

MARKETING COMMUNICATION STRATEGY PT. GO-JEK INDONESIA IN INCREASING THE NUMBER OF CONSUMERS

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Informasi Artikel	Abstract
<p>E-ISSN : 3026-6874, Vol: 2 No: 3 Januari 2023 Halaman : 78-99</p> <p>Keywords: Gojek Indonesia, Dynamic Communication, Marketing Strategy</p>	<p>This study investigates the dynamic marketing and communication strategies used by PT. Gojek Indonesia to strengthen its consumer base. As one of Southeast Asia's leading technology-based platforms, Gojek has rapidly expanded its services beyond ride-hailing to include food delivery, digital payments, and more. This research uses a qualitative approach, combining interviews, case studies, and industry analysis to dissect the multifaceted strategy implemented by Gojek. This study explores Gojek's proficient use of digital channels and social media to drive consumer engagement. By analyzing consumer behavior and preferences, the study explains how Gojek tailors its marketing messages to resonate with diverse target audiences. In addition, this study examines the role of strategic partnerships and collaborations in strengthening Gojek's market presence and attracting new consumers. Furthermore, the study explores the impact of innovative features and services introduced by Gojek, such as loyalty programs and seamless user interfaces, on customer acquisition and retention. The study identifies the critical role of data analytics in shaping personalized marketing campaigns that appeal to specific consumer segments. The findings from this study contribute to a broader understanding of effective marketing and communication strategies in technology-based service industries. The insights derived from Gojek's approach provide valuable lessons for businesses looking to navigate a competitive market and expand their consumer base through strategic marketing initiatives.</p>

Abstrak

Studi ini menyelidiki strategi pemasaran dan komunikasi dinamis yang digunakan oleh PT. Gojek Indonesia untuk memperkuat basis konsumennya. Sebagai salah satu platform berbasis teknologi terkemuka di Asia Tenggara, Gojek telah dengan cepat memperluas layanannya di luar ride-hailing untuk memasukkan pengiriman makanan, pembayaran digital, dan banyak lagi. Penelitian ini menggunakan pendekatan kualitatif, menggabungkan wawancara, studi kasus, dan analisis industri untuk membedah strategi multifaset yang diterapkan oleh Gojek. Studi ini mengeksplorasi penggunaan saluran digital dan media sosial Gojek yang mahir untuk mendorong keterlibatan konsumen. Dengan menganalisis perilaku dan preferensi konsumen, studi ini menjelaskan bagaimana Gojek menyesuaikan pesan pemasarannya untuk beresonansi dengan audiens target yang beragam. Selain itu, studi ini mengkaji peran kemitraan strategis dan kolaborasi dalam memperkuat kehadiran pasar Gojek dan menarik konsumen baru. Selanjutnya, studi ini mengeksplorasi dampak fitur dan layanan inovatif yang diperkenalkan oleh Gojek, seperti program loyalitas dan antarmuka pengguna yang mulus, pada akuisisi dan retensi pelanggan. Studi ini mengidentifikasi peran penting analitik data dalam membentuk kampanye pemasaran yang dipersonalisasi yang menarik bagi segmen konsumen tertentu. Temuan dari penelitian ini berkontribusi pada pemahaman yang lebih luas tentang strategi pemasaran dan komunikasi yang efektif dalam industri jasa berbasis teknologi. Wawasan yang berasal dari pendekatan Gojek memberikan pelajaran berharga bagi bisnis yang ingin menavigasi pasar yang kompetitif dan memperluas basis konsumen mereka melalui inisiatif pemasaran strategis.

Kata Kunci : Gojek Indonesia, Komunikasi Dinamis, Strategi Pemasaran

INTRODUCTION

The technology-based service industry, particularly through platforms such as PT GO-JEK

Indonesia, has witnessed rapid development that has become integral in people's daily lives. GO-JEK, as the market leader in on-demand services, faces significant challenges in retaining and increasing the number of consumers amid increasingly fierce competition. Marketing is the process of organising and carrying out ideas, pricing, organising and distributing products and services, and planning exchanges to create exchanges that meet the objectives of both individuals and organisations (Agung Krisprimandoyo, 2020). The development of technology and the dynamics of the business ecosystem show the importance of marketing communication strategies as a vehicle to achieve company goals, especially increasing the number of consumers. Therefore, this study approaches strategic problems by exploring "PT GO-JEK Indonesia's Communication Marketing Strategy in Increasing the Number of Consumers."

In this background, it is seen that communication marketing strategy is a key foundation for creating and sustaining corporate success in this ever-changing market (Kotler et al., 2016). Marketing communications created with the express purpose of guaranteeing that all messaging and methods of communication are consistent and customer-focused across all platforms (Riyadi et al., 2019). The growth of the number of consumers is the main focus, and to achieve it, companies need to understand consumer dynamics in depth. Therefore, this study takes a qualitative approach to go beyond statistical figures and delve into consumer experiences, views, and preferences. The following survey data was obtained.



Figure 1. Online motorcycle taxi diagram chosen by Indonesian people

The challenges facing GO-JEK, such as increased competition, the speed of technological change, and the evolution of consumer preferences, demand more in-depth analysis. Through qualitative methods, this study aims to explore the psychological and emotional dimensions of consumers to the marketing communication strategy applied by GO-JEK (Creswell & Creswell, 2017).

This research views that a comprehensive background will provide a solid understanding of the context of the industry and company. Thus, it is expected that this research will not only provide in-depth insight into GO-JEK's communication marketing strategy, but also make a positive contribution to the development of theory and practice in the field of PR and marketing (Wahid & Puspita, 2017). In addition, the strategic recommendations emerging from this study are expected to provide valuable guidance for GO-JEK in optimizing their interactions with consumers and, ultimately, increasing the number of consumers in a sustainable way.

The high level of competition encourages companies to continue to innovate. Therefore, this

research will identify strategic problems faced by GO-JEK in order to increase the number of consumers. With a deep understanding of barriers and opportunities, this study seeks to provide comprehensive insights.

The main objective of this study is to explore and analyze GO-JEK's marketing communication strategy in the context of increasing the number of consumers. With a deep understanding of the steps taken by the company, it is expected to produce strategic recommendations that contribute to sustainable consumer growth. The results of this research are expected to provide practical benefits to the industry and academic contributions in understanding marketing communication strategies. Industry practitioners can use these findings to optimize their marketing strategies, while academics can leverage them as contributions to the PR research literature.

