Dual Model of Marketing and Branding during the pandemic in Indonesia

Tedy Ardiansyah [a,1,*], Dipa Teruna [b2]

[1] Universitas Indraprasta PGRI, Jakarta, Indonesia , [2] Universitas Nasional, Jakarta, Indonesia

[1] tedyardiansy4h@gmail.com, [2] dipateruna@gmail.com

* corresponding author

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ABSTRACT

The problem in marketing and branding is that it is not easy where in 2021 almost a dozen companies will close which will result in company losses and disrupt the Indonesian economy. This research of the purpose to find out the similarities in the perception in the form of words from each informant regarding marketing and branding strategies, and secondly is to think of something a new model of marketing and branding. The research was carried out employing a qualitative case study approach, where the sample was taken from 5 informants who had validity and credibility. The analysis carried out was assisted by using the Nvivo version 12 tools which led to a cluster analysis to find out the similarities in marketing and branding perceptions as well as an analysis map to bring up a new model of marketing and branding. The findings confirmed the premise, which was based on cluster analysis, that all informants had the same and strong perceptions when it comes to marketing and sales, branding strategies, which is evidenced by the Pearson correlation coefficient between 0.41-0.60. Then Map Analysis for Branding, Map Analysis for Online and Conventional Marketing and Map Analysis for Social Media form a new model in carrying out marketing and branding during the pandemic in Indonesia. The advantage of the model formed is a combination of marketing strategies and branding of informants with one another.

1. INTRODUCTION

The new year 2022 is a challenge for the marketing world, especially the problem of the covid virus or the corona virus. Until now, the Omicron variant of the corona virus is turbulent all over the world, including Indonesia.

Throughout 2021, many large companies went bankrupt this was due to the corona virus, declining purchasing power which caused sluggish sales and unable to compete properly, the impact was a lack of capital. This linkage has a considerable effect, namely the reduction of employees. Reduction of employees or other terms, termination of employment has an impact, especially on the closure of companies during the current pandemic (Putri et al., 2021; Randi, 2020; Romlah, 2020; Sugiarti, 2020).

There are many factors that cause the problems above, but one of them that becomes an important part is the marketing management strategy. Marketing strategy has a huge impact on selling value and increasing sales, increasing production, maintaining business, and increasing company performance (Dwijayanti & Pramesti, 2021; Fathurrochman et al., 2021; Mubarok et al., 2021; Tirtayasa et al., 2021).

A good marketing strategy will certainly make the company good and the employees will be good. In addition to the marketing strategy, it must also be supported by branding, these 2 things complement each other in order to achieve the desired goals.

Some of the things that are key to the company's success are quoted from several company leaders or CEOs, especially regarding marketing and branding, including branding, online and

conventional marketing, social media, budget, market segments and programs that are innovative or have new breakthroughs.

Research that has been carried completed simultaneously strongly supports that the company's progress must be supported by great branding, combined online and conventional marketing, sophisticated social media, a supportive budget, accurate market segments and very cool and perfect program support. Where some research, among others, that have been proven are as follows:

The data obtained proves that digital marketing using Instagram and Facebook has a significant effect on brand awareness as evidenced by a t count of 19,580 (Yacub & Mustajab, 2020). The results reveal that marketing strategy has an important role in shaping Brand Awareness in the current pandemic (Dasuki & Wahid, 2020). Marketing communication strategy shows that each promotion combination not only improves brand recognition or brand awareness to the community but also increases sales (Susanto & Sari, 2020).

Marketing strategy at Cocoes company focuses on segmentation, targeting, brand positioning and the marketing mix is very effective for the progress and success of the company (Wilman et al., 2020). Shopee's marketing communication strategy, managed to get good value in the eyes of consumers so that Shopee has had its own positioning in the eyes of the public or Indonesian consumers (Suswanto & Setiawati, 2020).

