



ANALYSIS OF DIGITAL BRANDING STRATEGIES IN START-UP ONLINE TRAVEL AGENCIES (CASE STUDY OF TIKET.COM)

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Abstract:

The purpose of this research is to analyze the digital branding strategy. This research uses a descriptive method with a qualitative approach. The qualitative approach was used to better understand the digital branding strategy. The subject of this research is Tiket.com. The method in this research is a case study. According to Nur'aini (2020) the case study research method is the right strategy to use in research where the main research questions are why and how, the focus of researchers in their research is a temporary phenomenon. In this method, researchers must focus on the design and implementation of research. The data source in this research is primary source. Data analysis in this study uses thematic analysis. The activities used in data analysis are data reduction, data presentation, and conclusion drawing. Based on the results of research processing and analysis, the following conclusions were drawn: The conclusion that can be drawn from the point of using the application is that the digital branding strategy carried out by Tiket.com has succeeded in getting customer attention by having a unique logo and using an easy-to-use application. The conclusion that can be drawn from the point of use of the application is that the digital branding strategy carried out by Tiket.com has succeeded in getting customer attention by having a unique logo and using an easy-to-use application. The conclusion that can be drawn regarding social media is that overall, Tiket.com's digital branding strategy on social media has proven to be effective with content that can be well received by users and create good relationships among users. The conclusion that can be drawn from the consumer experience is that Tiket.com has succeeded in building strong digital branding by responding to reviews on social media and providing the right solutions for customers that make customers feel satisfied with the service and recommend the use of Tiket.com to others.

Keywords: *Digital branding, Social media, Tiket.com*

Background

Conditions after travel restrictions during the Covid-19 pandemic gave rise to a new phenomenon in the world of tourism with the term revenge travel or revenge tourism. As reported on (Kompas.com, 2022) from the Economic Times, revenge travel or revenge tourism is a phenomenon that occurs in people who travel or tourism outside their homes after the Covid-19 pandemic. As the name implies, this phenomenon means "revenge" from people who are forced to stay at home due to restrictions from applicable policies. As reported by (Kompasiana, 2019) with the existence of online ticket-based application technology that makes it easier for people not to waste time coming and queuing to buy



tickets at ticket counters, with the online ticket-based application many people feel facilitated in ordering tickets.

According to (Fhonna, 2021) the development of technology and information needs so that users' needs on the internet network are increasingly needed to meet their needs to be able to order travel tickets that can be accessed anywhere and anytime. The internet has become a means to speed up the process, especially in the sale of travel tickets, online booking is an effective breakthrough to save time and of course there is no need to come and queue to buy tickets conventionally. In addition, according to (Susanto, 2019), many industries have benefited from the internet, one of which is the tourism industry, for example the existence of online accommodation bookings and transportation bookings supported by the Online Travel Agency (OTA) application. People have many choices for booking transportation services or vacation accommodations that make everything easier. Booking transportation tickets or vacation accommodation at this time can be done through a website or application, in addition to making it easier for people to make transactions, another function of the website or application is to provide the latest information on departure scheduling and accommodation availability (Fauziah, 2019).

Reporting from (GoodStats, 2022) from the results of a survey conducted by Populix in November 2022, booking transportation using applications and official websites is growing, Traveloka and Tiket.com are the two most favorite online travel applications for booking transportation tickets. Based on the survey, Traveloka leads with 67 percent and in second place is occupied by Tiket.com with 31 percent, then Pegipegi and Booking.com rank third and fourth with the same achievement with one percent. Here is a comparison of transportation prices from online travel applications. Traveloka again leads with 67.5 percent and is followed by Tiket.com in second place with 21 percent. These two applications are the choice of most of the respondents to book vacation accommodation with 88 percent of the votes.

