

Conference Paper

The Effect of Digital Marketing (Digital Marketing in Android Platform) on Brand Awareness on E-Commerce

Diana Novita^{1*}, Jeni Andriani², Agus Herwanto¹, Retno Wulansari², Syahrul³

¹Information Technology, Universitas Esa Unggul, Jakarta, Indonesia

²Manajemen, Universitas Pamulang, Tangerang Selatan, Indonesia

³Akademi Akuntansi YAI, Jakarta, Indonesia

Abstract.

Digital marketing is no longer a new thing. This is because the ease of access to existing digital information does not limit marketing. What's more, there are many digital marketing books and journals that can be used as references. Besides, we are living in digital era where we can access all the information whether we need it or not. Life is becoming easier with all the technologies that we have nowadays. In this research, the author explains the digital marketing that use android as its implementation. In Indonesia, there are two big online transportation apps that most Indonesian citizens use on a daily basis. They are GOJEK and GRAB BIKE. These apps also offer several facilities to small business to market their products. It is called GOFOOD and GRABFOOD. With this, GOJEK and GRAB bike have really helped small businesses to survive specially during the time of pandemic. This study aims to determine the effects of digital marketing on brand awareness. While the independent variables are Go Food (X1) and Grab Food (X2), the dependent variable is brand awareness (Y). The study uses multiple linier analysis techniques. For data collections, researches used an online questionnaire via Google Forms. The result showed that digital marketing variables using Go Food and Grab Food had a significant influence on brand awareness.

Keywords: digital marketing, Android platform, brand awareness, e-commerce

1. Introduction

The development of technology is so fast, making the e-commerce business grow in Indonesia increased, British research institute Merchant Machine, released the list the ten fastest growing e-commerce countries in the world [1]–[4]. Indonesia has 78% growth rate in 2018, internet users in Indonesia are more than 100 million users, being one of the forces driving the growth of e-commerce [5], [6]. The higher the development of information and communication technology, has impact of various fields, such as economic, social and cultural, as well as the impact of change lifestyle and consumption patterns. The rapid development of technology, the digital world and the internet has an impact on the world marketing, marketing in the world has shifted from conventional

Corresponding Author: Diana Novita; email: authoriana.novita@esaunggul.ac.id

Published 3 January 2024

Publishing services provided by Knowledge E

© Diana Novita et al. This article is distributed under the terms of the Creative Commons

Attribution License, which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the ICHELSS Conference Committee.

 OPEN ACCESS

(Offline) to digital (On line). Digital marketing prospects enable potential customers to obtain all information about products and transact via the internet [7], [8]. With increasing internet users, people use the internet for social purposes media, where total social media users are often used for purchase transactions through social media. The development of a manufacturing sector with a digital platform plays an important role alongside the latest technological advancements and the progress of the industrial 4.0 era. Moreover, the government is targeting Indonesia to become the country with the largest digital economy in ASEAN by 2020. Indonesia is also known to be one of the largest markets and countries with the potential for growth and development of electronic trading or e-commerce [9]. The increasing in Internet and online fields we can call it as an ICT [10]. The advancement of Information and Communication Technology has had a positive impact various field. One of these positive impacts is the creative economy. They are creative will always see the business opportunities behind advances in Information and Communication Technology. Gojek and Grab bike are 2 creative ICT-based businesses. The two companies see extraordinary business opportunities from advances in Information and Communication Technology, although both of them are not transportation companies but with a second partnership system the company in a short time was able to partner with thousands of motorbike owners who need work and other small business owner elsewhere. The partnership system offered by these two companies is a mutually beneficial profit-sharing system. Competition in the business world is getting tougher and tougher, especially in the MEA era companies with various levels, ranging from large companies to companies and a workforce with various levels of competence from Southeast Asian countries came to Indonesia and became a tough competitor for Indonesian entrepreneurs as well workforce in Indonesia. To face this tough competition, creativity and innovation are needed build and manage a business. Business actors who wish to survive or develop must be creative and innovate, otherwise sooner or later they will out of the business world. Prospective entrepreneurs must be really ready and able to seize the right business opportunity, because if they are mistaken then it's not fortunately, they got stumped. Based on the situation and conditions of the business world today prospective entrepreneurs or prospective entrepreneurs must have sufficient capital and competence enough to open a business. Capital is not just a lot of money, creativity and innovation is also the basic capital that prospective entrepreneurs must have. And lucky here in Indonesia, we have GOJEK and GRABBIKE that already giving us a facilitate to support all the small business in Indonesia to sell their products by joining as merchant in GOFOOD and GRABFOOD.

