

Research article

THE EFFECT OF ADVERTISING ON BRAND AWARENESS AND THE IMPACT ON DECISIONS TO USE ANTERAJA'S SERVICES

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ORCIDAprilia Kartini Streit: <https://orcid.org/0000-0002-1245-8364>**Abstract.**

Anteraja is a delivery service company that was only established in 2019. Anteraja began to be known by the public at the beginning of the Covid-19 pandemic in Indonesia. Unfortunately, this brand does not yet have strong brand awareness among generations X, Y and Z where this generation is known to be very consumptive. With the tagline #PastiBawaHepi, Anteraja must bring happiness in every package delivery to consumers' doorsteps. Currently, New Media such as websites and applications from Facebook, YouTube and Instagram are widely used to create content that is absorbed by this generation as the largest consumer of internet-based content today. YouTube and Instagram are among the most visited media on digital platforms such as web, android or ios over the past decade. YouTube itself is a video uploading application in the world of social media. Instagram is a photo and video uploading application. In addition to uploading videos and photos, this website and application is also a means for advertising. The purpose of this study was to determine the strategy used in Anteraja's brand awareness. The method used is a qualitative method by taking data from observations and questionnaires and then identifying what factors are the people's decisions to use Anteraja's.

Keywords: anteraja, advertising, brand awareness, generation, social, media

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1. Background of The Study

The use of courier services increases during the pandemic to deliver goods. This is in accordance with the results of a rapid survey conducted by MarkPlus, Inc. in 122 respondents throughout Indonesia with 59.8% from Greater Jakarta and 41.2% non-Jabodetabek. "Two things that are their main considerations in choosing a courier service are affordability, namely affordable prices and the second is delivery time that can be said to be fast," said Senior Associate MarkPlus, Inc. Nadya Prasetyo in the 2nd MarkPlus Industry Roundtable Logistic Sector on Tuesday (20/10) 2020 through daring.

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According to the 2020 Top Brand Index (TBI) survey method, JNE assessment 27.3% TOP J&T 21.3% TOP Tiki 10.8% TOP Pos Indonesia 7.7% DHL 4.1%. One of its pillars, the end-to-end logistics business called Anteraja, managed to record a record revenue growth during 2020 which reached Rp 794.72 billion in 2020. This revenue shot up 841.99% compared to Rp 84.37 billion in 2019 .

Present at the beginning of 2019, PT Tri Adi Bersama, which is a subsidiary of the Triputra Group, introduced Anteraja as a technology-based express delivery company that is ready to be the first choice for consumers in meeting the needs of sending goods. Anteraja's presence is a real effort to improve the consistency of the Triputra Group in the logistics industry that has been in the business for a long time. One of the newest alternatives to meet these needs is Anteraja. Anteraja is a service provider that recently experienced an increase in revenue in March 2020 at the beginning of the pandemic until now, unfortunately this brand does not yet have strong awareness among generations X, Y and Z where this generation is known to be very consumptive. With the tagline #PastiBawaHepi, Anteraja should bring happiness in every package delivery until it arrives at the consumer's door. However, the large number of competitors in the same market, can certainly reduce the superior opportunities of this company. Many factors can be considered by consumers, ranging from service, price and even content that is created as the most important marketing strategy today. Where their target market is generation X, Y and Z are often seen as a generation that is creative and dares to take risks. They have lots of interesting ideas and have very productive characters. But on the other hand, they are also very consumptive.

Kotler and Keller [1] state that, "Marketing communications are means by which firms attempt to inform, persuade, and remind consumers - directly or indirectly - about the products and brands they sell". Currently, New Media such as websites and platforms YouTube and Instagram are widely used to create content that is absorbed by this generation as the largest consumer of internet-based content today. YouTube and Instagram are one of the most visited media on the android or iOS platform over the last decade. YouTube itself is a video uploading platform in the world of social media. Instagram has a platform apart from uploading photos and videos. This platform provides freedom for users to share videos that do not violate the provisions of YouTube or Instagram. On the YouTube platform there is the term viewers. The term viewer if interpreted is an audience, and has the meaning of a group of people who watch a video because it is based on curiosity about something useful for them or just a random desire to watch it. In Grouping, viewers are divided based on demographics (age, location, and gender) and psychographics (subject's interests and lifestyle).

