

# Marketing Communication in Business Advertising Online in the Perspective of Islamic Communications: Case Study on Go-Jek Online Transport Sales Service

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**Keyword:** Online Communication Marketing, Advertising, Transportation

**Abstract:** Some companies have taken advantage of sophisticated technological in marketing their products and services. In marketing and service the company's products can not be separated from the communication that has been used. Introduction to communication from the simple use until the sophisticated computer devices. It means that information products and services can be so quickly reached the consumers. The speedy is influent to the results of sales and corporate performance in reaching the customer as much as possible. In recent years it has been initiated by Nadim Makarim 'a type of public transportation that can be ordered by consumers via mobile phone by using internet network in order to answer the public need for public transportation means to penetrate congestion in a relatively short time. Although it could cause pros and cons at the beginning of its operation but now it is known very well by the public. This is due to the marketing communications intensively so that people can already count on the type of two-wheel transportation initiated. In some areas in Indonesia due to technological advances have been able to reach and develop this business. Medan is no exception as the third largest city in Indonesia. A simple method and very easy to use, so many society use this mode of transportation. Application available and can be download and then the user already can order gojek online.

## 1 INTRODUCTION

Advancements in various fields such as science, telecommunications, information technology, transport networks and other life sectors, make the information increasing easily and the information goes to every individual and group in need. An individual and group get freely to use the information to support their business activities, and to compete strictly to enhance the value of the company or its organization. The Company has various differences in operating in the domestic market (home market) and foreign market (foreign market) or international markets. Most of these differences are related to economic, cultural, legal, technological and competitive factors. If the company is able to recognize the key characteristics of a domestic market (such as legalization, media and competitors) and the characteristics of international markets, then the level of complexity and uncertainty can be evaluated. Company management may understand well how to do business in the country market, but in the

international market the company should be able to adapt well because it will reduce the level of control and the risks getting increased.

The definition of communication according to Hovland, Janis and Kelley as proposed by Forsdale (1981) cited by Muhammad (2009) reads, "Communication is the process by which an individual transmits stimuli (usually verbal) to modify the behavior of the other individuals". (Communication is an individual process of sending a stimulus that is usually in verbal form to change the behavior of others). The definition implies that the communication is a social process that occurs between at least two people, where individuals send stimuli to others. The stimulus can be called a message that is usually in verbal form, where the delivery process is done through a communication channel, and there is a change or response to the message delivered. The definition of marketing by Kotler and Keller (2007), "Marketing is a social process in which the individuals and groups get what they need and want by creating, offering, and freely

exchanging valuable products with others." From this definition it appears that marketing covers the whole system of business activities ranging from planning, pricing, promotion, and distribution of goods and services to meet the needs and desires of consumers with quality services. The relationship between marketing and communication is a close relationship. Communication is a process whereby thought and understanding are delivered between individuals, or between companies and individuals. Communication in marketing activities is complex, not as simple as talking with friends or family. Complicated communication will encourage the delivery of messages by communicators on communicating, through appropriate communication strategies with a mature planning process.

Today's the digital era in internet technology has changed the view of how the Not only in Indonesia but in the world. The entrepreneurs in fields of business have worked hard to follow and take the time to learn the development of internet technology. And if you note the development of the Internet world is really very amazing. The development continues increasingly when the advertising was in the conventional era the consumers received passive advertising messages, then in the digital age does not happen again. It means that consumers are more active and critical in seeing, hearing and reading the product. People are not easy to receive promotional messages from the product or service being offered. Or even they are reluctant to the advertising offerings. This is because of easy of access to information to obtain and compare knowledge about products, services or ideas that are sold and offered by advertising companies. And this can not be separated from the internet support is very easily accessible with a low cost. Paralel with the needed of internet technology, we can see the increasing number of internet users based on data APJII 2012 (Association of Internet Service Entrepreneurs Indonesia) recorded very rapidly the number of increase in Indonesia. If you see the data starting in 2007 there are about 20 million internet users, but the graph continues to increase sharply until 2012 has reached 63 million users. And by 2015 it is estimated that internet users will be 139 million internet users. Furthermore if looking at the demographic data, female and male users seen comparison that is not too far away, eg. 48.4% of women versus 51.5% men. And furthermore, from comscore media metrics 2013, many female Internet users visit family, home, and retail, while men prefer sports, automotive and technology advertising industry works.

From the data above we get the conclusion that the prospective customers who use the internet as a connecting media are so many. This data is very important for entrepreneurs and entrepreneurs who start to glance at Internet technology and start developing internet-based business that is now known as an online business.

