



Digital Marketing Strategy to Increase Brand Awareness of PT Global Service Indonesia

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A B S T R A C T

The ability to understand consumer behavior in the digital age is a very important strategy to achieve a competitive advantage. Digital marketing or marketing that uses electronic devices or the internet, provides opportunities for consumers to find information about what positions they are interested in and obtain testimonials from other consumers about their experiences after following the employee recruitment process. The purpose of this paper is to explain the digital marketing strategy of PT Global Service Indonesia to increase brand awareness, with a special focus on the role and contribution of MSIB interns in the process. This study will evaluate the effectiveness of various digital marketing tactics implemented, and the challenges, and obstacles faced in their implementation. The method used in this paper is qualitative data analysis based on the constructivist paradigm. Results show that there was a significant increase in the followers and interest of job seekers from April to June 2024.

1. INTRODUCTION

1.1. Research Background

The advent of information technology has ushered the world into the digital age, fundamentally altering how individuals and organizations interact, communicate, and conduct business. Companies of all sizes are harnessing these technological advancements to enhance efficiency, expand markets, and transform their business models. Marketing in the digital age has evolved into a more integrated, personalized, and data-driven approach. Social media platforms enable companies to reach a broader audience, engage with consumers in real-time, and accurately measure the effectiveness of their marketing efforts. The government's stay-at-home strategies have also influenced many individuals to increase their use of technology and the internet. As a result, businesses find it easier to monitor consumer needs and provide necessary products and services, while potential customers can effortlessly search for and obtain product information online, simplifying the entire search process. [1].

Conventional sales require larger capital to buy a store, and pay employees but by using technology this can be done at home, on the street, or in various places because it has been facilitated by the internet which is easily accessible on smartphones [2]. The number of internet or online users in Indonesia, as reported by

Hootsuite and We Are Social in January (2021), was 202.6 million people, up 15.5 percent compared to the previous year [3]. Promotional activities are expected to form an image among consumers and encourage them to buy the product [4]. Social media has changed the way businesses operate and interact with customers. Platforms such as Facebook, Instagram, and Twitter provide easy access to a broad market and provide opportunities to build brands, increase visibility, and interact with potential customers [5].

PT Global Service Indonesia, as a professional services provider, faced unique challenges in adopting a digital marketing strategy. The company needs to communicate its value proposition through digital channels while maintaining its professional image and business integrity. To stay competitive, PT Global Service Indonesia collaborates with university students in the Certified Internship and Independent Study (MSIB) program. The program provides access to young talents with fresh perspectives, while students gain valuable practical experience. This paper aims to explain the digital marketing strategy of PT Global Service Indonesia, focusing on the contribution of MSIB student interns.

1.2. Literature Review

Digital Marketing is a marketing activity using digital and internet media in the form of websites, e-mail, tv, and social



media which aims to increase the number of consumers [6]. Digital marketing itself is one of the marketing media that is currently in great demand by business people to attract consumers to be interested in the products and services offered. Businessmen are currently starting to leave the conventional (old) marketing model to become modern (online) curious, namely by using digital marketing [7].

The definition of digital marketing is a marketing activity or promotion of a brand or product using digital media or the internet. Digital Marketing is also known as company activities to create and inform the value of products or services to consumers. With digital marketing, it can improve marketing strategies and become the right choice for the millennial generation [8]. The existence of smart digital content marketing, where entrepreneurs can easily get consumers from millennials. Therefore, business actors must be more active and creative in developing marketing strategies to win the competition, so that this can increase sales and profit [9].

Understanding marketing strategy has an important and diverse role for a company. Business people understand that several reasons why it is important to understand marketing strategy [10] Marketing strategy helps companies achieve their business goals. By understanding the right marketing strategy, companies can effectively direct their resources and efforts to increase sales, expand market share, increase brand awareness, or achieve other business goals. A good marketing strategy allows companies to differentiate themselves from competitors and build a competitive advantage. Understanding the market environment, consumer behavior, and customer needs, companies can develop unique value propositions, target the right market segments, and develop effective marketing strategies to overcome competition.

Content marketing or digital marketing is the marketing and business process of creating and distributing valuable and relevant content to attract, engage, and persuade the target audience to take action following the objectives set out in the content [11]. Companies must be able to identify target buyers, identify suitable internet sites to advertise products, use search engine optimization to increase site visitor rankings by obtaining high-ranking placement on search engine search results pages,

3. RESULT AND DISCUSSION

3.1. Respondent Characteristics

PT Global Service Indonesia (GSI) is a company engaged in Information Technology and professional workforce provider, focusing on IT Officer, Administration Officer, and Safety Officer services. GSI serves various clients including Astra Group, United Tractors Group, AHMCE, non-AHMCE, and companies outside Astra Group. The company operates two main business lines: Digital Solutions, which offers comprehensive and customizable digital solutions, and Manpower Solutions, which provides customized recruitment services according to customer needs.