This research will apply a qualitative approach with a focus on consumer views and experiences. Qualitative analysis is expected to provide an in-depth and contextual picture of the marketing communication strategy implemented by GO-JEK. This research is limited to PT GO-JEK Indonesia's marketing communication strategy and its impact on increasing the number of consumers. The specific technical aspects of GO-JEK's services will not be discussed in depth.

Furthermore, the following chapters will discuss in detail the theoretical framework, literature review, and research methodology. With this approach, this research is expected to provide comprehensive insights related to PT GO-JEK Indonesia's marketing communication strategy.

RESEARCH METHODOLOGY

This research methodology aims to thoroughly study the communication marketing approach of PT. GO-JEK Indonesia in its efforts to increase the number of its customers. To gain a thorough understanding of how the business communicates with its target audience and how the strategy can be improved to achieve sustainable growth, this approach combines quantitative and qualitative elements. To gain comprehensive insights, various data collection techniques will be used.

The first method is to collect qualitative data. This research will conduct an in-depth interview with the marketing and communication team of PT. GO-JEK Indonesia. It is expected that the internal stakeholders active in the study will provide different perspectives on the marketing and communication strategies that the company uses. In addition, conducting a content analysis of current marketing content will help you better understand the message and strategy used (Grbich, 2013).

Then for the next method to be used is quantitative data collection. Consumer surveys will be conducted to determine consumer perceptions and preferences towards PT. GO-JEK Indonesia. Data from these surveys will be analyzed using statistical tools to find relevant patterns, trends, and relationships. Quantitative analysis will provide a more measurable picture of how effective current communication marketing strategies are in attracting and retaining customers.

Then conduct a competition analysis. This analysis is a comprehensive review will be conducted to determine the marketing strategy of competitors' communication PT. GO-JEK Indonesia in the Indonesian market. These strategies will be compared to determine the advantages and weaknesses of PT. GO-JEK Indonesia. This analysis will provide an understanding of the variables that can influence customer decisions about ride-hailing providers.

After conducting the analysis, it will proceed to determine global case studies.¹ This research will investigate communication marketing strategies successfully used by similar companies around the world. This method allows comparisons between best practices that work in different markets and can provide inspiration to refine PT strategies. GO-JEK Indonesia. Then proceed with a different analysis, namely a combined analysis. This analysis is carried out to provide a deeper understanding of the effectiveness and relevance of current communication marketing strategies, quantitative and qualitative data will be combined. These findings will form the basis for conversations about the strengths, weaknesses, opportunities, and threats of PT. GO-JEK Indonesia in an effort to get more customers. By combining these methods, this study is expected

to provide a comprehensive overview of PT. GO-JEK Indonesia and practical advice on how best to attract customers.

At the end of this research will lead to the dissemination of ideas on the findings using a very broad research report and covers many things. The report will present research methodology, data analysis, interpretation of findings, strategic recommendations, as well as implications to industry practitioners and academic researchers. Not only that, the findings of this research can be shared and disseminated through academic publications, industry reports, and presentations at conferences and seminars that are appropriate or relevant to contribute to knowledge in marketing communication strategies and consumer behavior in technology-based service industries. This thorough research process will provide a useful understanding of PT. GO-JEK Indonesia and how it impacts the increase in the number of customers. In addition, this research will add to industry and academic knowledge of effective marketing strategies.

RESULTS AND DISCUSSION

The technology of today has limitless applications in every facet of life. Humans are constantly attempting to transform new tasks that were previously completed in a traditional manner into cooperative actions that make use of electronic technology, including transportation (Safitry et al., 2020). PT. Go-Jek Indonesia is one of the companies in Indonesia engaged in transportation-based internet and smartphones. With the existence of PT. Go-Jek Indonesia as a step from the implications developed and born through technology and the widespread use of the internet and smartphones among the daily lives of Indonesian people. The development of technology through applications and business wheels in the field of internet-based transportation and smartphones seems to have changed the way and view of the community, especially in Indonesia regarding the use of transportation from conventional methods to internet-based transportation and smartphones (Yudani et al., 2023). The increase in the number of internet and smartphone users has an impact on the number of people who use social media through smartphones, so many people choose to switch to using internet-based transportation.

With the current online ojek application, it has changed the behavior of some people in Indonesia when they need personal public transportation such as motorcycle taxis. Recent research nailed by MarkPlus says that around 98% of young people in Indonesia have mobile phones. While as many as 171% of those who have a smartphone must access the internet every day (Hereyah & Andriani, 2020). The duration of use is also very varied, some are once every three hours to four hours. Online transport offers several advantages, including accessibility and a more focused and transparent system. Online booking and payment make travelling easier and offer a far more affordable and convenient option than traditional methods (Octavia, 2017).

However, in fact this online trend also has an impact on some motorcycle taxi drivers who have not migrated to online motorcycle taxis. The presence of online motorcycle taxi applications, for example, has changed the behavior of some people in getting ojek services. In addition, this online motorcycle taxi service is also increasingly showing its development by providing food delivery services or goods packages.

History of PT. GO-JEK New Zealand

Nadiem Makarim is the founder of PT. Go-Jek Indonesia established. PT. Go-Jek Indonesia was founded as a startup business, there are social goals that were inserted when establishing PT. Go-Jek Indonesia, which is to increase the income and quality of life of ojek drivers in Indonesia. The beginning of Nadiem Makarim established PT. Go-Jek Indonesia is because of its chat with an ojek driver at a base. He listened and concluded that the working time carried out by the base ojek driver is very unproductive, the reason is, because more than part of the ojek driver's working time is spent just to wait for the arrival of customers. Increasingly dense congestion is also one of the factors that make online motorcycle taxis should be a helpful solution for ojek drivers in Indonesia. This reason also makes the idea to provide a practical & fast shuttle transportation service to help the community users1ojek, as well as help1para1driver1ojek1agar1bisa1work1more productive

and improve their standard of living. Until 2010, Go-Jek was officially launched and began operating (Go-Jek, 2015).

PT. Go-Jek Indonesia as a company that provides services for online transportation requires effort for its sales. Marketing Public Relations can be a solution to introduce Go-Jek to the public, especially because there is competition between similar companies that have begun to emerge (Tujarah et al., 2022). Various activities are carried out by PT. Go-Jek Indonesia agar PT. Go-Jek Indonesia can continue to build and promote its company with creativity and strategies that are interesting, innovative and different with the aim of getting the best possible public attention.

