



Design of Social Media Marketing Strategy in *Mobilku* Application

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ABSTRACT

The use of Social Media is increasingly developing in Indonesia, causing many companies to be interested in using social media as an easy marketing tool and can add value to the product. *Mobilku* is a mobile application-based digital information service startup that will be launched in the near future. To be known to the public, *Mobilku* needs a good marketing strategy. One of them is through Social Media marketing. So that my car needs proper social media strategy planning. The 4 most appropriate platforms used by *Mobilku* to do Social media marketing are: Instagram, Youtube, Twitter and Facebook. We recommend that *Mobilku* social media marketing be done 3 times a day and the best time at 09.00 - 12.59, 13.00 - 15.59, and 16.00 - 18.59. My car should make advertisements by offering discounts, ads with interesting photos, advertisements by providing clear information, advertisements often appearing, and ads with attractive advertising designs.

Key words : Marketing, Digital Marketing, Social Media, Social Media Marketing, Instagram, Youtube, Twitter, Facebook.

1. INTRODUCTION

Today the business world is making a new breakthrough to be able to market an item/service from the original use of traditional promotion through physical advertising such as posters, billboards and television advertisements, radio being a digital promotion such as through the internet using social media or website. The use of Social Media is increasingly developing in Indonesia, causing many companies to be interested in using social media as an easy marketing tool and can add value to the product[1].

The company uses social media not only for digital advertising and promotion, but also for handling customer service issues, sources of innovation ideas and to be more authentically involved with customers. [2]. *Mobilku* is a mobile application-based digital information service startup that will be launched in the near future. To be known to the wider community, *Mobilku* needs a good marketing strategy. One of them is through Social Media marketing. So that *Mobilku* needs proper social media strategy planning.

2. THEORETICAL FRAMEWORK

The framework used in this study adapted from Tuten & Solomon's Social Media Marketing Plan [3]:

The Social Media Marketing Plan process consists of the following steps:

2.1. Conduct A Situation Analysis and Identify Key Opportunities

The first step in developing a plan is to examine and assess the environment.

a. Internal Environment

The internal environment refers to the strengths and weaknesses of the organization, namely elements that can be controlled within the company that influence how well the company operates[4]. Internal Environment discusses analysis of organization, goals and competitive advantage.

b. External Environment

The external environment consists of elements outside the organization, namely opportunities and threats of the organization that can influence their choices and abilities. A key aspect of the external environment is brand competition. External environment will discuss Porter's 5 Forces, and Competition.

c. SWOT analysis

SWOT analysis is also often called an examination of the organization's internal strengths and weaknesses, opportunities for growth and improvement, and threats given by the external environment for its survival.

d. Business Model Canvas

By using the business model canvas, a company's business model can be described in one document that can be understood by all parties[5]. Elements in the Business Model Canvas include nine basic building blocks, namely customer segments, value propositions, channels, customer relationships, revenue streams, key resources, key activities, key partnerships, cost structures.

2.1. State Objectives

At this stage of the process, it contains a description of what is expected from the social media campaign and the available

human resources to meet these objectives. Objectives are specific statements about what you want to achieve through social media marketing activities[3].

2.2. Gather Insight into Target Audience

The market target for the brand will be determined in the brand marketing plan in terms of demographic, geographical and product usage characteristics. The social profile of the target audience will take an understanding of this market one step further[6].

- a. Market Summary.
- b. Market Summary covers size, needs, growth, and trends that occur in the market. As well as explaining targeted segments in detail, providing context for marketing strategies and programs discussed later in the plan.
- c. Questionnaire
Questionnaire is a technique of collecting data through a form that contains questions that are submitted in writing to someone or a group of people to get answers or responses and information needed by the researcher. The questionnaire in this study was divided into 5 parts. The first part contains the characteristics of the respondents taken, probable car ownership, community behavior on social media, responses to social media marketing, and advertisements such as what interests the public.

2.3. Select Social Media Zones and Vehicles

After the organization understands who wants to be reached, it's time to choose the best social media mix to achieve this. The social media zone forms a channel and the choice of vehicles available for social media mix..

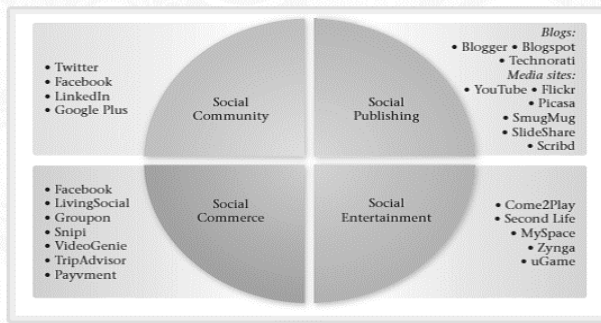


Figure 1: Social Media Zones and Vehicle.

