

# ENHANCE THE BRAND IMAGE THROUGH TELEVISION COMMERCIAL (TVC): A CASE STUDY “CREATE YOUR CHANCE” OF TOKOPEDIA.COM AND APOLOGIZES OF BUKALAPAK.COM

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## ABSTRACT

*The purpose of this research was to describe how the brand image could be improved through television commercial (TVC) with a special theme. The focus of this research was how to improve the brand image through TVC with a special theme. This study was broken down into research questions (1) How does “Create Your Chance” TVC of Tokopedia.com increase brand awareness? (2) How does “Apologizes” TVC increase Bukalapak.com, (3) How does brand image as if formed by Tokopedia.com and Bukalapak.com. The concept used was the elements of the brand image and mass communication. The paradigm of descriptive qualitative methods was to be a way of expressing the data in this study that supported by two previous quantitative research. The results show that (1) “Create Your Chance” TVC of Tokopedia.com increases brand awareness through visualization and the words that exist in the TVC as being able to see the opportunities, such as visualization of barber who also received job through online booking, (2) “Apologize” TVC improves brand image of Bukalapak.com as online sites that provides competitive pricing and managed directly by the young CEO who humble so deliberately apologize for the lack of focus of the employees of the many offices as a buyers, (3) Brand image is enhanced by tokopedia.com and Bukalapak.com with touch the dimension of emotional of audience.*

**Keywords:** brand image, television commercial, Tokopedia.com, bukalapak.com

## INTRODUCTION

One of the many ways to enhance the brand image is by sharing the information served through the mass media. What is meant the information is by advertising as the communication commercial and impersonal that talking about a company or product delivered to the public through the mass media in the form of a merger between verbal communication and non-verbal, so that the information to be conveyed to be accepted by society as a clear (Lee & Johnson, 2007). Advertising is considered effective to build the brand image that being able to spread information or knowledge to the public without any limitation of distance or time, especially television commercial (TVC) because it is delivered in the form of audio and visual simultaneously. Thus, the ability of the medium of television is capable of reaching an audience that likes things like radio and the audiovisual media such as print or billboard.

Tokopedia.com and Bukalapak.com are e-commerce companies that utilize TVC to represent their company. Both companies have an e-commerce company that helps resellers to conduct transactions with its buyers with easy and safe way. Through the internet, they build the system that allows individuals and business owners in Indonesia open and takes care of their online store easily and free of charge, as well as provides online purchase experience that is different from usual.

Tokopedia.com first launched in 2009 under the name [www.tokopedia.com](http://www.tokopedia.com). According to data from Nielsen, Tokopedia.com is included in the top 10 largest national advertising shopper in 2015 in the amount of 625 Billion. This value achieves the annual growth rate of advertising spending very significantly by 1,611% (Lubis, 2016). This shows that Tokopedia.com considers advertising as a way to strengthen the brand. TVC of tokopedia.com discussed in this study is ads with the theme "Create Your Chance", an ad that talks about building a better Indonesia via the Internet by taking on the role as a seller in Tokopedia.com. Audiences just need to find out what others need and making it as the potential to create opportunities through sales transactions over the Internet.

Bukalapak.com was founded in 2010 with the mission of promoting SMEs - SME (Small and Medium Enterprises) in Indonesia and become the market place number one choice of Indonesian society. Users are not only to sell at Bukalapak.com, but they can also interact with each other. Bukalapak.com studied TVC is ads with the theme of "Apologize" where the ads begin with the scene the CEO of bukalapak.com whose name Achamad Zaki, that only wear shorts because of the budget is used for huge discounts - Online Shopping spree as National Day. He said the apology to the leaders of the companies for making its employees do not focus on work because they do browsing when Bukalapak.com give massive discounts.

