

Digital Marketing Communications of PT. Adhi Darma Cargo in Building Brands Awareness

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Abstract

Adhi Darma Cargo is a company that operates in the logistics sector, particularly in cargo management. Currently, Adhi Darma Cargo is undergoing a leadership transition, initially led by I Nyoman Mawiana and now shifting to the leadership of his eldest son, Hendra Arimbawa. Under Hendra's leadership, the company is focused on building brand awareness through digital media. This approach acknowledges that the first generation of Adhi Darma Cargo tended to emphasize simpler methods for brand awareness. As the company enters a new era of globalization, it recognizes that information in the digital realm circulates rapidly. This research utilizes integrated marketing communication theory, comprising five elements: advertising, sales promotion, public relations and publicity, direct marketing, and personal selling. According to the research findings, Adhi Darma Cargo has implemented these five elements of the marketing communications mix through its extensive use of digital media, particularly social media. With this implementation of the marketing communications mix, Adhi Darma Cargo aims to achieve high brand awareness and become better recognized by the broader community as one of the top choices for quality cargo services Bali.

Keywords: Cargo, Marketing Communication Mix, Brand Awareness

INTRODUCTION

In today's globalized world, where technology and information systems are rapidly advancing, companies must adapt to these changes. According to the student-activity.binus.ac.id site, this adaptation is crucial for businesses to endure the challenges posed by technological innovations and increasing competition. A significant development in this global era is the digitalization process, which has given rise to various forms of digital media, such as social media and websites

The presence of digital media applications in a company will undoubtedly bring changes to the activities conducted by the organization. One example of this change is in marketing communications, which have also transitioned to digital marketing communications. In Bali, many companies are beginning to recognize the significance of brand awareness in today's landscape. As a region known internationally, brand awareness will greatly influence the competitiveness of businesses in Bali. Furthermore, the advancement of digital technology has

highlighted the importance of brand awareness for companies in Bali, as it now enables the rapid flow of information without limitations of space and time. Consequently, companies will face competition that evolves quickly. The digital era is characterized by the emergence of various forms of digital technology, one of which is digital media. According to Folkerts in Juditha and Darmawan (2010, p. 94), digital media refers to media and media content created and shaped by technological advances. Kurniasih (2019, p. 89) also defines digital media as comprising computers, the Internet, gadgets, PDAs (personal digital assistants), and other digital devices

Recognizing the significance of brand awareness for goods and service companies, they are now competing to leverage digital marketing communications to establish brand recognition in the public's mind. Firmansyah (2020, p. 10) explains that consumers connect not only with producers but also with their social environment through communication.

One company in Bali that is beginning to develop brand awareness

through digital marketing communications is PT. Adhi Darma Cargo International. PT. Adhi Darma Cargo specializes in goods delivery services, specifically cargo. Currently, Adhi Darma Cargo is undergoing a leadership transition, initially led by I Nyoman Mawiana as the first generation, and is now led by his eldest son, I Putu Hendra Arimbawa, as the second generation

Considering that the first generation started in 1994, some of the marketing communications carried out by this company are currently considered less digital, especially in the era of globalization. In the first generation, marketing communications to build brand awareness were carried out using simple and conventional methods, such as disseminating information through small contacts and modestly using social media. Under the leadership of Hendra Arimbawa, Adhi Darma Cargo is now also working to build and develop brand awareness through digital marketing communications to be able to compete in the current era of globalization. This development is considered necessary to carry out considering that Adhi Darma

Cargo's marketing communications system still relies on the first-generation system, which tends to be old. Apart from that, the marketing communications improvements carried out also aim to make it easier for consumers to access Adhi Darma Cargo without being limited by distance and time. Hendra Arimbawa, as the director and second-generation leader of Adhi Dharma Cargo, is starting to take steps that can guide Adhi Darma Cargo to further develop its brand awareness. The steps in building brand awareness taken by Hendra will, of course, depend on the implementation of digital marketing communications such as the use of websites and digital media applied to the Adhi Darma Cargo company. This will, of course, result in various steps with the aim that each member and component of the company can participate optimally in efforts to create brand awareness of Adhi Darma Cargo.

Brand awareness is the ability of potential consumers to identify and remember a brand as part of a product with the brand involved (Durianto, 2004, p.54). Meanwhile, according to Shimp (2003, p. 11), brand awareness

is the ability of a brand to be embedded in customers' minds when they think about a particular product category and how easily its name appears in consumers' minds. Brand awareness is also associated with the strength of the impression created by a brand in consumers' memories, which is reflected in consumers' ability to remember or reacquaint themselves with the brand under different conditions (Alfiana, 2018, p. 483). According to Kotler and Keller in Putra & Widyastuti (2014), brand extensions have two advantages: they can facilitate acceptance of new products and provide positive feedback to the brand and parent company. Efforts to create brand awareness often utilize digital media.