- a. Relationship development in social communities
Social community describes social media channels that focus on relationships and general activities that people do with other people who have the same interest or identification[7].
- b. Social publishing
Social publishing facilitates the dissemination of content through social channels while also allowing audience

participation and sharing. Social publishing channels allow participation and sharing, as do social communities[2].

- c. Social entertainment
The social entertainment zone includes events, shows and activities designed to provide pleasure and comfort to the audience, experienced and shared using social media[8].
- d. Social commerce
Social commerce refers to the use of social media in shopping online, buying and selling products and services[9].

2.4. Create An Experience Strategy Encompassing Selected Zones

The next step is to identify creative message strategies. Message strategies refer to the creative approach that we will use throughout the campaign. This must flow from the brand positioning statement, which is a written statement that summarizes the position that the brand wants to hold in the minds of its target audience.

3. RESULTS AND DISCUSSION

3.1. Conduct A Situation Analysis And Identify Key Opportunities

A. Internal Environment

Internal Environment comprises of:

- Organization
Mobilku was founded in 2018, *Mobilku* is a digital automotive service technology startup engaged in car maintenance services. The services offered by *Mobilku* consist of providing mechanics, online workshop bookings, date reminders & data services, enthusiasts charging taxes and car sales. At present *Mobilku* plans to start its services in South Kalimantan and later in several major cities in Indonesia.

Mobilku is presented to make it easier for private car users to maintain their cars more comfortably, safely, flexibly and save time. *Mobilku* in the form of a mobile application is also very easy to use. Users only need to download the application in both the App store and the playstore for free.

B. Goals

The goals of the presentation of *Mobilkuis* to help private car owners in maintaining their cars more comfortably, safely, flexibly and save time. So that car owners can use their cars in prime condition. *Mobilku* also answers the community's need for digital services to facilitate daily activities.

C. Competitive Advantage

Mobilku is an application that is needed by private car owners in South Kalimantan for easy maintenance of their cars. *Mobilku* presents many complete features for user car maintenance with just one application. In addition, in South Kalimantan there is no digital car maintenance service like the one offered by *Mobilku*.

- a. D. External Environment
- b. External environment analysis is done with Porter’s 5 Forces that comprises of[10]:
 - Threat of New Entrants. The threat of the entry of newcomers in the automotive digital service industry is very likely to occur, because seeing technological advancements and the growth of smartphone users plus the number of car users today, many people might be interested in making a business similar to*Mobilku*. With the potential market in South Kalimantan for this business, this threat indicates that this threat has a very strong position in the automotive digital service industry.
 - Bargaining Power of Suppliers, is one of the things to worry about in this business. This is because *Mobilku* uses information from other parties to run the application. In addition, *Mobilku* requires cooperation with workshops, mechanics, and car sellers to provide services to users. So that it can be said that the position of the threat of supplier bargaining power in this business is very strong because *Mobilku* requires other parties to smooth the application and service delivery.
 - Bargaining Power of Buyer. Users definitely prefer products or services that have economical prices, in other words, the bargaining power of users in a business that is run by *Mobilku* is quite high. This is because if the price of the service provided by *Mobilku* is expensive, the user will prefer to place their own order in the workshop. In addition to car advertising if the cost of advertising is expensive then advertisers will prefer to sell directly. *Mobilku* can provide strategies such as giving discount coupons for workshop bookings or calling a mechanic.
 - The threat of substitutes. For *Mobilku* it will feel weak because there are no similar applications in South Kalimantan that offer convenience in car maintenance. Most similar services are offered new in big cities and have not yet entered South Kalimantan. So that indicates that this threat has a weak position in the automotive digital service industry in South Kalimantan.
 - Competitive Rivalry. For *Mobilku*'s weak. Competitors in South Kalimantan provide only certain services. Unlike in *Mobilku* which offers almost all the features needed in car maintenance. In addition, similar competitors have only reached large cities and have not reached the South Kalimantan area.

3.2. Competition

Competition includes all actual and potential offerings and substitutes that might be considered by the buyer. For my own car, there are no similar business competitors reaching South Kalimantan. However, there are several large competitors that are not impossible to penetrate the South Kalimantan market such as:

- Go-Auto. Go-Auto, is an on-demand automotive service offered by the Go-Jek company[11]. Go-Jek strongly

believes in social media for their main promotional facilities because social media has proven to have a huge influence in increasing the company's popularity and income.

Currently the social media that Go-Jek has chosen to carry out promotions is Facebook, Twitter, Instagram and Youtube. Facebook @gojekindonesia account got 1,088,899 likes from Facebook users. On its Instagram account, Gojekindonesia, it has 658,000 followers. Whereas the twitter account @gojekindonesia has followers of 71,900. Then the GO-JEK Indonesia Youtube account has 87,790 subscriptions and they often upload many things.