The method of marketing semiotics in the study of marketing communications has a strong relationship between marketing strategy and brand value (Marta & Septyana, 2017).

online marketing is focused on social media in order to simplify and expand the effects of product marketing both for promotional events and to increase sales (Fantini et al., 2021; Prihadi & Susilawati, 2018; Puspitarini & Nuraeni, 2019), while offline or conventional marketing can be done by joining other companies, for example entrusting products to each store (Nisa et al., 2018). Proof, the most successful business is a business is a business that can be maintained offline or conventional and online methods simultaneously. online business has an effect on offline or conventional business by combining these two things and generating good profits (Widayati, 2018).

Specifically, the tourism marketing budget has a large effect in increasing the number of foreign tourists visiting, on the contrary, the tourism marketing budget is less in providing an impact on visits from local tourists (Sukirman, 2011). It is proven that the marketing budget as a planning tool, coordination tool, and control tool functions well and this has been stated by the achievement of the company's sales target (Tanjung, 2018).

Proving with web crawler technology 9 entrepreneurs, 210 students and 19 private employees can be helped by knowing product segmentation with the result of segmentation information success of seventy-nine percent or 79% (Surahman et al., 2020). The results can be proven that market segmentation based on demographic order, income and education is more conical at age which has a strong significance for car selection (Wahyudi, 2013).

More than that, if it is based on previous research, of course, it must be strengthened with a strong theoretical construct, including:

Brand Awareness as the ability to remember or recognize a potential consumer that a brand is part of a certain product category (Aaker, 1991). The ability to identify a brand is referred to as brand awareness of people to recognize and When you think about a brand, given particular instructions or conditions (Kotler & Keller, 2012).

The positioning of a company's brand is an important consideration component of the brand's identity and proposition of value, actively communicated to target consumers and demonstrates its superiority over competing brands. Brand positioning is an important marketing strategy (Setiadi, 2010).

Brand Value or brand value is always related to the value of customer relations which has always been the main part of a company, and it becomes the principal value that will be paid when buying a company (Palmatier & Sridhar, 2021).

Marketing or conventional marketing is the most significant participant is consumers, people and shareholders where the main goal of the concept of business strategy (Kartajaya, 2002). conventional marketing or marketing is not just selling an item but selling concepts, non-profit activities, laws, services, entertainment venues and careers, these concepts are part of mental attitudes and ways of thinking (Kasali, 1998).

Online marketing is also referred to digital marketing, is a sort of marketing that involves the use of technology that can be used or exploited from the advantages of using the technology (Ryan, 2014). Marketers make social media advantages be used as a media for promotion and sales (Kotler, 2012).

A very significant group in a market with the desire purchasing power, geographic location, buying attitude, or buying behaviors is referred to as market segmentation (Kotler, 2001). Market segmentation is categorized into several categories, namely buyers with different needs, characteristics, behaviors, all of which are required for various products (Kotler et al., 1999).

From several scientific research and robust theory constructs, some of the variables above were only carried out partially and not simultaneously, where the researchers wanted to help answer simultaneously in the form of marketing and branding models in Indonesia in order for them to help advance marketing and branding in Indonesia.

Determination of the problems described above, the researchers formed the formulation: "Is the form of marketing and branding models in Indonesia correct?", This study aims to determine the appropriate form of marketing and branding model in Indonesia. So therefore researchers form this research hypothesis as attached below:

Hypothesis: there is an appropriate form of marketing and branding model in Indonesia.

2. METHOD

Research methods are more inclined to qualitative research, a qualitative approach to study allows people to the meaning of understand of what is happening from a number of focused evidence, either what is done or told and then translated by the researcher. This research is more inclined to a case study, based on each informant being a company leader or CEO whose current company is in good condition and progressing (Wardiyanta et al., 2020). This research was conducted at the end of the 2021 and early 2022 periods where the number of informants taken was 5 people, of which 5 people already have experience in marketing strategies for more than 10 years and have a background of achievement in advancing the company. The data used are triangulated data during this research (Fatayan & Cahyani, 2022; Harianja, 2022).