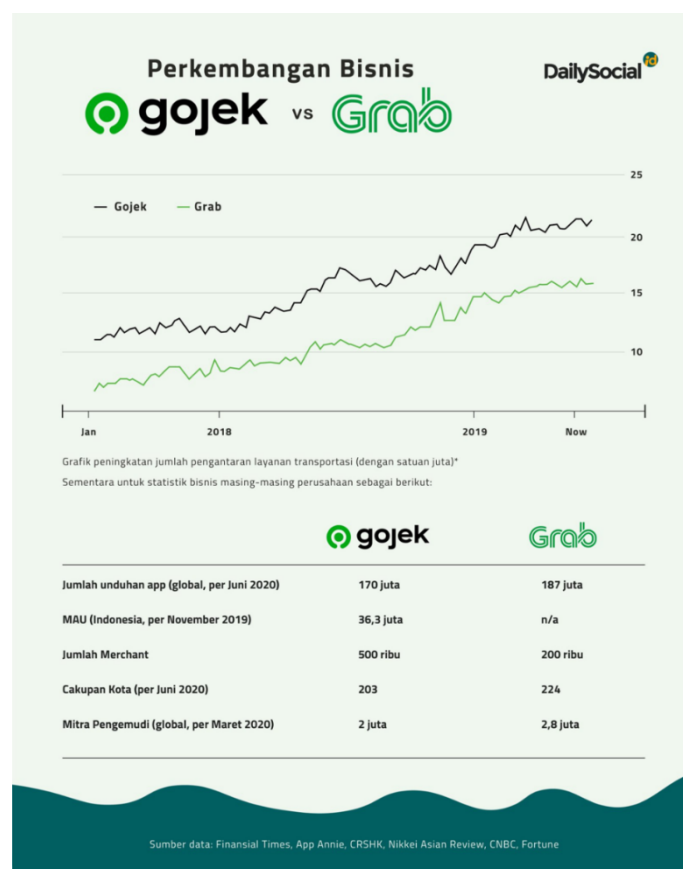


Figure 2. GOJEK development statistics until 2020

PT. Go-Jek Indonesia has held various activities aimed at supporting the formation and even strengthening of the company's image. This is certainly done in a planned and sustainable manner because it is expected to win and certainly attract the hearts of the Indonesian people. Various activities made by PT. Go-Jek Indonesia is part of marketing public relations activities to shape public perception as an effort to build brand awareness by the Indonesian people (Tujarah et al., 2022). PT. Go-Jek Indonesia certainly must be able to improve its activities or marketing processes in order to always win the market compared to other online motorcycle taxi brands.

PT. Go-Jek Indonesia as a company engaged in providing online transportation services is a new type of transportation based on the internet and smartphones. This requires various efforts that must be done professionally and intelligently to create brand awareness among the smartphone user community. Various businesses create a corporate image related to how to do marketing which is applied by PT. Go-Jek Indonesia in the midst of competition with various other similar companies and brands that willy-nilly, can not begin to give rise to strong competition in winning the hearts of the people in Indonesia. In 2020, the Gojek application in Indonesia, Thailand, Singapore, and Vietnam was merged into one, where the Gojek application was installed more than

190 million times, and had an important role during the Covid-19 pandemic (Hanifah et al., 2021). In 2021, Gojek and Tokopedia merged into GoTo, the largest technology company in Indonesia and became the "go to" ecosystem to meet daily needs.

Products of PT Gojek Indonesia



Figure 3. Products owned by PT. GO-JEK New Zealand

PT. GO-JEK Indonesia started with one transportation service, namely by online motorcycle taxi. But now, there are more than 20 products and services, which are divided into five categories, namely as follows (Salim, 2022):

1. Transport & Logistics

a) GoCar

GoCar is a transportation service by car that makes traveling comfortable and safe. A user can use GoCar for daily commutes, such as going to work or visiting certain places in the city.

b) GoRide

GoRide is a two-wheeled transportation service or called a motorcycle aka ojek. A user can use GoRide to reach the destination quickly, especially in areas that are difficult to reach by car.

c) GoBox

Is a service for shipping goods in large quantities using pickup cars, tubs, & ankle trucks. An online business can use GoBox to deliver large quantities of goods to their customers.

d) GoSend

Is an instant small-scale freight forwarding service with 3 services in the city such as instant-motor, instant-car. A user can use GoSend to send documents or goods to friends or colleagues in the city.

- e) GoBlueBird
Blue Bird taxi booking service. Through GoBlueBird, customers can access tens of thousands of Blue Bird fleets throughout Indonesia. A user can order a Blue Bird taxi easily through the Gojek application for a more guaranteed trip.

2. Payment

- a) GoTagihan
GoTagihan service we can pay various water, electricity bills and purchase digital product vouchers. A user can pay his monthly water and electricity bills easily using GoTagihan .
- b) GoPay
An all-round digital wallet, electronic money that we can use to make payment and financial transactions through the Gojek application. A user can pay for food, transportation, and various other services by using GoPay balance in the Gojek application.
- c) GoPayLater
GoPayLater from Findaya is a payment method for transactions in everything from paying bills, buying food to clothing. A user can use GoPayLater to purchase daily necessities and pay bills flexibly.
- d) GoSure
GoSure is a digital goods insurance product. A user can insuring their electronic devices, such as smartphones, through GoSure service.
- e) GoGive
It is a service that allows customers to distribute donations, zakat, infaq, and alms. A user can use GoGive to make donations to charitable organizations or individuals in need.
- f) GoInvestasi
It is the cheapest and easiest way to invest and build the habit of saving with gold or mutual funds. A user can use GoInvestasi to start their investment portfolio easily.
- g) GoCorp
It is a company service to provide employee transportation facilities through the Gojek application to arrange employee transportation benefits. A company can use GoCorp to efficiently manage employee transportation allowances.

3. Order Food and Shop

- a) GoFood
It is a food delivery service that works with more than 125,000 restaurants A user can order their favorite food from a nearby restaurant and have it delivered to their location.
- b) GoMart
It is a service where customers can shop for daily or weekly necessities easily. A user can use GoMart to buy groceries and daily necessities without the need to go to the store.
- c) GoMed
It is a solution to our health needs that facilitates access to quality services provided by real doctors. A user can consult their health problems with a doctor through GoMed services.
- d) GoShop
It is one of Gojek's products that allows you to buy almost anything, from anywhere. A user can use GoShop to buy various electronic products, clothing, and other goods online.

