergy with stakeholders in the e-commerce supporting ecosystem, synergies with sellers, buyers, marketplaces, fintech and logistics by organizing programs and events, as well as providing facilities or features for customers.
Digital Marketing	Website, Social Media	Website, Social Media	Omnichannel Media Website, Social Media, Event	*Online Seller through the Expresspreneur program*
Sampling Campaign	shipping fee promotion	Lala Move Point	*on the ground event.*	*rebranding icon corporate colour*
Social Media Engagement	*Campaign with a young, active and warm brand tone communication to create brand loyalty Brand Ambassador*	Instagram, Youtube, & TikTok	Collaboration with Brand Ambassador JKT 48	soft selling promotions, website, Paxel application

Source: Data Processing Results (2023)

After benchmarking several applications of competitor then continue to SWOT analysis of the Pos Aja Application!.

Tabel 4: SWOT analysis of the Pos Aja Application!

	STRENGTHS 1. The Pos Aja Application! is able to work together with e-commerce. 2. Has features that suit consumer needs	WEAKNESSES 1. Pos Aja application! annual revenue growth did not increase significantly 2. Delivery times sometimes do not match the predetermined estimates.
OPPORTUNITIES 1. Many Indonesian residents have now switched to digital platforms. 2. Growth of the retail market and online business	**SO STRATEGY** 1. Carry out promotions and collaborations with e-commerce companies. 2. Create a brand image for the PosAja application with an interesting campaign.	**WO STRATEGY** 1. Implementing a management system. 2. Collaborate with MSMEs or online business people.
THREATS 1. Many competitors are similar to the PosAja application! 2. PosAja Application! Haven't done branding for the PosAja application yet! maximally.	**STRATEGY ST** 1. Holding an event involving online business people and MSMEs. 2. Collaborate with companies that need regular goods delivery services..	**STRATEGY WT** 1. Carrying out open recruitment for human resources who are experts in the fields of information and technology to develop the PosAja application business! 2. Carry out brand activation for the Pos Aja application! so that the application is better known to the public..

Source: Data Processing Results (2023)

After the author carried out benchmarking, the brand activation program that will be implemented by PT Pos Indonesia for the Pos Aja Application! can run optimally, the brand activation activities implemented by PT Pos Indonesia in activating the Pos Aja Application! namely social media engagement with an interaction dimension. When using this program, the activities carried out are by collaborating with a public figure, namely Atta Halilintar as Brand Ambassador with the aim of introducing the Pos Aja! Application, increasing consumer interest and loyalty towards, Providing direct information about the PosAja! application, Building the brand image of the Pos Aja Application! in society. PT Pos Indonesia using Instagram to communicate with its customers

5W + 1H analysis of the social media engagement program with the interaction dimension carried out by the PosAja application! are as follows :
  a. What: What programs is carried out by the Pos Aja Application! when carrying out social media engagement activities? Pos Aja application! implementing a social media engagement program with an interaction dimension. The activity carried out is collaborating with Brand Ambassadors. This aims to increase engagement on the Pos Aja application! to be more widely known by the public.
  b. Who: Who is the brand ambassador in supporting the social media engagement activities of the Pos Aja application! Public figures, namely Atta Halilintar as brand ambassador for social media interactions, and internal programs in the form of business promotions on applications.
  c. Where: Where is Pos Aja! run a social media campaign? Currently, many Indonesian people have switched to digital platforms, one of which is the Instagram application. Therefore Pos Aja! approaching the community through campaigns on social media Instagram. This will make users more familiar with the Pos Aja application! .
  d. Why: Why does social media engagement with an interaction dimension need to be implemented by the Pos Aja application? Through social media engagement with an interaction dimension, Just Post! hopes to make the application better known to the public, maintain consumer loyalty to the application, and increase sales from the application.
  e. How: How can social media engagement with an interaction dimension be a program that can bring brands closer to society? Just Post! carrying out social media engagement activities with an interaction dimension through engaging public figures as brand ambassadors. Just Post! I believe that having a brand ambassador will increase brand awareness, increase marketing activities, encourage sales, and of course be one of the company's steps to bring services closer to the community.

6. Conclusion

PT Pos Indonesia innovates to carry out brand activation activities for the Pos Aja application! so that the application is better known to the public, and increases company sales, especially for products contained in the application. Strategic benchmarking by applying the 5W+1H method and paying attention to every dimension of brand activation such as experiential marketing, digital marketing, sampling campaigns and social media engagement. It turns out that the most frequently used brand activation implementation is social media engagement with the interaction dimension. The activity carried out was collaborating with Atta Halilintar as Brand Ambassador for the PosAja! application. It is hoped that with the Brand Activation efforts, the Indonesian people will be able to find out about the existence of the Pos Aja application! and switch to the Pos Aja! application. This will of course increase engagement and ratings of the Pos Aja application.

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