In the data processing process, data is processed using Nvivo tools version 12, Nvivo has been recognized in the data of qualitative processing process for both data validation or descriptive data and the formation of maps or models (Alam, 2021; Bazeley, 2021; Dalkin, 2021; Rashid, 2021). The data will help shape marketing and branding models during the pandemic in Indonesia.

3. RESULT and DISCUSSION

Attached to the table below is a matrix of each informant as follows:

Tabel 1. Description of the informants and interview results

No	Informan	Position	Industry	Marketing and Branding
1	RR	Managing Director	Building Paint	The "J" marketing strategy will be consistent with developing brand awareness on the long run and maintaining brand reputation. In its efforts to spread various marketing content, "J" will combine conventional and digital media. "JI" digital media, among others, has a social media account on Instagram with the name "JI". 2022 there will be an increase in the marketing budget, in line with sales revenue growth and expanding market penetration new market segments to be worked on in 2022, Ram said, in some areas "J" already has a strong position. our strength is in terms of innovation, and we will continue to issue attractive innovative products with different value propositions, for other segments of the market that we have targeted so far.

2	RI	Director of Commercial	Pharmacy	one of the "KN" content marketing strategies to get a rise of brand awareness and brand positioning in 2022 is to encourage customer retention in order to get a better user experience. The content marketing strategy implemented in 2022 is slightly different from 2021. Where the use of video, animation or interactive content is more emphasized to increase interaction. These contents will later be distributed through digital channel assets and conventional media to increase the reach of distribution, considering that each media has its own advantages and uniqueness. In accordance with the market development situation which is dominated by product growth for the mid-low segment, in 2022 Big data development needs to be done seeing the effectiveness of marketing activities starting to require new ways related to how to understand customers.
3	AA	Sales & Marketing Director	Food & Bevarage	The content developed will be distributed through the selected media mix, with a combination of mainstream media, both online and conventional, as well as several alternative social media channels are examples of media channels. that are executed in an integrated manner. The percentage of use of marketing budgets for digital media is currently greater than conventional media. The percentage will continue to be increased seeing that in 2022 Campina is still focused on targeting the youth and children segment which shows quite significant growth.
4	FC	Chief Marketing	Health Clinic	2022 will be a year of motivation for consumers to be active again, not to be afraid of the pandemic, but still maintain security. Digital is the most fastest one! allocate 70% for digital media. additionally to the commitment to raise awareness in the digital realm, "Z" will also expand its business to a male grooming business that is labeled "Z". Unexpectedly, the male segment turned out to have a fairly high demand. This great potential is driven by changes in the behavior of male consumers who are increasingly seeking self-actualization. Self-care for men is no longer considered taboo, especially for thosewho reside in large cities. "Next year we will expand to enlarge the line of treatment specifically for men. Beauty clinic for men and even added a barbershop that is directly connected to facial or hair treatments,"
5	SW	Director of Operations	Food & Bevarage	"HBK is a small place because it only serves delivery, take away, and online orders. The number is quite large and covers a wider area. In 2021 we will open 40 outlets and will open new outlets in 2022," "In 2022, we will expand new menus with Japanese flavors that are suitable for the tongue of Indonesians in general. The new menu aims to encourage new customers to come to the outlets. A similar time, it becomes content material or stories that can be raised by content creators, "

Digital media is indeed effective and efficient in marketing campaigns. However, HKB does not immediately switch completely to the digital realm, seeing that for more than 36 years it has become a favorite place to eat for Indonesian families, so that some old customers still use conventional media.

"Currently, the portion of the marketing budget in digital media is bigger than conventional media. This is because the application of digital media is more measurable and can provide clear reports and facts. In 2022, there will be an increase in marketing budget of around 30% when compared to the prior year.

From the table above, it has been established that each informant has a precise marketing and branding strategy to make the company a warehouse of profits. However, to facilitate data validity and model formation, it is assisted by using nvivo version 12 tools so that the results of the discussion and discussion can answer the hypothesis and form a novelty from the research.