2. Method

This research uses a qualitative method in which the researcher spread out the questionnaire through google forms. This research began on December 16, 2020 until January 11, 2020, conducted in all small business that we know all over Jakarta. Researchers compared the scores obtained by small business before and after they were joining in GOFOOD and GRABFOOD. The results of the comparison of scores are then analyses to find out whether there is an increasing of their profit as a merchant and not a merchant of GOFOOD and GRABFOOD. The increase in profit is measured by the increase in scores obtained by small bossiness owner.

3. Results and Discussion

Final Conditions of Customers that have been using both of transportation online in android version, said that they were quite satisfaction on the programme that the app offering. Like many promos that they can used to buy some food in the app. It was really satisfaction for them and the effect was for the shop also. By good service and good packing specially if the taste of the food were also satisfying, it can make the customer will come back again and give a nice feedback also for the store. Not possible, they will make their own promotion for us as a merchant. The key is only several item if the shop wants their brands get famous with low budget. They are making an excellent service, making a fabulous packing of food and finally improve the taste of the food itself. Questionnaires that we distribute gain 164 respondents it was conclude as below:

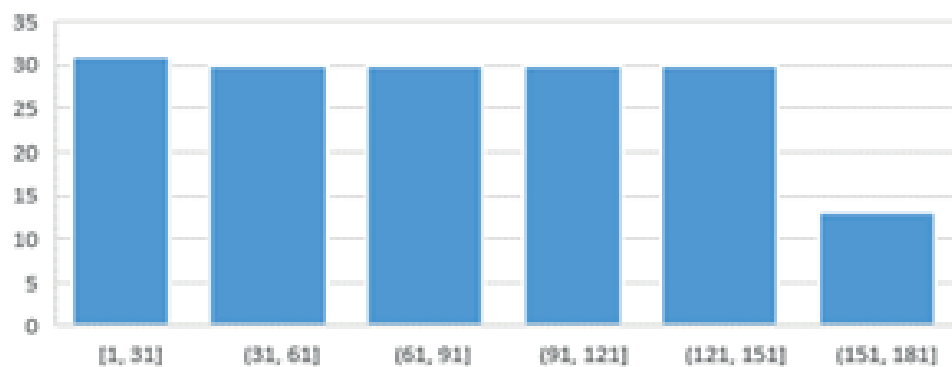


Figure 1: Showing 164 respondents that has been participate in our questionnaires.

And from the questionnaires also we can find that between the 2 apps that we have here in Indonesia, most people choose to use a Grab Food app as a food deliverer.

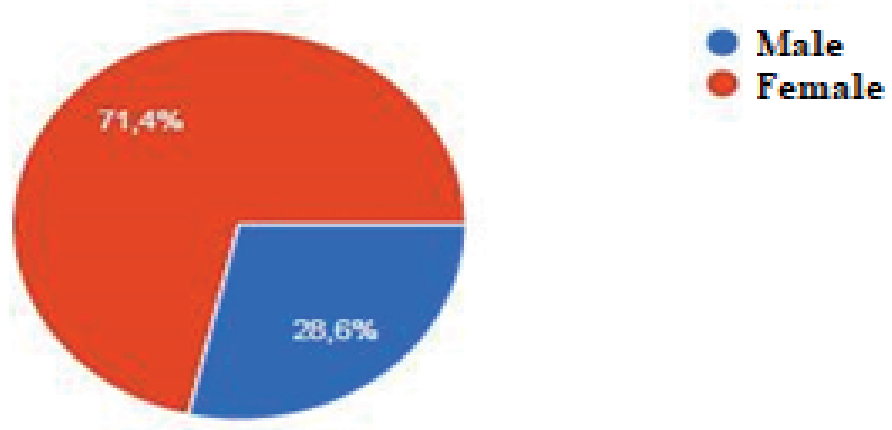


Figure 2: Showing the gender of the 164 respondents.

Probably because that app has many benefits such as promos. It can show in graph below:

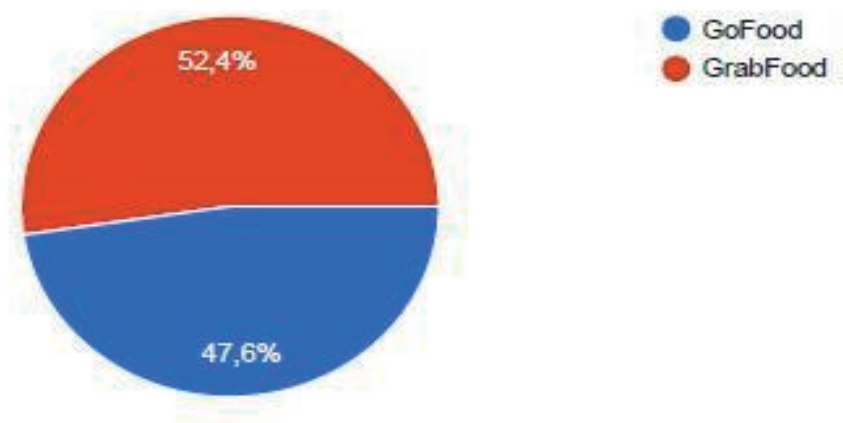


Figure 3: The graph showed that the Grab Food is the app that has more function and benefit that customers ever used..