4. Entertainment

- a) GoPlay
Is a streaming service that allows users to download Indonesian and foreign film content to watch offline. A user can watch their favorite movies in streaming or download them to watch without an internet connection.
- b) GoTix
It is an online cinema ticket booking service. A user can order cinema tickets for the movies they want through the Gojek application.

5. Business

- a) GoBiz
It is a super app from Gojek that can help develop a business. From managing GoFood orders and in stores, receiving GoPay payments, analyzing sales reports, all can be done in the GoBiz application. A business owner can use GoBiz to manage orders, accept digital payments, and monitor their business performance.
- b) Midtrans
Midtrans is a service that accepts online and offline payments in a fast time at a low cost. An online store can use Midtrans as a payment gateway to accept payments from customers.
- c) Mocha
Is a service that provides various solutions for offline & online sales needs. A small business or restaurant can use Moka to manage sales, inventory, and customer payments.
- d) S
It is a complete keyboard to help you online sellers. An online seller can use Selly as a keyboard to simplify the process of writing product descriptions and quick responses to customers.

Marketing Strategy

From the successful establishment of PT. GO-JEK Indonesia, of course, this company has an extraordinary marketing strategy, therefore, we as the compiler of this research will also explain the marketing communication strategy of PT. GO-JEK Indonesia in increasing consumers. There are several ways PT. GO-JEK Indonesia to increase consumers, namely (Dalem & Sutari, 2017):

1. Use of digital platforms
Go-Jek, like many other digital companies, leverages digital platforms in a very strategic way. They use their mobile app as the backbone of the service, providing easy access to transportation services, food delivery, financial services, and more. Their website serves as a means of information and also as a gateway to register or access a wider range of services.
On social media, Go-Jek actively builds a strong presence by providing up-to-date information, responding to user inquiries, and conducting promotions to reach potential audiences (Hereyah & Andriani, 2020). They leverage various platforms such as Facebook, Instagram, Twitter, and YouTube to expand their reach, using targeted advertising and content relevant to their intended audience.
Their strategy also involves collaborating with influencers and online communities to increase their brand presence. By optimizing the user experience on each platform, whether through an easy-to-use interface or faster services, they can effectively reach and retain potential audiences.
2. Market Segmentation
Go-Jek has used several strategies to identify and understand different market

segments:

- In-depth market research
They conduct market analysis to understand different needs, preferences, and trends across different user segments. This helps them differentiate between market segments and tailor their services according to the unique needs of each segment.
- User data analysis
Go-Jek makes use of user data collected from their platform. By analyzing user behavior, transaction preferences, and location, they can determine the preferences and habits of different market segments.
- User research and interviews
Conduct interviews, surveys, and user research sessions to understand firsthand user needs, expectations, and experiences. This helps them gain a deeper insight into what each market segment really wants.
- Market segmentation
After obtaining information, Go-Jek segments the market, dividing users into groups based on similar characteristics, behaviors, or needs. This allows them to tailor services and marketing strategies more effectively for each group.
With the combination of these strategies, Go-Jek can more precisely understand the needs of each market segment and design services accordingly to meet the specific needs of each group.

3. Diverse service offerings

Go-Jek develops these services with a careful approach to market analysis, innovative technologies, and responsiveness to consumer needs.

- Market research and trend analysis
Go-Jek conducts in-depth market research to understand consumer trends and needs. They analyze market demand for ride-hailing services, food delivery, financial services, and various other services.
- Technological innovation
The company continuously develops and adopts innovative technologies to support their services. This includes the development of easy-to-use mobile applications, the integration of secure payment systems, the use of AI to enhance the user experience, and other technologies that support the services offered.
- Response to consumer needs
Go-Jek is very responsive to consumer feedback and requests. They continuously update their services based on evaluations from users, add new features, improve service quality, and expand service coverage according to market demand.
- Service diversification
By understanding the diverse needs of consumers, Go-Jek continues to diversify their services. They not only concentrate on transportation services, but also provide food delivery services, financial services, health services, and various other services to meet the needs of consumers thoroughly.
With this approach, Go-Jek has succeeded in presenting a variety of services that suit consumer needs and maintain relevance and quality of services in an industry that continues to change and evolve.

4. Strategic partnerships

Go-Jek has been successful in collaborating with brands and service providers to expand their reach and offer consumers more choice. Here are some ways how this collaboration materialized:

- Strategic partnerships

Go-Jek has strategic partnerships with various brands or service companies. They may collaborate with restaurants, retail stores, financial service providers, or other companies to offer food delivery services, financial services, or other services integrated in the Go-Jek application.

- **Service integration**
Go-Jek enables the integration of third-party services into their platform. For example, they can integrate payment systems or logistics services from other companies into their applications to provide convenience for users.
- **Loyalty programs and joint promotions**
This collaboration is also realized through loyalty programs or joint promotions between Go-Jek and their partners. For example, special discounts for Go-Jek users when using certain partner services or points programs that can be exchanged for services or products from partners.
- **Collaboration with specific industry sectors**
Go-Jek also works with certain industrial sectors, such as healthcare or finance. They can collaborate with hospitals, pharmacies, or financial institutions to provide healthcare or financial services through their platform.

Through these various forms of collaboration, Go-Jek can offer diverse services to their consumers, provide more choices, and expand their business reach. It also provides benefits for their partners by increasing visibility and access to a wider market through the Go-Jek platform

5. Branding and promotion strategies

Go-Jek's brand communication strategy is shaped with several approaches that prioritize engagement, authenticity, and user experience. Some of the main strategies they use (Azizah et al., 2020):

- **Engagement through social media**
Go-Jek is active on various social media platforms, disseminating relevant, interesting, and useful content for users. They interact with their audience directly, responding quickly and responsively to user questions, feedback, and input.
- **Creative advertising campaigns**
Through creative and memorable advertising campaigns, Go-Jek creates memorable messages and connects emotionally with its audience. These campaigns often depict real user stories or underscore the benefits of their services to society.
- **Consistent branding**
The Go-Jek brand is known for its vibrant colors and consistent identity across platforms. This helps build a strong and consistent impression in consumers' minds, making it easier for them to identify with the Go-Jek brand across multiple contexts.
- **Building trust**
Go-Jek focuses on building trust by offering quality, safe, and reliable services. They also often provide information about the security of service use, privacy policies, and other security measures to build consumer trust.
- **Putting user experience first**
Go-Jek's communication strategy has always paid attention to user experience. They provide clear and structured information on how to use the service, as well as listen to user feedback to continuously improve the quality of their service.