E-commerce companies utilize advertising to promote discounts, bargains, and other aspects so as to increase sales and affect the company's business. Advertising strategies are not to be used in advertising "Create Your Chance", because the delivery of the message is removed from the problems found in everyday life that touched the emotional element of society. Bukalapak.com ads give discounts of up to 80% + 12% + 12% to all buyers. Discounts of 80% come from the seller, while the discount of 12% + 12% in the form of vouchers from Bukalapak.com. Discount is considered unreasonable, so they have to cut advertising costs by using the Bukalapak.com CEO as the model of the ad (Sutriyanto, 2015).

About the mass communication, Gerbner (in Rakhmat, 2008) has stated that mass communication is the technologically and institutionally-based production and distribution of the most broadly shared continuous flow of messages in industrial societies. And the advertisement in TV also recommends to promote the product. Pull Ad has power because the approach used by the ad can attract the attention or interest of the audience so that the audience is able to influence feelings towards a product, service, or idea (Lee & Johnson, 2007).

Keller has said that the brand image is the perception of the brand and a reflection of consumers associations in memory of the brand. There are three components in the brand image, namely brand association which measures consumers to make an association based on their knowledge of the brand, whether it is factual or knowledge that comes from experience and emotion. Second, brand value is a measure of consumers in choosing a brand. Often consumers choose a brand because of their perception of the brand characteristics tied to the values they stand for. The third is the brand positioning is an activity the company to design and offers the image of a product or brand so as to give different values in the mind of consumers (Ferrinadewi, 2008).

Results of the research on how TVC effects on purchasing and customer satisfaction have been done by Ansari in 2011. In his research Ansari has said that television ads are effective in attracting consumer attention, interest, desire, and buying behavior, so that consumers feel satisfied when buying Avisha products (Ansari, 2011). While research Gautam has said that the media campaign using above the line media has a significant effect on increasing sales in Reliance Communications in Western Uttar Pradesh. Ads using radio, TV, print media, the Internet, and billboards have become the most important variable (Gautam, 2014). Then research Sawant has said that advertising and sales promotions are effective in making consumers choose clothes that are the latest available and effective that also known by consumers with ads. Advertising also gives impact on

consumer brand awareness and communities. Ads are also making sure people buying the existing products (Sawant, 2012).

The purpose of this research is to discover how TVC can enhance brands of the e-commerce programs. Expectations of the results of this research are to become a reference for others e-commerce in to promote the marketing programs on television. Based on the above background, the focus of this research is how to build a brand image through TVC with a special theme. The focus of this study is broken down into research questions (1) How is “Create Your Chance” TVC of Tokopedia.com increase brand awareness? (2) How is “Apologizes” TVC increase Bukalapak.com? (3) How is the brand image as if formed by Tokopedia.com and Bukalapak.com in its marketing communications activities?

## METHODS

This research uses a post-positivistic paradigm that explores qualitative data through search results of direct observation, interviews, secondary data collection, and previous research. Major foothold of this study is based on two quantitative research that previously conducted by two students of Bina Nusantara University; they are Tiffany Priscilia and Teddy with entitled of research is "Influence of Media Advertising above the line Create Your Chance to brand image of PT Tokopedia". The conclusion of the research has correlation test that produces a value of 0616 which means it has a strong relationship and has a positive direction. The coefficient of determination obtained explains that there are significant media advertising ATL "Create Your Chance" of the brand image of PT Tokopedia by 38% and has a regression equation  $Y = 9,45 + 0,439 X$  (Teddy & Angeline, 2016). A second study by Novy Erica entitled "Effect of Apologize Ads on Youtube and Brand Ambassador to Increase Brand Awareness Bukalapak.com". The respondents are the student majoring in marketing communication Bina Nusantara University in 2016. This research uses a sampling technique in the form of simple random sampling. Sampling method in this study is using a formula Slovic in with a precision of 10% and a confidence level of 950% for a total sample of 100 respondents. The results obtained from this study show that there are significant influences and relationships between variables (Erica & Ramadanty, 2016). From the results, observations, and interviews with students who have seen the TV ads, it is compiled as qualitative data. Both TVC is accessed via YouTube media and observed continuously to take the meaning of the image and the words presented in the ads. It is observed through the media YouTube media that conducted over seven days. The data emerges from observation and interviews with five students who are majoring in marketing communications and consulting about the ads studied. Their opinions are reduced and compared with the results of observations conducted by the researcher.