Thus, it can be concluded that brand awareness is the ability of consumers to remember and differentiate one brand from other brands when thinking about a product. Aaker in Nabila (2019, p. 17) explains that there are several levels of brand awareness, with the lowest being brand unaware, and the highest being called Top of Mind. Explanation of levels brand awareness These are as follows:

1) Unaware of brand. The lowest level of brand awareness is brand unawareness, which means consumers are not aware of the existence of a brand. 2) Brand Recognition. Brand recognition is the minimum level of awareness, recognition, and helps to remember a brand. Telephone surveys can be used to test respondents, in which they are given several brands of a particular product class and asked to identify items they have heard of before. 3) Brand Recall. Brand recall is based on a person's desire to remember a particular brand within a product class. Unaided brand recall is significantly more challenging than brand awareness, brand recognition, and brand recall. 4) Top Mind Awareness. Top-of-mind awareness is a leading position. The brand becomes the "leader" in a person's thoughts about various other brands. However, this does not mean that other brands cannot compete, as there are still others that may be close it.

What is new about this research is the implementation of several promotional mixes, which appear different when applied to PT Adhi Darma Cargo. PT Adhi Darma Cargo

also provides stimuli to prospective entrepreneurs by providing export classes. Export classes are intended for prospective new entrepreneurs who want to export abroad. Export classes are held as a form of publicity. In contrast to other companies that implement publicity in the form of exhibitions and sponsorships, PT Adhi Darma Cargo actually provides education to the public. This then becomes a strategy in instilling brand awareness in the minds of consumers regarding PT Adhi Darma Cargo.

METHOD

This research uses a descriptive qualitative approach. According to Sugiyono (2021, p. 23), qualitative descriptive research is research where the data is described in words and pictures, not numbers. In other words, qualitative descriptive research is useful for explaining in detail and in depth the phenomena in research based on the data that has been obtained. In this study, the researchers used a qualitative descriptive method. The method used in this research is descriptive qualitative. According to Moleong (2005, p. 4), the qualitative

descriptive research method is a method that uses data originating from field notes, photos, video recordings, personal documentation, notes or memos, and other sources. This research uses three techniques in collecting data, namely observation, interviews, and documentation. According to Wekke (2019, p. 49), observation is observing and recording based on phenomena or symptoms in research. In this research, the author made observations regarding digital marketing communication activities and programs within Adhi Darma Cargo in an effort to build brand awareness. Meanwhile, Esterberg in Sugiyono (2021, p. 304) said that an interview is a meeting between two people to exchange information by providing questions and answers so as to produce meaning on a topic. In this research, interviews were conducted with the director and several employees at Adhi Darma Cargo who know and understand the digital marketing communications implemented by Adhi Darma Cargo as well as consumers who know about the implementation of digital marketing communications from Adhi Darma Cargo.

Documentation is another technique used in this research. According to Wekke (2019, p. 51), documentation is a record of events that have occurred. In this research the author uses documentation as secondary data that can strengthen primary data. The documentation used by the author is in the form of photo archives, digital media data, as well as supporting documents from Adhi Darma Cargo.

In this research, the author used the Miles and Huberman model of qualitative data analysis techniques. Miles and Huberman in Wekke (2019, p. 93) state that qualitative data analysis is carried out interactively and continues until the data is complete. The Miles and Huberman data analysis model is a technique that involves a process where, after obtaining the data, it is simplified and adjusted to meet specific needs, and then presented more neatly so that the author can reach the final stage of drawing conclusions conclusions.

The criteria for informants in this research are: (1) directly involved in digital marketing communications; (2) active as a social media user; (3)

understand the concept of digital marketing communications.

Informant's Name	Department
Hendra Arimbaw a	Director of Adhi Darma Cargo
Rose Sugiantar i	Strategic Marketing officer of Adhi Darma Cargo
Kamayan ti Putri	Human Resources officer
Ari Saraswati	Adhi Darma Cargo service users
Kadek Puspade wi	Adhi Darma Cargo service user

RESULTS AND DISCUSSION

Based on observations at the Adhi Darma Cargo location and interviews with internal informants from Adhi Darma Cargo and an external informant supplier, Adhi Darma Cargo has implemented integrated marketing communications consisting of five marketing communication mixes: advertising,

sales promotion, public relations and publicity, direct marketing, and personal selling. This implementation also involves the use of several digital media, such as social media and a website. The discussion of the implementation of the digital marketing communication mix conducted by Adhi Darma Cargo, based on the findings from researchers, is as follows.

Advertising

Advertising is any form of dissemination and promotion of ideas, goods, or services indirectly to someone in exchange for paid sponsorship (Armstrong and Kotler, 2017, p. 366). Adhi Darma Cargo's advertising uses alternative techniques other than digital advertising agencies. Its implementation is to present posts on social media as attractively as possible.