GSI's marketing strategy focuses on the Manpower Solution business line, utilizing digital platforms such as Instagram and TikTok under the name "GotJob". The choice of this name reflects the main function of the account, which is to offer and inform various vacancies and job recruitment stages to job seekers. In addition, GSI also has an official website that provides

and use attractive content so that customers can connect themselves with the product. There are several reasons why digital marketing is important, namely:

1. More efficient targeting, digital marketing can make it easier to know what customers want, what they like, and what they don't like.
2. Reach a wider audience, through digital marketing companies can connect with people from all over the world so that, it will expand potential customers
3. More efficient costs, through digital marketing companies can save budgets and maximize company financial results because all marketing activities are carried out online

1.3. Research Objective

This research aimed to evaluate the effectiveness of various digital marketing tactics implemented and the challenges, and obstacles faced in their implementation.

2. MATERIALS AND METHODS

2.1. Material and Tools

In this study, data collection was carried out through in-depth observation of the @gotjob.id Instagram account at PT Global Service Indonesia for 3 months, gotjob itself is a product of PT Global Service Indonesia in the form of a job vacancy portal. The analytical approach used is qualitative data analysis, which is based on a constructivist paradigm. This paradigm views social science as a systematic effort to analyze meaningful social behavior through direct observation in the context of natural daily life. The selection of this method aims to gain an in-depth understanding of how social actors form, maintain, and manage their social reality. By adopting this approach, the researcher seeks to explore and interpret the meanings contained in social interactions on these social media platforms, to provide a comprehensive insight into the phenomenon being studied.

a job vacancy portal with more complete and directed information.

During the 2 months from April 30, 2024, to June 30, 2024, Godjob's social media marketing process involved student interns in its management. Students implemented a series of key stages systematically and strategically. Starting with planning which includes creating a detailed timeline for the upload schedule, determining various content formats, and composing interesting content and captions. In terms of content provision, PT Global Service Indonesia through the Godjob Instagram account uploads several types of content, including:

3.1.1. Post job vacancy information

Following the type of company as a job vacancy provider, Godjob shares content containing job vacancy information. The post contains the type of vacancy, requirements, and desired criteria. At the bottom of the post, there is information on the application deadline, how to get more information, and a barcode for easy access to their website.

3.1.2. Tips and Trick

Currently, interns contribute to the management of Godjob's Instagram account. Students realize that job seekers not only need information about job vacancies, but also need guidance regarding CV creation, interview techniques, and various aspects of the hiring process. In response to this need, especially to help fresh graduates who are looking for work, the internship team designed content in the form of tips and tricks. This content aims to be a solution to the confusion often faced by novice job seekers, providing practical and useful information to increase their chances of getting the job they want.

3.1.3. Meme

Memes are ideas, behaviors, or styles that spread from one person to another within a culture. In addition, memes are concepts, images, videos, or texts that spread quickly over the internet and are often modified by users to convey messages or humor. In this digital era, memes have developed into an internet phenomenon that is both entertaining and informative, therefore the use of memes at this time is still busy because in addition to being funny and entertaining memes are also much more relevant or relate to everyday life.

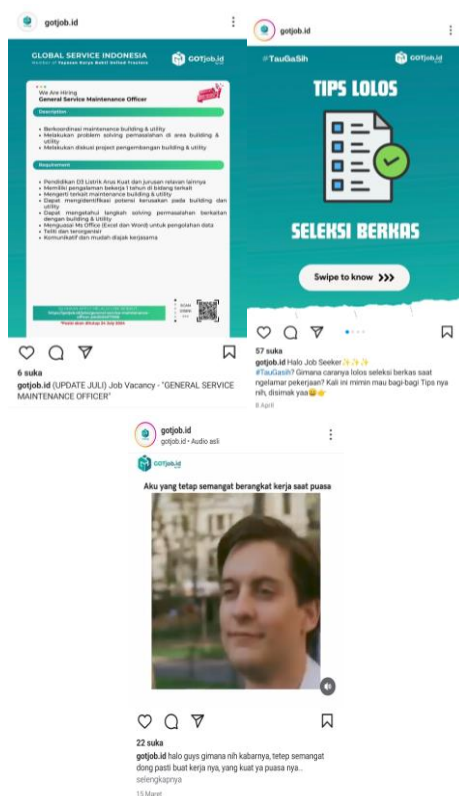


Figure 1. Types of Posts on Godjob Instagram

Content uploads are consistent, with a total of 40 feed posts and 5 reels on Instagram, as well as 5 video content on TikTok. Active interaction with followers is a priority, including monitoring and responding quickly to comments and messages.