Several previous studies have also been conducted on digital branding strategies. (Hidayanto, 2020) conducted a study entitled "Digital branding strategy at a social crowdfunding startup (case study on Kitabisa.com)" which concluded that Kitabisa.com focuses on building customer-based brand equity such as developing digital platforms, in addition, Kitabisa.com also collaborates with several influencers this is done to increase brand awareness of Kitabisa.com. Another research example (Ferbita et al., 2020) conducted research on "the digital branding strategy of the Indonesian Institute of Sciences (LIPI) through social media" which concluded that at LIPI there are several obstacles and limitations in equipment, human resources, and funding that can be overcome with the right digital branding strategy. So that LIPI's social media has the most Instagram followers under the Indonesian Ministry of Research and Technology and is used as a reference for science information. However, there is no researcher who examines the topic of digital branding strategies carried out by Tiket.com. Therefore, researchers are interested in raising the topic of digital branding to see if the digital branding strategy implemented by Tiket.com is effective.

THEORETICAL FRAMEWORK

Definition of digital branding

The definition of digital branding according to (Miftahul, 2019) is the ability to understand the personality of a product or service through customer experience or the value that the brand wants to convey through social media. Another definition of digital branding according to (He, 2020) is the best way for companies to differentiate themselves from competitors through the internet network. According to (Ratni, 2022) digital branding can also be interpreted as the key to building meaningful relationships with potential customers online and using the internet to easily introduce products or services to potential customers.



Establishment of branding strategy

According to (Didy, 2021), one of the forms of branding strategy is a campaign which is an organized and planned action made to achieve certain goals, for example, such as increasing awareness of new products or getting feedback from customers. According to Clara (2019) campaigns usually include several social media such as Facebook, Twitter, Instagram and other social media. According to (Revita, 2022) the steps to create a campaign are:

a. Determine goals, budget and target market

In determining specific campaign objectives, it is necessary to pay attention to the problems faced so that the campaign can run effectively. If the campaign objectives are clear then what must be considered is the budget, the preparation of the budget is done carefully so that the campaign does not exceed the budget. After determining the objectives and budget, determine the target market you want to target, the target market can be adjusted according to age, gender, demographics and others.

b. Choosing a campaign channel

Each channel has users with their own personalities that must be adjusted to the target to be achieved in the campaign.

c. Creating an attractive promotion

Campaigns can be said to be successful if they achieve their goals. When the target has been reached, it is necessary to do things that move them to buy the product or service offered with content marketing. Content marketing focuses on consumers, in content marketing there are campaign objectives and information related to products or services.

d. Utilization of digital marketing

An effective campaign is a campaign that utilizes digital campaigns, digital campaigns are a way to promote on digital platforms such as websites or social media. Utilizing digital media can increase product awareness and make it easier to get feedback from consumers.

e. Optimized evaluation

The last and most important step is to measure the success of the campaign by conducting analysis and evaluation. Evaluation aims to assess the level of campaign success and determine the next campaign strategy.

Building digital branding

Branding in the digitalization era has its own approach so that it requires strategies and tactics to process it, this is reinforced by the development of social media so that the branding process is increasingly integrated and interrelated. Digitalization with social media is considered to be a transformation of methods to see public behavior significantly, especially now that people usually spend a lot of time accessing the internet, the existence of social media has created new channel-based technology to communicate with the wider community which is usually called digital channels and digital transformation (Ferbata et al., 2020). Branding using social media platforms at this time is considered mandatory because social media has become the main source of information at this time, where information is growing rapidly so that it becomes an alternative to media channels due to the



direct increase in social media users (Nazir, 2023). According to (Uptown.id, 2020) there are 10 ways to build digital branding including:

a. Have a logo

A logo is the soul of a brand that will be remembered in the minds of potential customers. With the help of a logo, the product or service offered will be easy to remember.

b. Creating a website

If the logo is the soul of the brand, then the website is the foundation for running digital branding. The quality of the website and website content must be considered in order to provide the next step for customers.

c. Brand messaging

Brand messaging is the message that a brand wants to convey to potential customers, the message conveyed must be in accordance with the company's vision and mission.

d. Search Engine Optimization/Pay Per Click

The use of SEO/PPC has become commonplace in digital marketing, because SEO/PPC can help promote brands through Google or other sites.