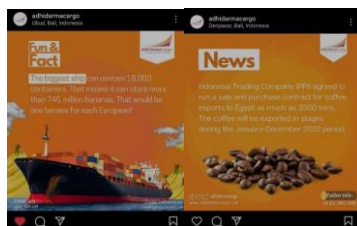


Figure 1. Adhi Darma Cargo Post
Source: Instagram

For example, these posts provide interesting facts and news that relate to the world of exports, imports, and cargo, which are subsequently shared through Adhi Darma Cargo's social media as well as the social media of its internal members. Additionally, Adhi Darma Cargo distributed a pamphlet containing a QR code and information about its services. This pamphlet was provided to suppliers invited to collaborate. This strategy became distinctive for PT Adhi Darma Cargo when compared to other companies, with a primary focus on education. The education offered is in the form of export-import services that can be utilized by the entire community. This, in turn, stimulates young entrepreneurs to develop their market share. The advertising carried out by PT Adhi Darma Cargo does not merely concentrate on brand awareness but prioritizes educational value and the cultivation of an entrepreneurial mentality, hoping to foster the emergence of many new entrepreneurs from the export-import education highlighted in the advertising.

Sales Promotion

Sales promotion is a crucial element of a marketing campaign because it encompasses various incentive tools, primarily short-term, aimed at motivating customers or businesses to purchase specific goods or services promptly (Kotler and Keller, 2016, p. 622). In terms of sales promotions, Adhi Darma Cargo has struggled to implement traditional promotions such as discounts or coupons. Instead, Adhi Darma Cargo employs alternative strategies to engage customers' interest in partnerships or transactions. The company tends to utilize soft selling techniques. Soft selling means providing a subtle proposal regarding the benefits gained from collaborating with Adhi Darma Cargo, including quality control services for customer goods and product sourcing for consumers seeking specific items. This strategy is distinctive to PT Adhi Darma Cargo, especially since other delivery services primarily offer discounts. Adhi Darma Cargo aims to provide additional services to its customers as a form of sales promotion, particularly through quality control services. Unlike many companies that

concentrate on discounts, PT Adhi Darma Cargo emphasizes quality control improvements to reduce the incidence of low-quality products received by consumers. The company assists customers by attentively ensuring the quality of the products they wish to send to consumers.

Public Relations and Publicity

Public relations, also known as PR, aims to foster positive relationships with the company's diverse communities through effective publicity, establishing a strong company image, and addressing negative rumors, stories, and events (Kotler and Armstrong, 2008, p. 168). The program being run by Adhi Darma Cargo is called Export Class. This initiative is conducted directly at Adhi Darma Cargo and offers the public a chance to gain a deeper understanding of the export and import world while also familiarizing the public with Adhi Darma Cargo. Information about this export class is disseminated through Adhi Darma Cargo's official social media and shared by employees on their personal accounts to reach a broader audience. Although Adhi

Darma Cargo has not yet built official relationships with specific mass media outlets for publicity, it remains open to media coverage of its activities. This strategy is also unique in the promotional mix implemented by PT Adhi Darma Cargo, where PT Adhi Darma Cargo not only focuses on publicity in the mass media, but also focuses on educational services by providing export classes to the wider community. It is hoped that this export class will be a stimulus for new entrepreneurs who want to expand their market share overseas. PT Adhi Darma Cargo implemented this strategy as a publicity step that prioritizes the value of education and stimulation for the progress of MSMEs.

Direct Marketing

Direct marketing involves direct communication with specific customers who are carefully targeted to elicit a quick response and establish long-term relationships with consumers

CONCLUSIONS

In conclusion, Adhi Darma Cargo has successfully implemented integrated marketing communications,

(Kotler and Armstrong, 2008, p. 221).

In this context, Adhi Darma Cargo tends to implement it by sending messages to potential collaborating consumers found on social media. Additionally, direct marketing is also carried out in other ways. out to consumers who have previously collaborated with Adhi Darma Cargo. The aim is to remind consumers about Adhi Darma Cargo and find opportunities to collaborate again.

Personal Selling

Personal selling is a personalized presentation made by a company salesperson to a customer aimed at selling goods and services (Kotler and Armstrong, 2008, p. 182). Personal sales at Adhi Darma Cargorefer to the efforts of all internal parties to promote the company through personal social media, utilizing various available features such as WhatsApp Story, Instagram Story and Feed, or Facebook.

with a notable emphasis on digital media, particularly social media, by leveraging the diverse features available on each platform. This strategy is further enhanced by the

consistent application of cohesive concepts and themes, aiming to portray Adhi Darma Cargo as a professional entity. Through these initiatives, Adhi Darma Cargo seeks to establish itself as a leading cargo service provider in Bali, recognized for its high quality. Looking forward, it is anticipated that Adhi Darma Cargo will continue to refine its digitally integrated marketing communications, with active participation from all internal members to optimize brand awareness. PT Adhi Darma Cargo employs a diverse marketing promotion mix, prioritizing educational value, as evidenced by its focus on educating about product exportation. Beyond increasing brand awareness, the educational initiatives aim to inform new entrepreneurs and foster entrepreneurial mindsets within the community.

This research presents both theoretical and practical implications. Theoretically, it offers an analysis from the scientific perspective of marketing communications as applied in the promotional mix by service provider companies. Practically, it delineates marketing communication strategies, particularly the promotion mix, in a

manner distinct from typical companies. PT Adhi Darma Cargo's promotional mix uniquely emphasizes the educational aspect in every initiative, consistently engaging the public by providing education about export classes.

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