Through the combination of these strategies, Go-Jek managed to build strong brand awareness and increase consumer trust by focusing on positive interactions, good experiences, and resonant messages.

6. Customer Service and Experience

Go-Jek has a strong focus on improving service quality and providing a satisfying experience for consumers. Some of the ways they do this include:

- **User feedback**
They regularly ask for feedback from their users. This helps in understanding the areas that need improvement as well as knowing what consumers want to improve the service.
- **Continuous innovation**
Go-Jek continues to innovate in their services. They introduce new features and improvements that are based on user feedback and new technological developments to improve the user experience.
- **Employee training and evaluation**
Improving service quality also involves training employees. Go-Jek provides regular training to driver-partners and customer service personnel to ensure they provide friendly, efficient, and quality service.
- **Service quality monitoring**
The company routinely monitors the quality of the services they offer. They use data to monitor service performance, response time, reliability, and a variety of other metrics to ensure the optimal user experience.
- **Standards enforcement**
Go-Jek has clear service standards and they ensure that every service they offer meets those standards. This includes security, convenience, waiting time, and other aspects that make the user experience better.
With a strong focus on user feedback, continuous innovation, employee training, service quality monitoring, and standard enforcement, Go-Jek continues to work hard to improve service quality and provide a satisfying experience for their consumers.

7. Data Analytics and Personalization

Go-Jek uses user data to personalize services and communications in several ways:

- **User behavior analysis**
They analyze user data to understand individual user habits, preferences, and behavior. Thus, they can tailor service or product recommendations that better suit the needs and preferences of each user.
- **Tailored messages and promotions**
Based on user data, Go-Jek sends messages or promotions directed at users' individual preferences and habits. For example, they can send you special offers or discounts for services that are most frequently used by a particular user.
- **Customized user experience**
In their application, Go-Jek can customize the user interface and experience based on user preferences and history. This could be a recommendation of more relevant services or the drafting of an app layout tailored to individual preferences.
- **Data-driven service enhancements**
User data helps Go-Jek in improving their overall services. Data analysis helps them understand where their services may be suboptimal and how to improve them to improve user satisfaction.
By utilizing user data wisely, Go-Jek can improve service personalization, deliver more relevant messages, increase user engagement, and overall, significantly improve the user experience.

According to Simamora, 2022, CSR or *Corporate Social Responsibility* is a social responsibility carried out by a company. This responsibility is in the form of programs run by a company to the surrounding community and company policy stakeholders. The implementation of CSR provides many benefits to the company, including (Ali & Simamora, 2022):

- a. The existence of CSR programs can improve the company's image of the community as consumers, so as to have a good impact on the company.
- b. The implementation of CSR can make relationships with policy stakeholders well established. With the establishment of good relations between the company and various policy stakeholders, the company's growth will also improve.
- c. CSR also contributes to building a good environment, because CSR is a form of corporate responsibility to the surrounding environment.
- d. CSR can help companies obtain licenses for maximum operational activities
- e. CSR can reduce business risk in the company
- f. CSR is able to open wide access as a source for business operations
- g. CSR can open up vast market opportunities
- h. CSR can help reduce costs, one of which is related to the impact of waste disposal
- i. CSR Helps increase company and employee productivity
- j. CSR can help improve relationships with regulators
- k. CSR provides opportunities for rewards

From the understanding and benefits that have been mentioned, it shows that CSR can help the formation of the company's image. Therefore, CSR is often considered a form of Reputation Management.

CSR itself has been mentioned or regulated through Law Number 40 of 2007 concerning the top companies in Chapter V Article 74, *Corporate Social Responsibility* (CSR) is addressed with the term "social responsibility and environment", although it is not explained more deeply about the meaning of social and environmental responsibility, but it can be understood that social and environmental responsibility has broad aspects (Hudoyo, 2016).

Imran (2012) has explained the benefits of CSR for the company. Various factors, such as the commitment of company leaders, the size and age of the company, regulations or rules set in the company, and the tax system regulated by the government, affect the CSR implementation of a company (Imran, 2012). But in practice, the implementation of CSR must also be adjusted to the company's capabilities and the needs of the community. As a result, these CSR activities have become very diverse. It depends on a process of social interaction, which is voluntary based on moral and ethical motivations, and usually exceeds and must always meet the rule of law (Susilo, 2019). In Indonesia, the use of CSR is increasing rapidly. It is an action taken by companies as a way to enhance their credibility as well as the formation of their corporate image by showing social and environmental concern in various fields.

As a large company that has a big impact on people's lives in Indonesia, PT. Go-Jek must have a CSR program as a form of its responsibility in establishing a company that moves around the people of Indonesia. In addition to forms of social responsibility, PT. Go-Jek can also use CSR programs as a medium to build an image and maintain a good image in its company to the community. Various CSR programs have been created by PT. Go-Jek Indonesia, both for all internal companies, consumers, to the surrounding community who feel the good or bad impacts of the presence of PT. Go-Jek in Indonesia (Puspita et al., 2022).

Here are some CSR programs that have been carried out by PT. Go-Jek Indonesia to hold its company accountable to the community and how to build a good image or branding for the community and its consumers (Putra, 2023):

1. Holding "**Gojek Scholarships**" for children of their driver partners. This activity is not only a concern of PT. Go-Jek in Indonesia to its partners, but also to the families of its partners. The program, called Gojek Swadaya, also aims to improve the living standards of its driver partner families. Not only that, PT. Go-Jek in Indonesia also

provides some educational assistance for driver partners and their children at various levels of education, ranging from elementary, junior high, high school, and unmitigated to S2 education. This scholarship or assistance is distributed through Yayasan Anak Bangsa Bisa or YABB (Suparman, 2024).