## RESULTS AND DISCUSSIONS

After making the observations and investigation on a television ad, doing interviews of the TVC audiences, and collecting secondary data from the literature about the company researched and the results of previous studies, there is the importance of qualitative research data. According to internal sources, Tokopedia.com uses investment funds to build products that can bring positive benefits to the community, create opportunities, and new jobs in partnership with institutions that can explore the best potential of the entrepreneurs, marketing techniques to do branding in Tokopedia.com is better, and of course to develop the technology in www.tokopedia.com platform. The findings have clear managerial implications. Research on television that affect the tourism ever conducted in Taiwan. It shows that for the purpose of attracting tourism, the creative placement of a tourist

destination can be achieved by having onscreen characters with whom viewers can develop strong social relationships, exhibit positive attitudes toward the location (Hung, 2011). From this result, it can be used for analysis that television has an appeal to develop strong the social relationships, exhibit positive attitudes, although the previous researcher discussed on the attractiveness of a tourist spot. But the techniques that used by the two companies have been studied are common, because they use the medium of television as a promotional tool.

The vision of Tokopedia.com is "Building a better Indonesia, via the internet". Its mission is continuing to deliver new jobs in Indonesia through Tokopedia.com. With these visions and missions from the necessary elements of a proper communication to the public, it can materialize the vision and mission. The vision and mission can be showed by semiotic in TVC. Television ads are semiotic that also conducted by French researchers who say that the pictorial stratagems of pre-2011 advertisements articulate a highly aestheticized, stylized approach of iconicity. Placing the viewer in the position of co-creator of meaning, both through affective and cognitive involvement, the inferential polysemy signals are a risk-prone aesthetic choice, as the interpretative hazard that allows for multiple contingencies (Bargenda, 2015). In this study, the display of images on TVC is translated not only literally, but also as a semiotic. Reviewed tokopedia.com TVC that we can see at the roadside barber tells about everyday life that particularly common in big cities in Indonesia. The ad gives hope that they can increase the number of customers and services if joining Tokopedia.com. Then the TVC of Bukalapak.com that represented by CEO's image visualization in a suit but in short pants to illustrate the savings included in the customer with massive discounts.

Through the "Create Your Chance" TVC, the vision and mission of Tokopedia.com are obvious. The existence of this advert has been able to build brand image tokopedia.com. This TVC is a prime property of Tokopedia.com brand advertising, which was launched on the day of Tokopedia.com 6<sup>th</sup> anniversary on August 17<sup>th</sup>, 2015. These ads may also be the first ad Tokopedia.com designed to increase the number of sellers. As a brand advertising, "Create Your Chance" TVC is expected to give the position to Tokopedia.com as the internet-shaped marketplace. Tokopedia.com does not just want as the platform used for online shopping but also invites the public to act as a seller. Online business is currently popular everywhere even in China. The countries that are previously known for its business in the traditional way as researchers mentioned, one destination has been chosen as a case study for the investigation of online discourses' topics that covered in online media. Switzerland, as a prospective place to be visited, and Chinese-speaking web users, as prospective visitors, will be analyzed in this study. Mainland China has been remarked as a prospect market of outbound tourism with great potentialities as the Chinese population is getting affluent, and a growing number of them can afford to travel (Hu, Marchiori, Kalbaska, & Ca, 2014). This European studies with a target of tourists from mainland China have become a benchmark for this study because both used online transactions. There are similarities that people in mainland China and the majority of Indonesian people that they are not accustomed to using online transactions, especially for the class community that such customer of barber the side roads.

"Create Your Chance" TVC is launched to demonstrate the consistency of the company. Tokopedia.com run business with a focus on the vision and mission of building a better Indonesia via the Internet by providing new jobs in Indonesia, which is becoming sellers on the web as well as for online shopping. Delivery of "Create Your Chance" TVC to the public is by using the mass media that are in the 11 national television stations, ten radio in Jakarta, two national newspapers, two magazines, eight cinemas in Jakarta, and a billboard in Jakarta. However examined here is the TVC aired on the 11 stations. The concept of this story can be more clearly seen in advertising through television media, which is delivered in two versions, the version of "Create Your Chance" and "It Should".