e. Maximizing social media

In this digital era, the power of social media cannot be doubted. According to a survey by dataindonesia.id, social media users as of January 2023 reached 167 million. By maximizing social media, the products or services offered will be better known by potential customers.

f. Making press releases

This method makes the brand enter the Google news trend, this is quite effective because of the tendency to read news online. This also affects the amount of traffic to the brand's website and social media.

g. Online advertising

Online advertising is one of the promotions of a product that displays a content with a specific purpose, Online advertising can be used as a way to build digital branding because it is more measurable and platforms for advertising are very diverse such as search engine ads, display ads, social media ads, mobile feeds and desktop feed ads.

h. Content marketing

To build relationships with customers, content marketing is needed, by creating content, there will be interaction between brands and customers. The focus of this content marketing is to create customer engagement, successful content marketing is that which makes potential customers interested and enthusiastic about the product.

i. Influencer marketing



Influencer marketing or commonly called endorsement is a form of advertising that uses people who are famous on social media to promote products, the people chosen as Influencer marketing are people who can be trusted and have respect from people.

j. Provide a quick and precise response

Branding can also be created by interacting with consumers. Sometimes consumers have problems with the products they want to buy, these problems must be responded to in a friendly and quick response, this will build a good image.

Startup online travel agency

According to (Setiawan, 2021) defines Online Travel Agency (OTA) as a startup company that provides vacation packages, travel tickets and hotel services directly via the internet. This is due to the digitalization that occurs and makes it easier for the wider community to order a travel ticket through the application has become commonplace, especially among consumers who are used to buying travel ticket bookings suddenly. Another definition of Online Travel Agency (OTA) is an online travel provider application that can be done directly on the OTA service provider's website which facilitates many tourism-related companies (T. et Al., 2020).

Building a digital brand with interactive marketing communications

According to (V. et Al., 2022) branding is creating company value in various ways aimed at creating customer experiences that lead to repeat purchases. Digitally one is responsible for managing conversations with consumers on digital platforms to measure the orientation of conversations and the quality of their relationships, digital branding can also be used to obtain brushes, perspectives and subjective values. Ultimately positive attitudes from consumers will result in brand resilience, brand love and long-term relationships.

METHOD

This research uses a descriptive qualitative approach to obtain a broad and in-depth understanding of the digital branding strategies carried out by startup online travel agencies. The subject of this research is a startup online travel agency and the object of research is Tiket.com. The research method used is a case study, according to (Nur'aini, 2020) the case study research method is the right strategy to use in research where the main research questions are why and how, the focus of researchers in their research is a temporary phenomenon. In this method, researchers must focus on the design and implementation of research. In this study, we used the Purposive sampling technique, which according to (Lenaini, 2021) is a method of collecting samples not carried out randomly, which this method only focuses on specific objectives. The activities used in data analysis are data reduction, data presentation, and conclusions.

RESULT

As explained in the data analysis technique, this research uses thematic analysis by analyzing data with the aim of identifying patterns through the data that has been collected, the data obtained by researchers from interviews from parties who know about the data needed will be presented in this section. Interviews were conducted with Tiket.com users in Jabodetabek. The data that will be presented and analyzed by researchers to find out the digital branding strategy carried out by Tiket.com, for more details as follows:

1. App Usage



Informants chose Tiket.com as an application to book travel tickets or hotels because Tiket.com has complete features and makes it easy to make transactions, offers attractive offers in every ticket or hotel booking as MR said as follows:

"I chose Tiket.com because at first I used Tiket.com and as long as I use the features, I think it's easy to use and there are many choices like hotels and all kinds of things and they don't rarely give promos too in every purchase we make through bank payments or the points system they provide."

Informants said that Tiket.com has a unique logo that displays an icon on vacation with contrasting colors that distinguish it from other online travel applications, this was said by KNIP as follows:

"It's easy, because travel apps are identical to the color blue, but Tiket.com has some yellow accents so it's different from the others."