2. Creating a community "**GoMama : Mama Aktif Mantab Abis**" as a positive community formation by PT. Go-Jek in Indonesia to provide a space for productive activities for mothers in Indonesia. This is certainly beneficial for the community and PT. Go-Jek in Indonesia. PT. Go-Jek in Indonesia strives to support mothers in Indonesia to help improve education and productivity of the Indonesian people. This activity is run with FUN which stands for *Friend Networking, Upskill* to learn new things, and *New Business Opportunities From Home*. This activity from the GoMama community is carried out online through Whatsapp groups and online classes. The benefits offered by this program are, making new friends, learning new things from parenting to how to create content, getting prizes when there is a competition, and getting various special vouchers from GoJek (Gofood, 2023).
3. Held a GoCampus Ambassador. This program is aimed at PT. Go-Jek in Indonesia for students in semesters 1-6 in 17 cities in Indonesia. This program is a program that aims to develop technical and non-technical skills owned by students in Indonesia (Wicaksana, 2023). This skill is needed to encourage the advancement of technology and digitalization as a way to provide various benefits and facilitate the lives of students and those around them. Many benefits are provided from GoCampus Ambassador. Some of them are:
 - Self Development Program. As a GoCampus Ambassador, students will be taught to add and train their soft skills and hard skills. Especially in the field of technology and digital.
 - Allowance. GoCampus Ambassador will certainly provide fees or pocket money for selected students. This advantage is very helpful for students to increase their daily pocket money and also as an appreciation for their willingness to develop themselves.
 - Get various discounts and free vouchers for the use of GoCar, GoFood and GoRide.
 - Exclusive Merchandise from PT. Go-Jek in Indonesia as a souvenir and memento once became a GoCampus Ambassador
 - Certificate of Appreciation
 - Grand Prize in the form of GoPay balance of 2 million rupiah, education savings, visiting GoJek Headquarter in Jakarta and being able to be directly involved in various activities at PT. Go-Jek in Indonesia.

Bridging Narratives And Insights: Unveiling The Layers Of Gojek's Marketing Communications

The research phase necessitates a careful equilibrium between methodological rigour and interpretive delicacy, blending both art and science.

The interviews with Gojek's managerial staff offer valuable insights and personal viewpoints, providing a distinct perspective on the operational and strategic elements of marketing communications at PT. Gojek Indonesia. Every conversation is a rich amalgamation of experiences, concerns, and aspirations, comprising valuable data points and a story that can be analysed within the larger framework of growing consumer involvement.

The analytical method conducted in the research is a thorough and repetitive journey. They carefully analyse the spoken information by using a combination of thematic analysis and sentiment evaluation, revealing patterns, topics, and anomalies. By employing this methodical

methodology, we are able to extract the fundamental elements from the interviews, converting unprocessed accounts into organised observations that accurately reflect the combined knowledge and unique perspectives of our interviewees.

As the research progresses from raw data to practical insights, it has revealed several important themes that shed light on various aspects of Gojek's marketing communication tactics. Our analysis aims to provide a full overview of the present landscape, including the success of current tactics in engaging potential consumers, the crucial role of social media, and the obstacles and gaps within these initiatives.

When conducting the research, it is important to analyse the findings objectively and be receptive to the data's guidance in interpreting the results. This interlude functions as a connection between the process of gathering data and presenting the findings, while also serving as a reminder of the profound impact of qualitative research in revealing the complexities of human experiences and organisational tactics.

How effectively Gojek's current marketing communication strategies engage potential consumers?

Gojek, a key player in the ride-hailing and delivery services industry, has implemented various marketing communication strategies to effectively engage potential consumers. Research by Fatimah (Fatimah et al., 2021) analyzes Gojek's marketing strategy through YouTube social media using netnography, showcasing how Gojek has successfully established its brand name in consumers' minds, replacing generic terms like "online motorcycle taxi" with "Gojek." This demonstrates a strong brand presence and recall value resulting from Gojek's marketing initiatives, including Go-Pay discounts, memes, nationalism campaigns, and endorsements.

As it is stated by the managerial staff of Go-Jek:

"We believe our current strategies are highly effective in engaging potential consumers. We leverage a mix of digital and traditional marketing channels tailored to the preferences of our target demographic, which has shown a positive impact on consumer engagement."

This underscores the pivotal role of Gojek's marketing communication strategies in not just attracting but also building enduring relationships with consumers. Additionally, Farhan & Razak (Farhan & Razak, 2023) identify factors influencing consumers' perceptions of service innovation by Gojek, highlighting elements such as relative advantage, compatibility, and perceived risk, drawn from Roger's diffusion of innovation theory, to elucidate how consumers perceive Gojek's innovative services.

Moreover, Deng (Deng et al., 2019) discuss the potential benefits of personalized advertising copy in engaging consumers on a personal level, aligning with the trend of digitalized marketing environments. This suggests that personalized marketing approaches could not only enhance Gojek's communication strategies but also lead to a deeper connection with potential consumers. Additionally, Sung (Sung et al., 2021) emphasize the impact of luxury verbal cues in enhancing food perceptions, indicating that strategic communication elements can positively influence consumer perceptions.

In conclusion, Gojek's current marketing communication strategies appear to effectively engage potential consumers by establishing a robust brand presence, fostering consumer loyalty, leveraging innovative services, and personalizing advertising efforts. By integrating personalized approaches, emphasizing service innovation, and maintaining a consistent brand image, Gojek can further enhance its engagement with consumers in the competitive market landscape.

What role does social media play in Gojek's marketing communication strategy?

Social media is an essential component of Gojek's marketing communication strategy, making a substantial impact on brand recognition, customer interaction, and overall market placement. Through strategic use of social media platforms, Gojek may efficiently access a broad demographic, actively interact with clients in the present moment, and develop a formidable brand

image.

Rahardja's research (Rahardja, 2022) highlights the significance of social media analysis as a marketing tactic, emphasising how firms may strategically focus on social media platforms to promote their products. This is consistent with Gojek's approach of leveraging social media platforms to promote its services and actively interact with customers. In line with, the managerial staff of Go-Jek also states:

"Social media is a cornerstone of our strategy, acting as both a broadcasting and listening tool. It enables us to share timely updates, engage in two-way conversations with our audience, and gather feedback. While it's effective for engagement and brand visibility, we're exploring ways to leverage it further for personalized marketing and customer service excellence."

This statement explores the several aspects of success elements in social media marketing strategy, emphasising the prominent position of social media in digital marketing plans as a result of its integration into customers' online activities. This underscores the importance of social media in Gojek's marketing communication approach to effectively engage potential consumers.