From the Figure 2 and 3, we can say that for the food deliverer, Grab Food is the most and more customer used for buying some food through online. Because this app or Garb Food app always giving many promos for the customer. And we as a merchant, sometimes we used the programme in order to increase the selling but its only used occasionally because our profit is also cut off for the promos itself. So, usually as a new merchant in Grab food, seller used the promos to promote their own products and to get popular as a new store in the app. After several time, the shop will not continue again using the voucher for their promos. Based on the interview that writer have been done, in this pandemic, most person has very slow in sales and get very low income meanwhile, they have to spend more for expenses. And then they are trying to apply

to join in the online transportation to become a merchant in their app [11], [11]–[13]. To become a merchant needs some time to apply and validation until their application can be approve and validate as a merchant in Go Food or in Grab Food. They also had to be agreed to cut off their earn by 20% cut off as an app commission.

4. Conclusion

In general, the researchers concluded that before the small business was joined in app, most of them said that their sales very slow right now in pandemic era. Most people like to order food by online using the transportation online app like Go Jek or Grab bike. Because people don't need to go out only to buy some food. And our government also provide people to leave their own house if it has no necessary need to go. That's why nowadays, the online transactions are more likely to use than the traditional one. By online, we can get anything we want without wanting to make ourselves in danger or become exposed to the covid19 virus.

Acknowledgment

This research is an independent research collaboration between lecturers in all over Jakarta and Tangerang areas.

References

- [1] Zhu Z, Bai Y, Dai W, Liu D, Hu Y. Quality of e-commerce agricultural products and the safety of the ecological environment of the origin based on 5G Internet of Things technology. *Environmental Technology & Innovation*. 2021;22:101462.
- [2] Nanda NN. The influence of e-commerce, product prices and product design on purchasing decisions in souvenir shop tauko medan. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal): Humanities and Social Sciences*. 2019;2(3):388–395.
- [3] Yu G, Xiang H. Rural E-commerce development and farmers' digital credit behavior: Evidence from China family panel studies. *PLoS One*. 2021;16(10):e0258162.
- [4] Singh N, Sahu O. Feasibility assessment for E-commerce: A data collection from developing country (Ethiopia). *MethodsX*. 2022;9:101639.
- [5] Omri W. Innovative behavior and venture performance of SMEs: The moderating effect of environmental dynamism. *European Journal of Innovation Management*.

2015;18(2):195–217.

- [6] Susanti ID, Astuti RD, Sariasih FA, Putra Jo L. Efektifitas pengelolaan kewirausahaan berbasis kognitif personal melalui penggunaan infrastruktur digital (Media Sosial). *J. Mitra Manaj (JMM Online)*. 2018;2(4):273–285.
- [7] Si S, Ahlstrom D, Wei J, Cullen J. Business, entrepreneurship and innovation toward poverty reduction. *Entrepreneurship & Regional Development*. 2020;32(1–2):1–20.
- [8] Neumeyer X, Santos SC, Morris MH. Overcoming barriers to technology adoption when fostering entrepreneurship among the poor: The role of technology and digital literacy. *IEEE Transactions on Engineering Management*. 2021;68(6):1605–1618.
- [9] Dzanku FM. Food security in rural sub-Saharan Africa: Exploring the nexus between gender, geography and off-farm employment. *World Development*. 2019;113:26–43.
- [10] Am EN, Affandi A, Udobong A, Sarwani S. Implementation of human resource management in the adaptation period for new habits. *International Journal of Educational Administration, Management, and Leadership*. 2020:19–26.
- [11] Daraba D, Cahaya A, Guntur M, Aslinda, Akib H. Strategy of governance in transportation policy implementation: Case study of Bus Rapid Transit (Brt) program in Makassar City. *Academy of Strategic Management Journal*. 2018;17(3):1–12.
- [12] Ďaďová I, Soviar J. The application of online marketing tools in marketing communication of the entities with the tourism offer in 2020 in Slovakia. *Transportation Research Procedia*. 2021;55:1791–1799.
- [13] Ishikura T. Regional economic effects of transport infrastructure development featuring trade gateway region-asymmetric spatial CGE model approach. *Transportation Research Procedia*. 2020;48:1750–1765.