- Montir.id. Montir.id is an automotive service company and parts on demand. Montir.id also uses social media strategies for promotion and attracting users[12]. The social media platform used by Montir.id is Instagram and Facebook. On their social media accounts, Montir.id also often provides promo information and info related to cars. On Instagram Montir.id has 9,693 followers. While on facebook account Montir.id has 10,632 likes from Facebook users.
- Montirgw.com. Montirgw.com is a website that connects customers who need mechanic calling services with partner workshops and the automotive community through online media. Montirgw.com also uses social media strategies for promotion and attracting users. The social media platform used by Montir.id is Facebook, Twitter, Youtube, and LinkedIn. On a Facebook page with a Montirgw Workshop account, Montirgw.com never posts. On their twitter account @ MontirGw.com has the last 90 followers and posts in 2015. On the MontirgwYoutube account their Workshop only received 8 subscriptions and the last post 5 years ago.

3.3. SWOT analysis

Strength	Weakness
1) Display applications that are friendly and easy to use. 2) Facilitate users for car maintenance with various features in one application .. 3) Based on mobile applications, so it is flexible to be accessed and used by users anywhere and anytime. 4) Using marketing social media strategies	1) Not all people use smartphones. 2) Uneven internet access is still an obstacle in Indonesia, especially in South Kalimantan. 3) Community readiness to switch to online systems.
Opportunities	Threats
1) Creating car maintenance applications in mobile applications is more efficient. 2) The use of smartphones is growing rapidly. 3) Number of car users in South Kalimantan.	1) Competitors of similar businesses that will emerge 2) Application is not acceptable to the community properly. 3) Bad comments given by users in the playstore / app store can affect other potential users. 4) People still choose the offline system.

3.4. Business Model Canvas

Components of Business Model Canvas comprises of:

- **Customer Segments.** Customer Segments for my own car are car users in South Kalimantan who have high mobility and want the convenience of car maintenance. The average car user himself is a middle class and above. And because this application is mobile, the targeted users are people who use smartphones.
- **Value Proposition.** The value proposition offered by *Mobilku* is a mobile application that can be downloaded for free both in the playstore / app store on a smartphone. *Mobilku* offers applications about car maintenance for user with various features in it with just one application. This application has an attractive design and is easy to use.
- **Channel.** *Mobilku* will be run using the internet with smartphone media so it is very flexible to use. *Mobilku* uses social media marketing channels on several social media platforms to introduce this new application to the public.
- **Customer Relationship.** *Mobilku* has a relationship with customers in several ways. In the application there is a customer service feature that can do live chat with users. The customer service feature is also available via call and email. Besides that *Mobilku* has several social media accounts that can also be used to communicate with users. With so many ways of dealing with users, it is expected that they will help users if there are problems and are also expected to add value to the user's eyes.
- **Revenue Stream.** Revenue stream that *Mobilku* gets is that of the number of application visitors. In addition Revenue streams also come from advertisements on applications, online workshop reservations, mechanic calling, car advertisement installation, and car sales fees.
- **Key Resource.** Key resources needed *Mobilku* includes: for human resources (staff it, programmer, mechanic) while for other resources (internet, computers, servers, telephones, cloud systems, tax data, workshop data, and car data).
- **Key Activity.** Key activities in *Mobilku* include cooperating with many workshops and home mechanics, promotion through several social media platforms, controlling *Mobilku* applications, providing services to users.
- **Key Partnership.** Key partnership *Mobilku* to run this business includes samsat for providers of information about taxes, workshops, car sellers, leasing companies, internet providers and cloud computing service providers.
- **Cost Structure.** Cost Structure in *Mobilku* is the cost of the internet, application maintenance costs, employee salaries, costs of using cloud computing, promotions, equipment costs, building costs, telephone costs, and electricity costs.

3.2. State Objectives

Objectives are specific statements about what you want to achieve through social media marketing activities. The aim of *Mobilku* using social media marketing is to introduce the *Mobilku* application to the public at large as a new digital automotive service startup is present. By introducing *Mobilku* to the community, it is hoped that more and more people will know about *Mobilku* and are interested in downloading and using the *Mobilku* application for their car maintenance.