Some of the analyzes that will be used in the nvivo version 12 tools are not all used, only those related to research, which include:

Cluster Analysis

Cluster analysis is type of investigation technique which can be put to use visualize patterns or patterns or maps or models in a research which is grouped from data sources or nodes which can show similar words, similar value attributes, or similar coding in nodes. Cluster analysis diagrams are a depiction of in pictorial form cluster analysis results.data sources or nodes which makes it easier to infer similarities and differences. Data sources or nodes in the cluster analysis diagram can bring up the closeness of the equation simultaneously.

Figure 1. Cluster Analysis Diagram
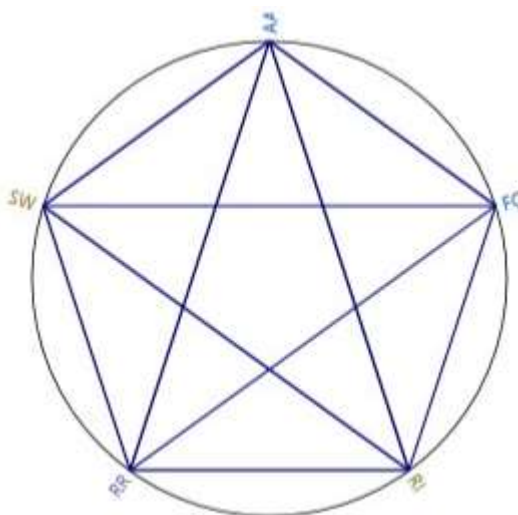
The table above shows that each informant has similarities regarding understanding marketing and branding during the current pandemic, even though the types of business carried out are different. All informants, both AA, SW, FC, RI and RR have a blue line relationship, where the blue line explains the existence of a relationship or correlation between informants with one another.

Correlation Coefficient	Strength Description
±0.81 - ±1.00	Strongest
±0.61 - ±0.80	Strong
±0.41 - ±0.60	Moderate
±0.21 - ±0.40	Weak
±0.00 - ±0.20	Weak to No Relationship

Figure 2. Rule of Thumb Pearson Correlation Coefficient(Hair, J. F., Wolfinbarger, M. F., Ortinau, D. J. & Bush, 2014)

To measure the correlation coefficient of each informant in the cluster analysis, detailed figures are attached in the table below:

Table 2. Pearson correlation number data for informants

File A	File B	Pearson Correlation
Files\\Informan\\RI	Files\\Informan\\AA	0.567660
Files\\Informan\\FC	Files\\Informan\\AA	0.552702
Files\\Informan\\RR	Files\\Informan\\AA	0.546884
Files\\Informan\\SW	Files\\Informan\\RI	0.543760
Files\\Informan\\SW	Files\\Informan\\AA	0.541753
Files\\Informan\\RR	Files\\Informan\\RI	0.528607
Files\\Informan\\SW	Files\\Informan\\RR	0.499235
Files\\Informan\\RI	Files\\Informan\\FC	0.448295
Files\\Informan\\SW	Files\\Informan\\FC	0.425560
Files\\Informan\\RR	Files\\Informan\\FC	0.424429

When viewed from the table above, the highest value is 0.568 and the smallest is 0.424, the result of this value when measured using the rules of thumb Pearson correlation coefficient is included in the Moderate category. Where the highest number explains the relationship between RI informants and AA informants between the food and beverage(F&B) and pharmaceutical business industries, in addition to lowest number, namely RR informants and FC informants, where the building paint business industry and health clinics.

Maps Analysis

Tools for visualization like example maps or models have an important role in qualitative research. using a map to explore the results of the hypothesis that we want or present a relationship with the research data being studied. Using these maps means that modifying your research model is very easy, whether it's using new data or additional data that will be provided.

There are three parts used in maps, namely: mind maps, concept maps and project maps. Where researchers use a project map based on the use of this map is done automatically without being able to do it manually so that the error factor can be minimized.