In perspective of Islamic communication based on Al-Qur'an and Hadith of Prophet Muhammad SAW of course, the philosophy or theory on which the Islamic communication system based on certain implications for the meaning of the communication process, the model of communications, mass media, journalism, legal ethics and media policy. So the meaning of Islamic communication can be briefly defined that Islamic communication is the process of delivering messages between people based on Islamic teachings. The definition shows that Islamic communication is the way of communicating that is Islamic (not contrary to the teachings of Islam). Thus there is also a convergence (meeting) between the understanding of Islamic communication with Islamic communication. It may be said Islamic communication is the implementation (how to implement) of Islamic communication.

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GoJek is an intercity / transport service company with motorbike anywhere and for anyone who needs it. There are more than 10,000 ojek partners joined in Go-Jek spread across JABODETABEK, Bandung, Surabaya & Bali, until 2014 and in February 2015 Medan officially opened its branch.

Go-Jek serves 4 services that can be utilized by customers, they are:

1. Transport (Iner-Passenger Service)
2. Instant Courier (Delivering Goods)
3. Shopping (Shopping)
4. Corporate (Courier / Interpersonal Service)

Why this type of transportation be the people's choice now? Here are 5 advantages of using Ojek that have been summarized, namely:

1. No need to find and wait for motorcycle taxi on the roadside.
2. No need to bargain prices because the cost has been set by the company.
3. Driver ojek has safety standards by using a acket and helmet.
4. Free mask and helmet (promotion period).
5. Application of Gojek is easy to use and can be used to order all services.

Founder and CEO of Gojek is Nadiem Makarim. Besides the business startup, he claimed that there is a social mission when establishing this, that is increase the income of the motorcycle drivers. Although he left the GoJek company for several years due to study in the United States, and after completing his studies he focuses on developing Go-Jek. From the above description, the researcher hopes to get a breakthrough and direct a marketing communication pattern in advertising that can be developed into a guide in the perspective of Islamic communication.

## 2 THEORITICAL REVIEW

So many theory about marketing communication has already been proposed by experts, but for communication strategies perhaps adequate to support the strategy is what was proposed by Harold Lasswell in Effendy (2003: 26) that is the best way to explain about communication activity is by answering the question " Who Says What In Which Channel To Whom What Effects? ".

The relationship with the communication strategy, and then everything must be link to the components that are the answer to the question in the Lasswell formula, namely:

Who (who is the communicator?),

Says what (what message does it say?),

In which channel (what media does it use?),

To whom (who is the communicant?)

And

With what effect (what effect is expected?)

These additional questions in the communication strategy are very important because the approach (approach) to the expected effects of a communication activity can vary, namely: information (information), Persuasion (persuasion), and instruction (unstruction).

Marketing according to Swastha DH (2005: 36) is a business philosophy that states that satisfying needs and consumers is an economic and social requirement for the survival of the company. According Fandy Tjiptono (2001: 219) In marketing we know there are three basic elements are:

1. Orientation to the consumer
  - a. Determine the basic needs (basic needs buyers to be served and fulfilled).
  - b. Determining the group of buyers to be served.
  - c. Determining the products and marketing programs.
  - d. Conducting research on consumers.
  - e. Determine and implement good strategies.

2. Prepare marketing activities in an integral (Integrated Marketing)

The integration of marketing activities means that every person and every part of the company has an interest in a coordinated effort to provide customer satisfaction, so that the company's objectives can be realized.

3. Consumer Satisfaction (Consumer Satisfaction)  
Consumer satisfaction factor is the company's goal. Thus the company must earn a profit by way of giving satisfaction to consumers

In this study the researchers conducted a descriptive analysis with a qualitative approach, to describe systematically factual and accurate about the facts and the properties of certain regional populations. The data used is qualitative eg. the type of data is not only a matter of count but statements or sentences.

Documentation, derived from the word document which means the written items. In carrying out the method of documentation, researchers investigate written objects such as books, magazines, documents, regulations, meeting minutes, diaries, and so on. The documentation in this study consists of all written information obtained from the website and the results of interviews to respondents in several cities that have utilized marketing communications through internet technology and online business

Besides the above matters the researcher proposes the research design, namely the logic of the association between the data to be collected (and the conclusions to be generated) and the initial question of a study. Every empirical study has at least an implicit research design, if not explicit. There are four quality design that can be maximized by the researchers they are:

1. Construct Validity
2. Internal validity (only for exploratory or causal case studies)
3. External validity
4. Reliability

Design Components the case study research has five very important things:

