USING MARKETPLACE AS A PROMOTION METHOD

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ABSTRACT

This study aims to determine the use of Tokopedia features as a promotional media for PT. Saafir Prisma Indonesia. The research method used by the author is a case study. Case studies are classified as descriptive analytical research, namely research conducted centered on a particular case to be observed and analyzed carefully. The conclusions that can be drawn in this study are related to how to use the Tokopedia feature for promotional media at PT. Saafir Prisma Indonesia is that after finding out about the features and benefits it can be concluded that all features benefit the seller, and PT. Saafir Prisma Indonesia is greatly helped by the Tokopedia features, although not all features are utilized because they see the company's needs. One of the features that PT. Saafir Prisma Indonesia is a "TopAds" feature because this feature can help in terms of promotion and sales so that the products sold are known by Tokopedia users.

1. BACKGROUND

Online shop is the process of buying goods/services by consumers to sellers or in real time, without service and via the internet, this virtual shop changes the paradigm of the process of buying goods/services limited by walls, retailers, or malls (Ramadhani, 2021). This explanation means that sales do not have to be between the seller and the buyer to meet directly, there is no need to find a physical form of the market, with capital only by facing the monitor screen, with an internet connection connected, it is easy to make buying or selling communications quickly and comfortably. Rapid technological developments have an impact on the progress of online commerce, especially e-commerce in Indonesia. According to (Pujiwidodo, 2016), the rapid growth of the online market has created opportunities and challenges for online e-commerce sites. Currently, the opportunity to enter the world of trade is increasingly facilitated by the rapid development of technology. Not only offline stores, but the community is made easier by online stores.

Many online businesses today can be said to be an advantage for consumers because, with an online business, all needs can be searched online without having to waste time looking in traditional markets, but at first there were many who doubted this online business because not a few people when buying a product. goods online are actually deceived by the goods they buy. Apart from that, some companies still make this online market or what is commonly called a marketplace. The definition of a marketplace itself is an application or website that provides online buying and selling facilities from various sources. The owner of the website or application does not own any product and their business only serves other people's products to users and then facilitates it (Setiawan et al., 2018).

In Indonesia, there are many marketplace companies, starting from Tokopedia, Shopee, Bukalapak, Lazada, etc. During the January 2021 period, Tokopedia led the way with a traffic share of 32.04 percent. The number of monthly

visits to these e-commerce services is 129.1 million. The portion of visits via mobile dominates at 62.7 percent, while from desktop 37.3 percent. The average visit duration was 6 minutes 37 seconds. Shopee occupies the second place with a traffic share of 29.78 percent. The number of monthly visits is 120 million. Shopee is most accessed via mobile 72.4 percent and desktop 21.3 percent. Average visit duration 6 minutes 30 seconds. Ranked third with a traffic share of 8.23 percent. The number of monthly visits is 13.58 million. Bukalapak is most accessed via mobile 78.7 percent, while desktop is 21.3 percent. Average visit time is 4 minutes 10 seconds. (https://www.voice.com/bisnis/2021)

An important data from Bank of Indonesia shows that electronic trading transactions have almost doubled in the midst of the pandemic. The number jumped from 80 million transactions in August 2019 to 140 million transactions in August 2020. Previously, the government wanted more MSME products to be connected to the digital ecosystem. One of the strategies of this movement is to connect MSME actors with various online marketplace platform providers. He continued, superior MSME products such as home decor, crafts, food and beverages, and so on, have more opportunities to enter the global market by entering the digital market. (https://www.merdeka.com/) Wednesday, February 24, 2021 14:10)

One of the largest marketplaces originating from Indonesia is Tokopedia, founded on February 6, 2009 by William Tanuwijaya and Leontinus Alpha Edison but Tokopedia itself was only introduced to the public on August 17, 2009 which coincided with the 64th Independence Day of the Republic of Indonesia. According to katadata.co.id data, until 2019 Tokopedia had 6.4 million sales partners, to be exact in October, while in 2020 Tokopedia had 8.6 million sales partners with an addition of 2.2 million. With the available data, it is increasingly possible for entrepreneurs such as micro, small and medium enterprises (MSMEs) to companies that have just been established or called startups to sell products, promote products, to expand the market to

the national level using Tokopedia as an online business medium.