Map Analysis for Branding
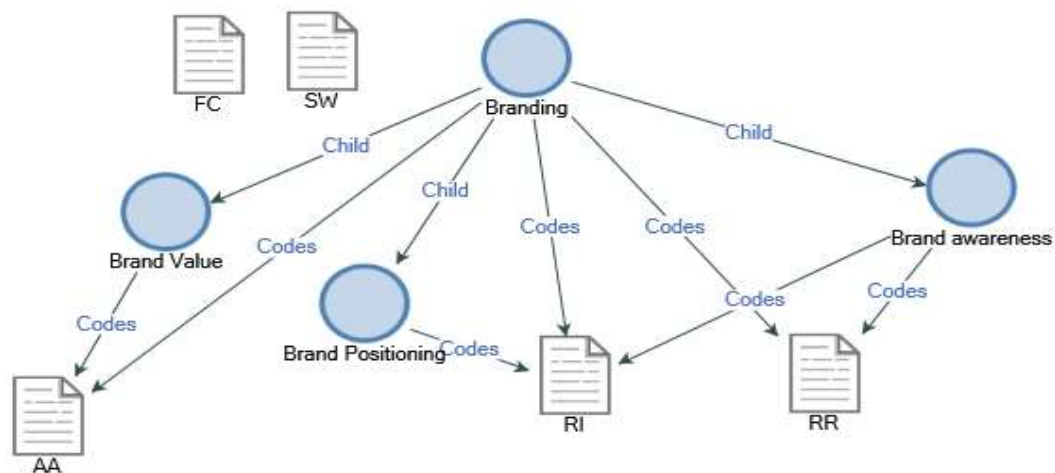
Figure 2. analysis branding

From the picture above, it shows that of the 5 informants in determining marketing and branding strategies, only 3 informants used the remaining 2, namely FC and SW. There are 3 types of branding, namely Brand Value, Brand Positioning and Brand Awareness (Aaker, 1991; Dasuki & Wahid, 2020; Marta & Septyana, 2017; Susanto & Sari, 2020; Wilman et al., 2020; Yacub & Mustajab, 2020). Only one brand value is used, namely AA's informant in the food and beverage business industry. Brand Positioning and Brand Awareness that used were RI informants in the pharmaceutical business industry and lastly, Brand Awareness were RR informants in the building paint industry. Three (3) informants only 1 used two brands, namely the RI informant in the pharmaceutical business industry, the rest only one each, both AA and RR informants.

Map Analysis for Online and Conventional Marketing
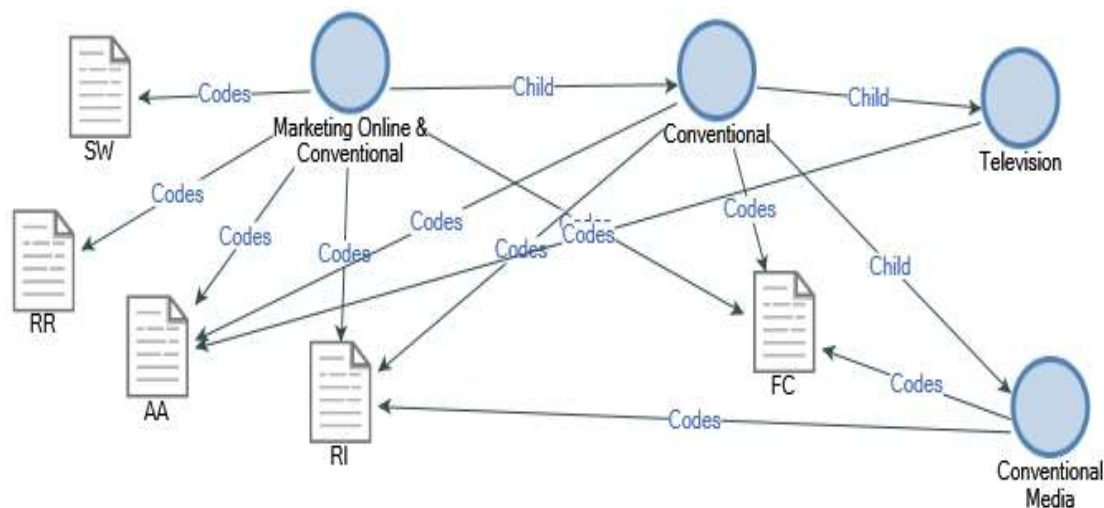
Figure 3. Digital Conventional Analysis