In the version of "Create Your Chance", a situation that wants to be highlighted is that everyone can create their own opportunities, even without them knowing the purpose of all the carried out activities could create opportunities to become more successful. Through the simple scenes of

some of the work that used to do the public, Tokopedia.com gives the reminder that opportunities can be created by anyone, even the simplest things. Online business opportunities are in accordance with the needs of people living in the days of the digital era as it is today. Through the Internet, everyone can sell with wider coverage without limitation of distance, so that the opportunities created will be greater.

The three components of the brand image are the brand association from the experiences and emotions awakened audiences clearly through the depiction of professions ranging from a roadside barber. Brand value is built on the public perception of the brand characteristics tied to the values that they believe woke up with the words "Able to see the opportunities". While the brand positioning built on the situation and sentences like Jockey of umbrellas, hawkers, 3 in 1 jockeys, the seller of donuts, barber, the seller of lunches, the seller in gathering, open food truck, and so on. They all have the same goal, which is to create the opportunities. The positioning here is a pioneer, not a follower only. They are sellers, not the buyer only.

Thus, the possibility that you created TVC has succeeded in improving the brand image of Tokopedia.com according to the vision and mission as a selling place for anyone, of any class. Tokopedia.com gives an opportunity to the public to create a chance of getting the betterment of life through the sales system via the Internet. Analysis of how the TVC can improve brand image through the first shelled Bukalapak.com vision is to be Indonesia reviews largest and competitive online marketplace and prosper that empower the individual and small-medium business community. Its missions are (1) to empower individuals, small, and medium business to increase the reviews of their prosperity, (2) to build reliable and user-oriented platform that benefits the stakeholder community, (3) to satisfy the customer with huge product selection and best quality services, (4) to spread the entrepreneurial spirit for better Indonesia.

Bukalapak.com has the concern to the buyer as a site that is competitive in price. With the competitive nature of the Bukalapak.com will grow and becomes the small-medium business community. This discount program is also a mission to satisfy the buyers with product selection and high quality. Through TVC with the theme of "Apologize", Bukalapak.com is trying to build a brand image based on the vision and mission. The various online shopping sites also compete to attract visitors by setting up the ad offering a discount on each shopping site. This is done ahead of the National Day Online Shopping in 2015. Achmad Zaky, CEO Bukalapak.com, was doing different and unique. Through one of his TVC, Zaky even apologized to the leaders of the companies, because it had led to declining performance of their employees, because of the discounts offered so great. While apologizing, Zaky was holding a cardboard saying "Discounts up to 80% + 12% + 12%" to indicate the amount of discounts on their sites. And the ad said "Discounts unreasonable of the seller and me, so makes sense, ad budgets also cut out". In the ad can also be seen if the studio ad creation Bukalapak.com is nothing more than a regular room that contains many items. Zaky was wearing shorts batik, accompanied by a small girl who became a crew of ad creation. This shows the ad creation budget has been cut-out.

Measuring the ability of the TVC is improving brand image, then peeled through three components in the brand image that is brand association gained from the experience and emotions of the audience woke up clear through testimony CEO of Bukalapak.com who would be advertising stars in shorts to show all-around discounts including pants its CEO. Brand value is built on the public perception of the brand characteristics tied to the brand, namely the presence of singers who are called Dian Katro to play on as Dian Sastro, it also shows the value of frugality. While the brand positioning built as a brand whose contents were office workers so constructed sentences like this "The CEO and the entire leaders of the companies in Indonesia, I would like to apologize if your employees do not work productively in online shopping day, because of the discount does not make sense from me and the sellers", spoken by Zaky in the ad. Reported earlier, welcoming Harbolnas 2015, Bukalapak.com

was presenting unreasonable discounts up to 80% + 12% + 12% on the 10<sup>th</sup>, 11<sup>th</sup>, and December 12<sup>th</sup>, 2015 by using vouchers discount BL1212.