Broadly speaking, the problems discussed in this study are advertising problems. Advertising activities are very broad, so they are only focused on advertising on social media. One of the advertising media on the internet is known as the Web. As a media for advertising, the Web needs to be used by companies that want to advertise their products and services. Likewise with PT. Saafir Prisma Indonesia which utilizes the Tokopedia feature as an advertising medium.

2. METHOD

The research method used by the author is a case study. Case studies are classified as descriptive analytical research, namely research conducted centered on a particular case to be observed and analyzed carefully.

According to (Salim, 2006) case studies have their own boundaries, scope of study and mindset; so that it can reveal a unique, specific and challenging social or physical reality. Case studies reveal many things in very detail, see what other methods cannot, and can capture the meaning behind the case in the natural condition of the object. Meanwhile, according to Susilo Rahardjo & Gudnanto (2011) case study is a method for understanding individuals which is carried out in an integrative and comprehensive manner in order to obtain a deep understanding of the individual and the problems he faces with the aim of solving the problem and obtaining good self-development (Saktisyahputra, 2019). The subject of this research is a special marketing communication team in charge of being responsible for online promotion through the marketplace as research subjects who assist in data collection

According to Sugiono, data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the data standards set (Sugiono, 2013).

In this study the authors used data collection techniques by conducting interviews. According to Susan Stainback (1988), interviewing provides the researcher a means to gain a deeper understanding of how the participant interprets a situation or phenomenon than can be gained through observation alone. By using interviews, researchers can find out more in-depth things about the sources in interpreting situations and events that occur, this cannot be found through observation (Sugiono, 2013).

3. FINDINGS AND DISCUSSION
TopBot Features

This feature is very useful for companies that take advantage of Tokopedia because the form of information that customers are looking for will be automatically obtained in this feature. In this case, the company only needs to compile all the information in a complete and clear manner which will then be processed automatically by the TopBot feature. The company's way of packaging messages in the TopBot feature so that it gets feedback from potential customers as the results of interviews delivered by Rula Shavira as Marketing from PT. Saafir Prisma Indonesia.

"TopBot is an automated message provided by Tokopedia, we actually have automated the questions that are often asked. So what if the goods are ready, then apart from that they check the location, the specifications are where our location is, so from there it will be automated by the system, for example, they will answer our location here. Actually, that's all we can maximize from the ready stock location, that's all".

The excerpt from the interview above provides an explanation by utilizing the TopBot feature of PT. Saafir Prisma Indonesia can provide information on product availability to consumers. The TopBot feature can also be used to provide detailed information about the company's existence which will automatically be given to customers who are looking for it.

The information in the TopBot feature can help customers or potential customers get products and get the company address quickly. Many customers struggle to get the company address because of the lack of clear information, as well as get the product information needed due to lack of information. The customer's own response about PT. Saafir Prisma Indonesia takes advantage of the TopBot feature as the results of an interview delivered by Rula Shavira Marketing PT. Saafir Prisma Indonesia.

"For example, if it helps from the customer side, we hope it helps, the feature was made to help, whether it's from the seller's point of view, or from the buyer's point of view, right? We have maximized as much as possible and answered it in as much detail as possible"

The excerpt from the interview above provides an explanation that the company hopes that using the TopBot feature will provide benefits both from the seller's and buyer's point of view. In addition, it can also be said that the company pays attention to the customer about the information needed in obtaining the product.

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Toko Voucher

Each company has a different strategy for promotional activities. The form of promotion provided by the company will be adjusted to the type of product being sold and the market segment. What promos did the company do in the Store Voucher feature as the results of the interview delivered by Rula Shavira Marketing PT. Saafir Prisma Indonesia.

"Most cashback yes. That's what we use, but we don't really activate it for cashback, because it doesn't really affect our sales."