3.3. Gather Insight Into Target Audience

a. Market Summary

Geographic Segmentation	The main target of <i>Mobilku</i> is the area of South Kalimantan. <i>Mobilku</i> is targeting people who have private cars in the South Kalimantan region.
Demographics Segmentation	<i>Mobilku</i> is targeting both men and women. This is because this application is intended and can be used by various groups, including men and women.
Behavior Factor	Behavior Factor that suits your target <i>Mobilku</i> is a community that likes technology and something simple because this application offers easy maintenance of their cars in one application.

b. Questionnaire

Variety of social media platforms are used:

- 1) 27 respondents use Facebook, 56 respondents use Twitter, 85 respondents use Instagram, 60 respondents use YouTube, 10 respondents use Pintrest, 8 respondents use LinkedIn, 11 respondents use Blog, and 13 respondents use Google +.
- 2) Frequency of Social Media Access: 98% (98 respondents) access social media every day, 2% (2 respondents) access social media 2-4 times / week, no respondent accesses social media 2-4 times / month, no respondent accesses social media once a month, and no respondent accesses social media every few months.
- 3) Timing access for social media: 33 respondents accessed social media at 05.00 - 08.59, 63 respondents accessed social media at 09.00-12.59, as many as 71 respondents accessed social media at 13.00-15.59, 63 respondents accessed social media at 16.00-18.59, 62 respondents accessing social media at 7:00 a.m. to 5:59 p.m., as many as 62 respondents accessed social media at 9:00 a.m. to 11:59 p.m., as many as 22 respondents accessed social media at 00:00 to 04:59 p.m., and 1 respondent did not pay attention to their social media access hours.
- 4) Company account on social media: 73 respondents participated in a company account on social media because of interesting advertisements, 77 respondents because they often provided promotional information, 51 respondents because they liked the company, 46 respondents because they had interesting social media pages, 47 respondents because they needed information

about the company, and 43 respondents because of offering discounts if they follow.

- 5) Variable advertising on Social media helps get to know the products of a company: 98% (98 respondents) claimed that advertisements on Social media helped identify products from a company and the remaining 2% (2 respondents) claimed advertisements on Social media did not help recognize the products of a company..
- 6) Variables that make interest in advertising on social media: 76 respondents were interested in advertising on social media offering discounts, 63 respondents answered interesting photos, 67 respondents answered information clearly, 48 respondents answered advertisements on social media that often appeared, 44 respondents answered having attractive ad designs, 35 respondents answered Animated advertisements, 33 respondents answered entering rhymes, and as many as 34 respondents answered entering Quotes.

3.4. Create An Experience Strategy

a. Instagram

- Make *Mobilku* Business Account on Instagram.
- Instagram page *Mobilku* contains information about *Mobilku* and the services offered by *Mobilku*, delivered in an interactive and interesting way.
- Every time I post on my Instagram account, *Mobilku* will use hastag #pakai*Mobilku*.
- Use the Instagram ads feature
- Post interesting animated ads about *Mobilku*,
- Post photos on the account or on Instagram story information about the car with added interesting photos and interactive words that attract followers to give comments, use quotes now, and use hastag #pakai*Mobilku*
- Post photos on the account or on Instagram story information about the car with added interesting photos and interactive words that attract followers to give comments, use quotes now, and use hastag #pakai*Mobilku*.

b. Youtube

- Make good quality videos, about using *Mobilku* application.
- Create animated advertisements that can attract users' attention.
- Create animated advertisements that can attract users' attention.
- Make videos about short car care tutorials, check car conditions and much more.

c. Twitter

- Make the best profile appearance. Use the *Mobilku* logo as a profile photo.
- Maximizing the bio on Twitter, the bio will contain information that introduces *Mobilku* with contemporary humorous words.

- Make tweets by inserting interesting pictures and videos as illustrations
- Share car care tips with continuous images and quotes with a little humor
- Using hastag #pakai*Mobilku*
- Meretweet or reply when the user tweet something about *Mobilku*.

d. Facebook

- Make the best appearance profile
- Use the *Mobilku* logo as a profile photo.
- Maximizing the bio on Twitter, the bio will contain information that introduces *Mobilku* with contemporary humorous words. Make tweets by inserting interesting pictures and as illustrations videos.
- Share car care tips with continuous images and quotes with a little humor.
- Using hastag #pakai*Mobilku*.
- Retweeted or reply when the user tweeted something about *Mobilku*.

4. CONCLUSION

Mobilku main target is the people who own private cars in the South Kalimantan region, both men and women. Then the next target characteristic is people who like technology and something simple because this application offers easy maintenance of their cars in one application.

The 4 most appropriate platforms used by *Mobilku* to do Social media marketing are: Instagram, Youtube, Twitter and Facebook. We recommend that *Mobilku* social media marketing be done 3 times a day and the best time at 09.00 - 12.59, 13.00 - 15.59, and 16.00 - 18.59.

The design of ads that are interesting for *Mobilku* social media should be: advertisements by offering discounts, interesting photos with ads, advertisements by providing clear information, advertisements often appearing, and ads with attractive ad design.

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