Alfi Isa Mulyadi and Saifuddin Zuhri [2] state that in this era of globalization the use of the internet is getting wider to companies, government agencies and also middle and lower business actors as a promotional medium, delivering problem solving messages, to forming an image. Meanwhile, according to the results of research from Budi Istiyanto and Lailatan Nugroho [3] stated that the price and quality factors are considered by consumers in buying an item compared to looking at the brand image of the products offered.

The purpose of this study was to determine the strategy used in Anteraja's brand awareness. The method used is descriptive qualitative method by taking data from the results of the questionnaire and then identifying the factors of internal and external strategies. If you pay attention, Youtube and Instagram content on Anteraja service providers is more focused on company branding which is less acceptable to the current generation because it is less relatable. The current generation prefers content that is real, creative (new), unique and with humor that is not boring. One of the reasons why other service-based digital business services have skyrocketed popularity is because their content is close to people's lives. Talking about industrial strategy, the world is currently spinning under technological advances that are balanced with the development of digital devices such as smartphones, tablets and laptops that can be used anywhere.

2. Research methods

In this research, using descriptive qualitative research method with survey method. According to Sugiyono [4] descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions.

According to Singarimbun [5] in the survey method said that survey research is research that takes a sample from one population or uses a questionnaire as the main data collection tool.

This research also uses qualitative methods. According to Miles and Huberman quoted by Sugiyono [6], the most frequently used text to present data in qualitative research is narrative text. The premiere data is taken from a survey of 100 respondents.

3. Analysis

3.1. Characteristics of Respondents

Respondents in this study were taken as many as 100 people. With the following results Generation X (18%), Generation Y (39%), and Generation Z (43%). Bencsik & Machova [7] based on the results of these characteristics it is concluded that generation X is a generation that is more independent and always wants to prove itself, generation Y is a millennial generation who likes to work, always wants to find something new and spends time on hobbies at home, while generation Z is a transition from generation Y. These three generations just want to have fun and like entertainment.

TABLE 1: Generational behavioural characteristics of different age-groups (other possible characteristics) Bencsik & Machova, 2016.

Factor	X generation	Y generation	Z generation
Other possible characteristics	Rule abiding. Materialistic, fair play, less respect for hierarchy, has a sense of relativity, need to prove themselves	Desire for independence, no respect for tradition, quest for new forms of knowledge, inverse socialization, arrogant, home office and part-time work, interim management, undervalue soft skills and EQ	Differing viewpoints, lack of thinking, happiness, pleasurw, divided attention, lack of consequential thinking, no desire to make sense of things, the boundaries of work and entertainment overlap, feel at home anywhere

Based on the results of 100 respondents regarding the most frequently used use of social media, the following data was generated: Instagram (60%), YouTube (20%), Facebook (14%), and others (6%). From this data, it can be seen that respondents with 3 generation categories chose social networks in the form of Instagram as a medium of information. In 2020 under the auspices of YouTube, Instagram will launch the Shopping feature for all business accounts and creators in Indonesia which will be carried out in stages to maximize their product marketing strategy. This is ultimately used by users to promote their business content to customers. From the results of the data above, it can be seen that the use of social media such as Instagram and YouTube can increase product revenue results.

3.2. Courier Service Advertisement on Social Media

Courier services are one of the services used by people during this Covid-19 pandemic. Based on the answers from respondents about what advertisements are often seen on social media, the following data is obtained: Gojek (56%), Grab (36%), J&T (5%), Anteraja (1%), Tiki (1%), and SiCepat (1 %). From the results of this data, it can also be seen that

respondents prefer to use this courier service because of the brand awareness of the service company repeatedly in advertisements on social media. So that the percentage of the results of this courier service becomes the respondent's choice in choosing courier services such as fast delivery service users who are in demand by respondents, with the following results Go-Send (39%), Grab Express (28%), Anteraja (12%) , SiCepat (12%), Ninja Express (2%), TIKI (3%), JNE (2%), J&T (1%), others (1%). This data is taken from the results of a survey of respondents who use courier services for purchases in the marketplace.