Thus, TVC of Bukalapak.com with the theme of "Apologize" has been successful in increasing brand image of Bukalapak.com as online sites that provide competitive prices and managed directly by the humble young CEO, so deliberately apologize for the lack of focus of the employees of the offices as a buyer. With images like these, Bukalapak.com also provides motivation to the sellers to join on its website. After conducting an analysis of the elements of brand image built by TVCs through advertising "Create Your Chance" of Tokopedia.com and "Apologize" from Bukalapak.com, so here will be described elements forming the brand image through the TVCs.

According to Durianto, the association of the brand is shaped by three things, namely the perception of quality (perceived value), brand personality, organizational association. Perception of quality is the consumers' perception of overall quality or superiority of a product or service associated with the intent to expect (Sangadji & Sopiah, 2013). Furthermore, the two researchers have said that the perceived value can be proved by observing the value of a product in accordance with the issued consumer and if there is a reason to have a product/brand is compared to products/brands.

Through TVCs that investigated can be seen that formed perception is related to the emotional dimension and ease for "Create Your Chance" TVC, while "Apologize" TVC touches the dimension of price and service quality that make up the brand association. TVC studied is distantly related to lifestyle, from the conventional transaction to online transactions. The ads are promising hope for "Create Your Chance", while "Apologize" is a unique ad because the CEO is apologizing to another CEO over the acts of its employees. TVC studied for this is clear that the orientation of the community (seller and buyer) and attention are to the customer. Thus the brand image is formed.

Brand value of TVC is expressed in the ads, "Create Your Chance" TVC are the values that elevate the lives of Indonesian people in general, and it is not a profession that hard to come by in Indonesia. The value created is hope for everyone. While the "Apologize" TVC contains the value of the attitude that does not want to disturb other brands and even give the good impact of the sale Bukalapak.com that make other companies affected. The value created is humility. Brand positioning contained in both the TVC are discussed according to the concept of Kotler that there are several ways to do brand positioning marketer in marketing to target consumers, among others. Both of TVCs are more to the position attribute. The brand is connected to the position of internet users, the position of the price that says in "Apologize" TVC, while for "Create Your Chance" TVC more to the position by the benefit that it is beneficial to be a seller for all the people in Indonesia.

## CONCLUSIONS

Based on the discussion and analysis of the data collected, it can be concluded that "Create Your Chance" TVC of Tokopedia.com increases brand awareness through visualization and the words that exist in the TVC as being able to see the opportunities, visualization of the barber who also received the job through online booking. Brand image that is created by Tokopedia.com provides opportunities to the public to create a chance of getting the betterment of life through the sales system via the internet.

While "Apologize" TVC improves the brand image of Bukalapak.com as online sites that provide competitive pricing and managed directly by the young and humble CEO, so deliberately apologize for the lack of focus of the employees of the office as a buyer. Brand image is formed

through election commercials and costume that he wears as well as simple advertising background situation.

Brand image is enhanced by Tokopedia.com and Bukalapak.com is touched the emotional dimension and ease for "Create Your Chance" TVC, while "Apologize" TVC touches dimension of price and quality of services that drives increased brand association of both companies. Enhanced brand image through TVC studied since managed to have a closeness with the audience lifestyle, that of conventional transactions into online transactions. The ad promises hope for "Create Your Chance" and modesty attention from TVC "Apologize" for its ad contains a CEO that asks apologize to another CEO over the acts of their employees. Both of this community is oriented TVC (seller and buyer) and attention to the customer so as to improve the brand image. Brand value is the value of that forms the hope for everyone. While the ad "Apologize" TVC creates the humility value. Both of TVCs are more to the position by attribute. The brand is connected to the position of internet users, the position of the user and the price ("Apologize" TVC). "Create Your Chance" TVC gives more benefits according to advertising that is helpful to make the seller for all the people in Indonesia.

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