From the picture above, it shows that 5 informants, namely SW, RR, AA, RI and FC, are divided into 3 blocks, the first block is all informants using online marketing and conventional marketing (Nisa et al., 2018; Widayati, 2018). The second block is only 2 informants who only use online marketing, namely SW for the food & beverage business industry and RR for the building paint business industry. The third block that only uses conventional marketing is AA informants for the food and beverage

business industry, RI for the pharmaceutical business industry and FC informants for the health clinic business industry. Conventional media used in the form of television are AA informants for the food & beverage business industry, while for conventional media, namely RI and FC, respectively, for the pharmaceutical business industry and health clinics.

Map Analysis for Social Media

Figure 4. Digital Marketing Analysis

Of the 5 informants all use social media as a means of promotion and increase sales (Dasuki & Wahid, 2020; Prihadi & Susilawati, 2018; Puspitarini & Nuraeni, 2019). The RR informant only uses two social media, namely the Play Store and Instagram to adapt to the building paint business industry program. The SW informant uses three social media, namely Website, FoodBlogger and Endorser, where the business industry is in the food & beverage industry. FC informants use 4 social media to support the company's success, namely Instagram, Tik Tok, Youtube and e-commerce. RI informants who are involved in the pharmaceutical business industry only use 2 social media, namely YouTube and e-commerce. Specifically for AA informants, they only mentioned that social media will increase engagement, especially in the food & beverage business industry

4. CONLUSSION and SUGGESTIONS

The conclusions obtained from the results and discussion above are First (1) in the Clustering study of all informants even though they are from different industries but still have a strong relationship regarding marketing and branding strategies during the pandemic in Indonesia. 10 correlation relationships between informants above 0.5 are 7 while the rest are below 0.5 from the Pearson correlation. where the 3 correlations are RI and FC between the pharmaceutical business industry and the health clinic business industry, then SW and FC between the food & beverage industry and the health clinic business industry and the last is RR and FC, namely the wall paint business industry and the health clinic business industry. Health clinics may differ slightly from other industrial businesses which are very specialized and segmented. Second (2) for Map analysis for branding, it forms a new model, namely not all companies use branding in running their business, as is the case with FC informants in the health clinic business industry and SW informants in the food & beverage business industry. Uniquely, in the same industry, the informants were different in carrying out the branding strategy. On the contrary, there are those who use more than 1 branding, namely RI for the pharmaceutical business industry, which allows the industry to build branding as part of the company's main goals. Third (3) for online and conventional marketing analysis maps, almost all of them use a combination of online and conventional marketing strategies, but in fact, two informants SW for the food & beverage industry and RR for the wall paint industry focus solely on digital or online marketing. . Uniqueness occurs again where the same industry for SW and AA has differences in mapping online marketing and conventional marketing. Finally, the fourth (4) is Map analysis for social media, informants are more inclined to use more than one social media to support their promotion and sales increase, even though in fact there is 1 informant who only uses social media, namely AA informant for the wall paint business industry where social media not mentioned in detail, only the effect mentioned is increasing engagement. From the modeling above, the hypothesis has been answered both regarding the similarities of informants to marketing and branding as well as brand-new types of modeling in carrying out marketing and branding during the pandemic in Indonesia. What are

the benefits and drawbacks of the model formed can be input for company leaders in carrying out marketing and branding in 2022.

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