3.3. The Effect of Advertising and Decisions to Use Anteraja Services

Present at the beginning of 2019, PT Tri Adi Bersama, which is a subsidiary of the Triputra Group, introduced Anteraja as a technology-based express delivery company that is ready to be the first choice for consumers in meeting the needs of sending goods. Anteraja needs time to increase brand awareness so that it becomes one of the courier services that is in demand by the public. This brand awareness is created if these advertisements can influence the public in making decisions to use Anteraja's services.

With 102,000 followers on Instagram and 14,000 followers on Facebook, Anteraja should be able to become a brand that is starting to be recognized by the public, while on YouTube, Anteraja's service provider only has 578 subscribers, which is considered a very small number.

TABLE 2: The Effect of Advertising and Decisions to Use Anteraja Services.

Survey Results	Yes	No	Maybe
Have you ever seen Anteraja's ad on Social Media	47%	20%	30%
Anteraja's ad design is interesting?	44.4%	55.6%	0%
Anteraja's ad content is interesting?	43.3%	56.7%	0%
Direct interest of Anteraja service users	9.7%	58.1%	32.3%
Anteraja users through the marketplace	76%	24%	0%

Based on the survey results, it can be seen that an advertisement must be attractive in terms of design and content. According to Goya (2013) said that social media advertising is a way to get the attention of social media users through the site. Now, when a user thinks about buying something, first looks at the internet, searches for the product, compares prices with other brands and makes a decision that is to buy. Meanwhile,

Anteraja's service advertisements tend to focus on company branding and pay less attention to relevance and relatability/correlation with information needed by the public. People need more information not only about the company but also the rates for the courier service, so that people can compare it with other courier services. From the survey results, it was found that so far, Anteraja service users are still buying goods through the marketplace.

From 100 respondents, data obtained from Anteraja service users know about this brand through purchases in the marketplace. 42% of respondents chose cheap inter-city tariff services, 40% of respondents chose the "same day" service. While the remaining 8% follow the free shipping feature from the marketplace.

It can be concluded that Anteraja service users prefer to choose the option of cooperation with the marketplace, so that the survey obtained 9.7% chose to continue using Anteraja services, 58.1% chose not to use Anteraja services, and 32% still considered using Anteraja services. So it can be concluded that brand image, brand loyalty, brand awareness on the Anteraja brand have not been able to influence the public to use the courier service.

Anteraja's own brand awareness, although already known by respondents, has not yet become a brand that is trusted by people who use this courier service. The purpose of advertising according to Kotler and Keller [1] is to create brand awareness and find out about new products or features of existing products (informative); create likes, preferences, beliefs, and purchases of products or services (persuasive); stimulate repeated purchases of products and services (reminders); convince current buyers that they made the right choice (reinforcement). With the tagline #PastiBawaHepi, content from Anteraja's advertisements should be more creative and build public trust in using Anteraja's services. The use of influencers for interesting content and intensive promotions, especially regarding courier service rates, should be used by Anteraja to increase brand awareness to gain the trust of service users.

4. Conclusion

Anteraja is a courier service that is still quite young and has potential in this modern world. As a company that focuses on digital technology, of course, the quality of service in the real world must also be balanced with what is promised according to the #PastiBawaHepi tagline, the content in Anteraja's ads can increase brand awareness by using influencers or famous people.

The use of Anteraja's services on the marketplace has increased Anteraja's annual revenue margin but it is not matched by customer satisfaction to continue to believe in using this courier service without going through a third party. It is hoped that Anteraja will dare to take risks for the interests and trust of consumers, which of course cannot be built in a short time. Consistency and creativity are the keys to survive in today's industrial era.

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