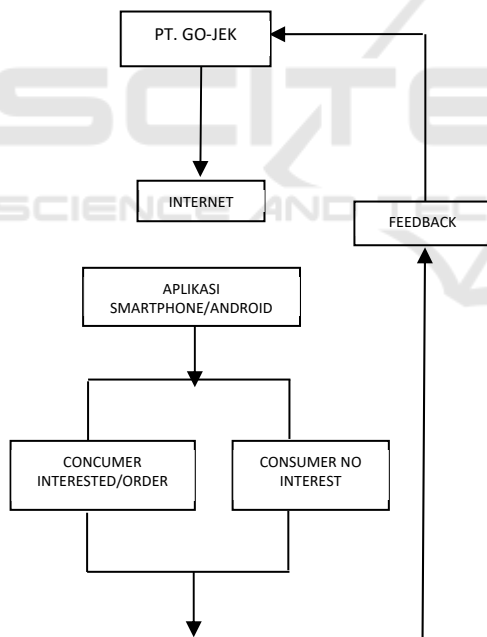
1. Research questions;
2. The proposition, if any;
3. Its analytical units;
4. The logic that links the data to the proposition;
5. Criteria for interpreting the findings.

### 3 RESEARCH METHODOLOGY

#### 3.1 Conceptual Framework

GO-JEK is a social-tech enterprise that aims to improve the welfare of workers in various informal sectors in Indonesia. We are partnering with approximately 200,000 experienced motorcycle riders in Indonesia, to provide a wide range of services, including transportation and food delivery. GO-JEK activities are based on three core values: speed, innovation, and social impact. GO-JEK drivers say that their revenue has increased since joining as a partner, they also receive health and accident benefits, and gain access to more customers through online GO-JEK applications.

GO-JEK has officially operated in 10 major cities in Indonesia, including Jakarta, Bandung, Bali, Surabaya, Makassar, Yogyakarta, Medan, Semarang, Palembang and Balikpapan with development plans in other cities in the coming year. From this description can be seen that the mind in this study as shown in the schematic below.



Picture :The scheme Frame Of Mind

PT. GO-JEK online uses the means of the Internet in their service to mobile users with android applications on smartphones. Consumers can download GO-JEK applications in Mobile which to further make calls through mobile phone by typing complete data each stage. After completion the data will be sent and logged into GO-JEK server which will be forwarded

to the GO-JEK partners, which at this stage we call as Feedback. Interested consumers will reply to receive information in which the tariffs are paid, the driver's name, vehicle type and police number of the vehicle.

##### a. Research

In this study the method will be used, among other things, according to Daymon & Holloway (2008) case study, case study is a research strategy with various sources of evidence (qualitative, quantitative evidence, or combination of both) from a unit of observation that is limited time and place. The appointed case may be an organization, a group of people as a social or work group, a community, an event, a process, an issue or a campaign. Case studies can be distinguished in several types, namely:

##### 1. Intrinsic case study

That is to better understand a particular case. Researchers want to know intrinsically the phenomena, the regularity and specificity of a case, and not for other external purposes.

##### 2. Case study instrumental

That is for external reasons, not because they want to know the nature of the case. Cases are only used as a means to understand other things outside the case, such as proving a pre-existing theory.

#### 3.1.1 Collective Case Study

That is a study conducted to draw the conclusions or generalizations of the phenomenon or population of these cases. So this type of case is used to form the theory on the basis of equality and regularity obtained from the cases examined.

According to Yin in the case study was conducted using evidence obtained from empirical experience in investigating. The case study methodology can be used if:

- 1) Researchers have little information about the subject matter
- 2) The focus of research is a phenomenon that has been going on

##### b. Data source

Source of data is divided into two namely primary data and secondary data. Primary data is data obtained by researchers directly (from first hand), while secondary data is data obtained by researchers from existing sources.

Examples of primary data are data obtained from respondents through questionnaires, focus groups, and panels, or data from interviews with resource persons.

Examples of secondary data such as records or company documentation in the form of absenteeism, salary, financial statements of corporate publications, government reports, data obtained from magazines, and so forth.

In this research the data source used is primary data source and secondary data source. The source of research data is the source of the subject of where the data can be obtained. Researchers use questionnaires or interviews in their data collection, and the source of the data is from the respondent, ie the person who answers the researcher's question, written or oral. This data source of respondents is used in the research

#### c. Location & Time of Study

PT. Go-Jek Online is currently headquartered in Jakarta and has opened branches in Bandung, Surabaya, Bali & Mdan. Considering the time and the distance of the researcher with the object to be studied then the focus of the location of this research will be conducted in Medan. It is estimated that the time taken to carry out the research for six to eight months. From the exposure that has been written above, then in this study using:

##### 1) Qualitative methods

To deliver results in the implementation of online business marketing communication strategy on the sale of two-wheeled online transportation services, which can be recommended for other online businesses with the completeness of the recommendations of the owner and the consumer. By making observations on the sale of two-wheeled online transport services, so as to produce a workable conclusion.