In line with, Wahyudi (Wahyudi et al., 2023) investigate the use of Twitter hashtags for sentiment analysis in order to evaluate brand perception. They show that utilising appropriate hashtags can increase visibility and attract a wide range of users on social media platforms. This demonstrates how Gojek may leverage techniques such as hashtags to enhance visibility and effectively engage a broader audience.

Moreover, Sutherland (Sutherland et al., 2020) highlight the significance of having a high level of expertise in utilising social media platforms for effective public relations. They emphasise that social media plays a crucial role in enabling communication and fostering relationships with external stakeholders. This demonstrates Gojek's adeptness in utilising social media to improve customer connections and strengthen its brand reputation.

Ultimately, social media functions as a powerful instrument in Gojek's marketing communication strategy, allowing the company to enhance brand recognition, interact with customers, evaluate sentiment, and reinforce public relations. By strategically leveraging social media platforms, Gojek can efficiently engage and establish connections with prospective consumers in the highly competitive market.

Can you identify any gaps or challenges in Gojek's current marketing communication strategies?

An essential task for Gojek is to identify any deficiencies or obstacles in their present marketing communication methods in order to improve their efficacy and maintain competitiveness in the market. An obstacle that may arise is the requirement to effectively handle environmental sustainability and social responsibility problems in their marketing endeavours. The study conducted by Ruyter (Ruyter et al., 2021) sheds light on the difficulties that corporations encounter in incorporating environmental sustainability, social responsibility, and addressing wealth inequities into their marketing strategy. By incorporating additional sustainable practices and placing a strong emphasis on social responsibility in their message, Gojek could effectively tackle these difficulties. This phenomenon also states by the managerial of Go-Jek as follow:

"A notable gap in our strategy is the underutilization of data analytics for predictive marketing. While we have a strong presence across digital platforms, our ability to anticipate consumer needs and tailor our communications accordingly is not fully developed. Additionally, there's a challenge in balancing broad-reach campaigns with niche targeting, ensuring we communicate effectively with diverse consumer segments without diluting our brand message."

Gojek should also take into account the requirement to internationalise their marketing methods. Hammerschlag (Hammerschlag et al., 2020) examine the difficulties linked to global

expansion, highlighting the need of comprehending distinct market obstacles in various locations. As Gojek develops into new regions, it is crucial for them to adjust their marketing communication methods to fit the local context and overcome hurdles related to being a foreign company.

In addition, Gojek may have difficulties pertaining to digital marketing and the effective utilisation of social media. Although social media is a crucial component of their marketing strategy, their communication efforts may be impeded by inadequately leveraging digital marketing tools and channels. Matidza (Matidza et al., 2020) emphasise the significance of efficient digital marketing tactics in selecting and ranking appropriate communication methods. By ensuring that Gojek maximises the efficiency of its digital marketing channels and technologies, it may effectively close this gap.

Furthermore, the absence of uniformity in previous scholarly works and demographic information concerning market mavens, as emphasised by Shahid (Shahid & Zafar, 2021), may present a difficulty for Gojek in efficiently addressing distinct client groupings. Gaining insight into the distinctive traits and actions of market mavens could assist in enhancing their marketing communication tactics to better connect with influential individuals and thought leaders in the market.

Ultimately, Gojek should focus on tackling obstacles pertaining to ecological sustainability, global expansion, digital marketing efficiency, and precise customer targeting in order to improve the efficacy of their marketing communication tactics and continue their success.

How does Gojek measure the effectiveness of its marketing communication strategies?

Gojek can assess the efficacy of its marketing communication strategy by implementing different methodologies recommended in relevant literature. Mugwati & Bakunda (Mugwati & Bakunda, 2019) emphasise the need of collecting external data from consumers to evaluate their impressions of the company's products, price, and distribution channels in relation to competitors. By recording consumer opinions and preferences, this consumer-centric approach can provide important insights about the effectiveness of Gojek's marketing tactics. In line with, the managerial staff of Go-Jek also states:

"Effectiveness is generally evaluated using quantitative indicators such as reach, engagement, and conversion rates, in addition to qualitative feedback regarding brand perception." We are currently investigating more advanced analytics methods to gain deeper insights into the efficacy of particular initiatives, assessing not just the immediate influence but also the enduring brand loyalty and customer lifetime value".

Gojek can assess the influence of its marketing message on consumer behaviour by evaluating the degree of trust that consumers place in the information source. By comprehending the reliability of their communication, Gojek can improve their tactics to bolster client confidence and involvement.

Moreover, Wang (R. Wang et al., 2021) investigate the impact of marketing strategy style on business performance, indicating that examining the correlation between marketing strategies and performance can yield valuable insights on efficacy. Gojek can analyse the effectiveness of its communication tactics and make data-driven decisions to improve performance by analysing the association between marketing activities and business outcomes.

In addition, Stoica (Stoica, 2021) emphasises the significance of choosing precise sales marketing strategies for efficient communication. Gojek may provide effective marketing by strategically selecting communication channels that are in line with the promoted items, ensuring that the marketing messages resonate with the target audience and achieve the desired goals.

Ultimately, Gojek can evaluate the efficacy of its marketing communication methods by gathering consumer feedback, assessing trustworthiness, analysing the influence of marketing strategies on performance, and choosing suitable communication tactics. By incorporating these observations into their assessment procedure, Gojek can enhance its marketing communication

tactics to effectively captivate consumers and accomplish its company goals.

What strategies does Gojek employ to differentiate its marketing messages from competitors?

Gojek utilises diverse tactics to distinguish its marketing communications from rivals, with the objective of establishing a distinctive brand image and gaining prominence in the market. Gojek could perhaps employ the strategy of product differentiation, as emphasised by Hossain (Hossain & Azmi, 2020), which entails setting its goods and services apart from those offered by its competitors. Gojek can differentiate itself in the very competitive ride-hailing and delivery services sector by providing distinctive features, pioneering services, and extra benefits to its clients. In line with, the managerial staff of Go-Jek also states:

"Gojek differentiates itself from competition by emphasising its position as an ecosystem provider rather than a platform that offers only one service. Our messaging emphasises the simplicity and seamless integration of our services, showcasing how we can fulfil various requirements with a single application. Additionally, we utilise our community projects and sustainability endeavours to establish a brand that consumers are pleased to support."

These explanations highlight the significance of employing a differentiation strategy to guarantee the distinctiveness of products in comparison to competitors, resulting in a competitive edge. Gojek can attract and keep clients who appreciate the unique advantages of its services by concentrating on creating unique offerings and inventive solutions.