The excerpt from the interview above provides an explanation of the purpose of promotional activities is to boost sales. For this purpose PT. Saafir Prisma Indonesia carries out promotional activities by providing cashback, but it is not carried out actively because it does not have an impact on product sales.

Figure 1. Toko Voucher

The Toko Voucher page is now here which can make your Store Voucher more exposed to many Tokopedia users! This page contains a collection of Shop Vouchers from many sellers. This will be the main page visited when users search for active Shop Vouchers. All Store Vouchers that you create will be displayed on this page, so the possibility of buyers finding your active Store Vouchers is greater.

Tokopedia vouchers are provided by Tokopedia for companies that want to promote their products to customers. Store vouchers are made by the company to attract the attention of new customers and old customers to use the products that are being offered. PT. Saafir Prisma Indonesia takes advantage of the store voucher feature for promotional activities. The Store Voucher feature can be used at certain moments such as national holidays and religious holidays. At this moment, people usually look for information about products according to the needs that are being desired.

TopAds

The TopAds feature provided by Tokopedia is intended for companies that want to advertise about products. This feature is really special for advertising and is often visited by customers to help get the product and service information they need. The way the company utilizes the TopAds feature is as stated in the interview result by Rula Shavira Marketing PT. Saafir Prisma Indonesia.

"TopAds, really helped boost our products, so indeed, for example, for the TopAds feature, this is one of the number one features in Tokopedia that we actively use from other features because basically our products are franchise products. selling salt products, including hobbies, the market is also a mall, we also sell the cheapest, selling 2500, some are 3500 some are 5000, so if for example the TopAd feature this really helps boost our products like that, right? What I also like about Tokopedia's TopAds feature is that it says that the advertised product is small, so if a customer wants to see if this is the advertised product or not, it's actually quite difficult to tell which one is really small. That's actually a feature that we maximize."

The excerpt from the interview above provides an explanation of the TopAds feature being used optimally by PT. Saafir Prisma Indonesia. Through the TopAds feature, the company earns big profits because it boosts sales.

As a feature that many customers see, the company must really take advantage of it well. Companies can create various types of advertisements to be delivered to the public. Any promotional messages that can be used in the TopAds feature as the results of the interview delivered by Rula Shavira Marketing PT. Saafir Prisma Indonesia.

"For example, what I've been holding so far, TopAds is automatic, right, mass, all of that must be advertised, so actually we can only manage in terms of how much money we want TopAds in on the TopAds. Usually, if from our own company, the budget for TopAds is a maximum of Rp. 100,000 but usually, if you usually fill in Rp. 50,000 for a month is enough to boost the products on Tokopedia. So basically the TopAds feature helps customers see product variations"
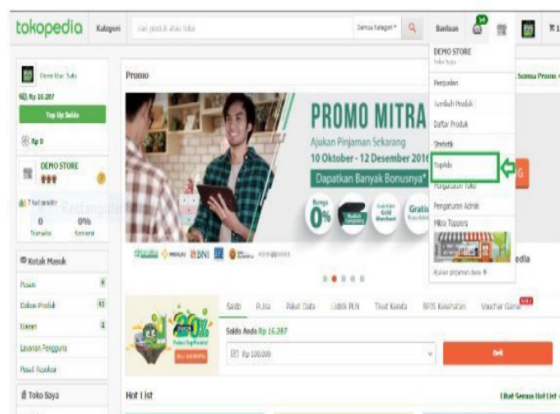

Figure 2. TopAds

The interview excerpt above provides an explanation of the TopAds feature as a medium that will automatically inform the company's promotional messages as given. To encourage the public to see the promotional message, Marketing PT. Saafir Prisma Indonesia provides a budget for customers or the public for free in finding information on the TopAd feature.

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Power Merchant

The Power Merchant feature is provided by Tokopedia for companies that want to convey messages to give confidence to the public. The trust that exists in the community will help the company in developing its business. The impact of using Power Merchant for the company as the results of the interview delivered by Rula Shavira Marketing PT. Saafir Prisma Indonesia.