2. Social Media

Tiket.com's social media that informants know include Twitter, TikTok and Instagram. This was conveyed by SA who argued as follows:

"What I know is that Tiket.com is on Twitter and Instagram, what I like the most is Twitter and then the name is also funny, only @tiket is easy to remember so if you want to see it, just search for @tiket and it will immediately come out Tiket.com."

It is known that informants know that Tiket.com's social media actively creates content by using different styles in each social media as said by AS who said as follows:

"What I know is that on Instagram they are active in their stories and the content is quite interesting, like when there are discounts or promos directly posted on Instagram, on Twitter, I often see them replying to tweets that are currently viral, like a promotion there."

3. Consumer experience

Informants did not experience any problems in using the application as MNB said as follows:

"Never, so far it's been safe, whether it's booking then when leaving using the ticket it's safe."

Informants also said that the Tiket.com application is also easy to use so that customers are comfortable using Tiket.com as FND said as follows:

"Yes, Alhamdulillah, there have never been any problems, so far the application has no problems, so it runs smoothly without any obstacles."

DISCUSSION

The research data was obtained from 10 informants from Jabodetabek, based on the results of the interviews that will be discussed divided into several themes consisting of application use, social media and consumer experience. The following data presentation can describe how the answers of the informants related to the digital branding strategy carried out by Tiket.com.

1. App usage

Based on the results of the researcher's interviews with informants, it was found that all informants said that the tiket.com logo is unique by providing a vacationing icon and contrasting color combinations that make informants easily recognize Tiket.com digitally. Tiket.com uses the



application as a platform for digital branding, informants use the application from Tiket.com because of the abundant promos for each transaction and has complete features and is easy to use, informants use other applications to see prices and promos. The display on the application also attracts attention by displaying pictures of the scenery around the vacation spot which adds to the attractiveness and stages for making easy transactions. According to (Dwijulianti, 2023) that perceptions in the ease of use of applications are consumer perceptions of the ease of an application system that is made to make it easier for consumers to transact online. The indicators of the ease of use of applications such as easy to learn, controllable, clear and understandable, flexible, easy to become skilled and easy to use (Susanti, 2023).

2. Social media

Based on the results of the researcher's interviews with informants, it was found that all informants agreed that Tiket.com's social media has a significant attraction, especially in the context of brand awareness and digital branding by creating advertisements on social media and the different characteristics of each social media such as Instagram, Twitter (X) and Tiktok, the content delivered can be well received by the content created such as promo content, informative and interactive content. According to (Yusuf, 2020), social media is a platform for education and building relationships with consumers, one way to educate and create relationships by creating content that aims to influence consumers to make purchases or just invite communication, this aims to attract and retain consumers by being presented with valuable and relevant content.

3. Consumer experience

Based on the results of the researcher's interviews with informants, it was found that most informants have never experienced problems in using Tiket.com services, but some informants who have experienced problems and wrote unfavorable reviews on social media with the problem of streaming services purchased by informants being used by irresponsible parties can be resolved properly and Tiket.com responds to these complaints quickly. All informants expressed their satisfaction with Tiket.com services and recommended the use of Tiket.com through social media or electronic word of mouth, which is an important aspect of their digital branding strategy. According to (F. et Al., 2023) electronic word of mouth is a comment made by users of products or services through social media, comments made can be positive or negative that can influence other users to use products or services from the same company.

CONCLUSION

Based on the results of processing and analyzing research data regarding "Analysis of digital branding strategies at start-up online travel agencies (tiket.com case study), the following conclusions can be drawn:

1. Application Usage

The conclusion that can be drawn from the point of using the application is that the digital branding strategy carried out by Tiket.com has succeeded in getting customer attention by having a unique logo and using an easy-to-use application.

2. Social Media

The conclusion that can be drawn regarding social media is that overall, the digital branding strategy carried out by Tiket.com on social media has proven to be effective with content that can be well received by users and create good relationships among users.

3. Consumer Experience

The conclusion that can be drawn from the consumer experience is that Tiket.com has succeeded in building strong digital branding by responding to reviews on social media and providing the right solutions for customers that make customers feel satisfied with the service and recommend the use of Tiket.com to others.



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