Moreover, Khan's study (Khan, 2022) proposes that the integration of differentiation tactics and innovation can serve as a mediator between market orientation and corporate performance. Through a consistent process of innovation and adjustment, Gojek is able to improve its competitive standing and stimulate business expansion by catering to changing client demands.

In addition, Khan (Khan, 2022) highlights the insufficient amount of research conducted on the aspects that contribute to the effectiveness of differentiation initiatives, particularly for companies that export to advanced nations. This underscores the significance of Gojek carrying out comprehensive market research and comprehending the distinct requirements and tastes of clients in various markets in order to customise its marketing messaging with precision.

Ultimately, Gojek sets itself apart from its rivals by highlighting the distinctiveness of its products, prioritising exceptional characteristics and inventive solutions, and utilising techniques that distinguish it from others to gain a competitive edge. Through a consistent process of introducing new ideas and solutions, comprehending the desires of customers, and customising its products and services to distinguish itself in the industry, Gojek is able to successfully set itself apart from competitors and draw in a devoted client following.

How could Gojek's marketing communication strategies be improved to attract more consumers?

In order to optimise Gojek's marketing communication methods and increase customer appeal, several enhancements might be explored by referring to existing sources. In line with, the managerial staff of Go-Jek also states:

"Enhancing our marketing communication tactics may entail placing a stronger focus on tailored and individualised content, addressing the distinct requirements and cultural subtleties of various geographical areas." By investing in AI and machine learning, we can improve our capacity to provide personalised messages and offers to individual consumers, taking into account their previous actions and preferences. Moreover, a more compelling storyline on our influence on communities and the environment could also resonate with the principles of contemporary consumers, cultivating a more profound affiliation with the brand."

The implementation of the explanation above can be manifested into three ways. Gojek

could utilise presales tactics, as outlined by Feng (Feng et al., 2019), to enhance their comprehension of market potential, mitigate inventory concerns, and entice consumers to make prior purchases. Gojek may enhance consumer engagement and loyalty by providing exclusive presale offers that generate anticipation and encourage early purchases.

Furthermore, implementing data-driven marketing optimisation techniques, as proposed by Wang (W. Wang, 2022), can assist Gojek in customising its promotional and price strategies to efficiently attract consumers. Gojek employs artificial intelligence and evolutionary algorithms to customise marketing strategies, suggest pertinent items, and improve consumer interaction.

In addition, Gojek should consider implementing eco-friendly marketing tactics, as emphasised by Yadav (Yadav & Sharma, 2020), in order to both promote environmental sustainability and appeal to consumers who are environmentally sensitive. Gojek can attract an expanding group of consumers who prioritise environmentally friendly activities by actively supporting eco-friendly projects and emphasising sustainability in its communication.

Furthermore, by applying experiential marketing strategies, as elucidated by Kenebayeva (Kenebayeva, 2020), Gojek can effectively establish lasting and impactful experiences with consumers, thereby cultivating emotional bonds and enhancing engagement. Gojek can distinguish itself from competition and appeal to consumers looking for customised and captivating services by prioritising the delivery of distinctive and immersive experiences.

In line with, Gojek could contemplate employing social marketing efforts, as examined by Rosilawati (Rosilawati et al., 2021), to entice consumers by means of focused segment analysis, optimisation of the product marketing mix, and enhancement of customer experience. By synchronising marketing endeavours with social causes and community values, Gojek has the potential to establish a favourable brand perception and connect with conscientious consumers.

Ultimately, Gojek can improve its marketing communication strategies by incorporating presales techniques, data-driven optimisation methods, environmentally friendly marketing initiatives, experiential marketing approaches, and social marketing campaigns. These efforts will help attract a larger consumer base, increase engagement, and establish a unique position in the highly competitive market. By implementing these tactics, Gojek may enhance its brand visibility, boost customer allegiance, and stimulate business expansion.

CONCLUSION

Through this research it can be concluded that PT. GO-JEK Indonesia has implemented a fairly comprehensive marketing communication strategy in increasing its consumer base. By making maximum use of digital platforms, market segmentation, strategic partnerships, and personalized data analysis, PT. GO-JEK Indonesia has prioritized user engagement, authenticity, and experience in its brand communication strategy. The success of PT. GO-JEK Indonesia is inseparable from the use of innovative technology, responsiveness to consumer needs, and strategic collaborations with various brands and service providers. This study emphasizes the importance of focusing on improving service quality as well as providing a satisfying experience for consumers, in addition to PT. GO-JEK Indonesia makes maximum and wise use of user data to personalize services and communications. Overall, the marketing communication strategy of PT. GO-JEK Indonesia has proven to be very effective in attracting and retaining consumers in the context of a competitive market.

Qualitative methods, such as interviews, case studies, and industry analysis, provide a useful understanding of PT's marketing communications approach. GO-JEK Indonesia. In addition, data analysis provides an explanation of the multifaceted approach used by the company, as well as a thorough examination of the company's use of social media and digital platforms, consumer behavior and preferences, strategic partnerships, innovative features and services. Research methodology of PT. GO-JEK Indonesia, which includes quantitative and qualitative data collection, competitive analysis, global case studies, and combined analysis, provides a deep understanding of the components that contribute to the company's success in increasing its customer base.

In addition, research on the history of PT. GO-JEK Indonesia and its products provide background context to understand the company's development and the marketing communication strategy it develops. This historical perspective demonstrates the company's ability to adapt to changing customer desires and market dynamics, which shows the company as a dynamic and forward-thinking organization.

The findings of this study are very important for marketing and business practitioners in the digital age. The focus on digital platform usage, market segmentation, strategic collaboration, and personalized data analysis shows how important it is to use data-driven technology and knowledge when creating effective marketing communication strategies. In addition, the value of building significant relationships with customers in an increasingly competitive and crowded market is underlined by prioritizing engagement, authenticity, and user experience.

In conclusion, this study thoroughly analyzes the marketing communication strategy of PT. GO-JEK Indonesia and provide useful knowledge about the company's strategy to increase its customer base. By emphasizing important aspects of Gojek's strategy and emphasizing the importance of a consumer-centric approach, this study helps broaden our understanding of effective marketing communications in the digital age. Results show that to drive consumer engagement and retention, innovation, responsiveness, and strategic collaboration are critical.

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