> "For example, for Power Merchant, we happen to be in our shop, but not long ago, Power Merchant, it's only been a few weeks, yes, but if you look at the differences for example, because it's only been a few weeks, no conclusions can be drawn, so the effect is not yet visible, only from the psychology of the Power Merchant. right, so that the customer believes that this is indeed a trusted buyer, the product sent is appropriate, according to the picture, according to the description, the delivery is fast, so Power Merchant is more about trust, actually."

Figure 3. Power Merchant

The excerpt from the interview above provides an explanation of PT. Saafir Prisma Indonesia has not been using the Power Merchant feature long enough. Because it is still new, not many customers know about it, so its effect on sales is not yet visible. The benefit of the Power

Merchant feature is that it can give more customer trust to the company because the message delivered is in the form of a testimonial packaged in an image or in the form of a response submitted by the customer. Power Merchant is a Seller membership that offers a variety of exclusive features to help increase sales and shopper trust. Starting June 14, 2021, the Power Merchant service fee will be 1.25% with various additional benefits.

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Cashback

One of the features that can attract cutsomers is the Product Cashback feature. This feature is in the form of a message that explains the benefits obtained by the customer in every product purchase. The company's way of utilizing the Product Cashback feature as the results of the interview delivered by Rula Shavira Marketing PT. Saafir Prisma Indonesia.

> "From the Cashback feature, we actually take advantage of it, but our spending is a bit higher, because it's back again, like we can see in Shafir's Tokopedia, we actually sell loose change products. So if we take advantage of the Cashback feature, we will increase the nominal a bit, for example, a minimum spend of 100,000, then we can get cashback."

The excerpt from the interview above provides an explanation that PT. Saafir Prisma Indonesia takes advantage of this feature to give messages to customers of the cashback they have earned. Not all purchases are given cashback by Marketing PT. Saafir Prisma Indonesia in purchasing products, but Cashback is given to consumers for purchases within a certain limit. Store vouchers are a free feature from Tokopedia to create promos at Seller stores. Sellers are free to determine the promo period, promo budget, and the type of promo you want. When setting up a store voucher, the seller will be given two options, namely public and limited.

The theory used by the authors in this study is Computer Mediated Communication (CMC) where this theory explains the existence of communication between 2 people using a computer as a medium of interaction, while the link between theory and this research is Tokopedia as a research subject, because basically Tokopedia is a web application. which is on the computer and where Tokopedia is located, there are sellers in it and buyers who view the Tokopedia site, because there are sellers and buyers interacting, the communication process using media or Computer Mediated Communication occurs.

While the concepts that the author chose in this research are marketing communications, digital marketing, and marketplaces. The relationship between marketing communication and this research is that in marketing communication there is an element of promotion. Similar things are also found in Suharno and Sutarso's book. They explain that marketing communication is a promotional activity because the main element and the main pattern of promotional activities is communication for marketing activities.

The second concept is digital marketing, namely online or modern marketing, according to Urban (2004) digital marketing is a marketing activity that uses the internet and technology to expand and improve traditional marketing functions. The same thing is done by companies in terms of doing marketing through online with the marketplace as its medium.

While the concept of a marketplace with a link between research titles is that Tokopedia is an element of a marketplace, namely an online market that accommodates all entrepreneurs in terms of marketing their products through online similar things are done by PT. Saafir Prisma Indonesia in terms of promotion using the Tokopedia marketpalce.

CONCLUSSION

The conclusions that can be drawn in this study are related to how to use the Tokopedia feature for promotional media at PT. Saafir Prisma Indonesia is that after finding out about the features and benefits it can be concluded that all features benefit the seller, and PT. Saafir Prisma Indonesia is greatly helped by the Tokopedia features, although not all features are utilized because they see the company's needs. One of the features that PT. Saafir Prisma Indonesia is a "TopAds" feature because this feature can help in terms of promotion and sales so that the products sold are known by Tokopedia users.