3.2. Digital Marketing Effectiveness

The analysis in this study covers several key aspects of PT Global Service Indonesia's Instagram account performance. Firstly, the growth in the number of followers over three months, reflects increased public interest and trust in the brand.



Figure 2. Godjob Instagram Followers Increase

The growth analysis of GotJob's Instagram followers during the period April to June 2024 shows a positive trend although with some fluctuations. From April 30 to May 30, 2024, Godjob's Instagram account increased by 932 new followers, but also lost 209 followers, resulting in a net growth of 723 followers. Furthermore, in the period May 31 to June 30, 2024, GotJob managed to attract 723 new followers, but lost 224 followers, resulting in a net growth of 499 followers. Despite the decline in growth rate in the second period, this data still illustrates a positive performance in GotJob's digital marketing strategy, with a total gain of 1,222 new followers over the two months.

Second, the frequency of account searches shows the level of public awareness and curiosity about the company. Figure 3 shows the frequency of searches for GotJob's Instagram account in two periods. On April 30 - May 30, 2024, 9,348 searches were recorded, with 43.9% coming from followers and 56.1% from non-followers, showing a 25% increase from the previous period. Meanwhile, on May 31-June 30, 2024, the number of searches reached 12,072, with 36.5% from followers and 63.3% from non-followers, but a 4.5% decrease compared to the previous period. This data illustrates the fluctuation of interest in GotJob accounts, with a significant increase in the number of searches despite a slight decrease in percentage in the second period.



Figure 3. Frequency of Godjob Account Search

Third, the level of engagement is measured through the number of likes, shares, and comments on each post, which indicates the extent to which the company's content resonates with its audience (Figure 4).

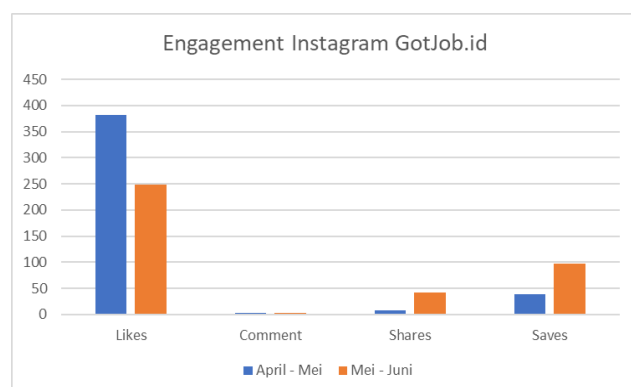


Figure 4. Instagram Engagement Data

These data not only provide an overview of the effectiveness of the company's digital marketing efforts in increasing visibility and interaction with target audiences but also provide valuable insights for future strategy refinement.

3.3. Constraints in Managing "GotJob" Social Media

PT Global Service Indonesia (GSI) faces significant challenges in building reputation and trust in the labor market. As an outsourcing company, GSI must overcome the negative stigma still attached to the industry in the eyes of the public. The common perception that often associates outsourcing with job instability and unfair labor practices is a major obstacle to overcome. This situation is complicated by the fact that GSI is a relatively new company, with brand recognition that is not yet strong in the market. As a result, the company had to work extra hard not only to change the perception of outsourcing but also to build its identity and credibility from scratch. GSI needs to implement a comprehensive marketing and branding strategy, involving public education, transparency of business practices, and service innovation, to prove their added value to both employees and corporate clients, while building a positive reputation in this competitive industry.

4. CONCLUSION

PT Global Service Indonesia (GSI) implemented a digital marketing strategy through Instagram and TikTok under the name "GotJob", resulting in a significant increase in followers and job seeker interest from April to June 2024. Despite facing growth fluctuations and negative stigma towards outsourcing companies, the content approach was engaging, and intriguing, and successfully increased visibility and engagement. This strategy effectively portrayed a positive work environment while still focusing on vacancy information and professional recruitment. Going forward, GSI needs to optimize its digital strategy, educate the public about the positive value of outsourcing, and build a strong identity and credibility to overcome challenges and maintain positive growth.

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