##### 2) Case study

In this study the type of case study used is an intrinsic case study done to better understand a particular case. This case study outlines the marketing communication understandings while doing online business for other online sales.

##### 3) Interview and observation

Data collection techniques used are through interviews with the informant. The speakers who will be interviewed in this research are the owners and consumers of two-wheeled online transportation services. For the owner will be done data collection with in-depth interviews. Questions raised based on data needs, in general which then develop into discussion or light conversation with the framework:

1. Knowledge of online business
2. Types of online google concepts provided and their superiority
3. Number of consumers

4. Marketing communications conducted at the beginning of the establishment
5. Marketing communication strategy
6. Barriers to marketing communications
7. Another growing question related to the research.

The resource criteria are as follows:

1. The resource persons have been long enough and intensive to integrate with activities related to the desired information. In addition, it also takes seriously as a result of long involvement with the environment or activities concerned.
2. This is usually characterized by its ability to provide information, memorized "outside the head" about something being asked.
3. The resource person is still actively involved or fully involved in the environment or activities that the researcher is concerned about.
4. The resource person has enough time to be interviewed.
5. Resources in providing information are not likely to be processed or prepared in advance. Speaks as it is in giving information.
6. Resources are still "foreign" with research, so researchers feel more challenged to "learn" as much as possible from resource persons who function as "new teachers" for researchers.

## 4 DISCUSSION

### 4.1 Type of Transportation on the Land

Transportation is the transfer of humans, animals, or goods from one place to another by means of a human-driven vehicle or machine. Transportation is used to facilitate humans in performing daily activities. In developed countries, they usually use subways and taxis. Residents there rarely have private vehicles because they mostly use public transport as their transportation. Transportation divided by 3, namely, land, sea and air transportation. Air transport is a transportation that requires a lot of money to wear it. In addition to having more sophisticated technology, air transport is the fastest means of transportation compared to other means of transportation. But this time only discussed about land transportation only. Here are the types of land transportation that we often encounter in both the city and the village.

a. Car Rental

For long trips inside and outside the city, can rent a car or car rental. Another option is the approval of one of the taxis or taxi stands that are usually located in the vicinity of the busy areas of the community such as market areas or highway stops, but many drivers operate during night hours without official licensing which is very risky. For car rentals as well as many drivers in Indonesia, it usually has different levels for drivers with destinations within the city and drivers for out-of-town destinations.

b. Motorcycle

The motorcycle is a two-wheeled vehicle [1] driven by a machine. The location of the two wheels is a straight line and at high speed the motorcycle remains stable due to the gyroscopic force. While at low speed, the stability or balance of a motorcycle depends on the handlebar arrangement by the rider. The use of motorcycles in Indonesia is very popular because the price is relatively cheap, affordable for most people and the use of fuel as well as operational costs and quite economical.

## 4.2 Display Promotion of Marketing Communication

After previous BCA customers, Bank Mandiri, BRI, BNI, PermataBank and joint ATM can be easily fill out GO-PAY balance through ATM, mobile banking or internet banking, now GO-PAY has also facilitated CIMB Niaga and Prima Network customers. Enjoy all the benefits you can get by making payments via GO-PAY for services \* in the GO-JEK app Click the button below to find out the GO-PAY top-up balance steps. Whatever the transaction, GO-PAY in aja!

\*only for certain services

"Enjoy a 25% discount if you use GO-PAY to pay for GO-RIDE, GO-CAR and GO-SEND services. Enjoy FREE GO-FOOD fees for customers who make purchases from GO-FOOD Partner's restaurant with payments using GO-PAY."

"Not being able to do qurban, does not mean you can not share happiness with others. In the celebration of Eid al-Adha this year, you have the opportunity to donate you by infaq in GO-TIX service until September 14, 2016. Your Infaq Qurban will be distributed in the form of Superqurban packaging from Rumah Zakat whose benefits are felt for those who need it".

It's easy:

- a. Open GO-TIX service in your GO-JEK app.
- b. Find the category 'Donate - Qurban'
- c. Select the donation you want to channel

- d. Then make a payment using GO-PAY or credit card.

Your help will be delivered directly with GO-BOX service. Make them smile through your help.

## 4.3 Business Innovation

As a means of transportation that hav being bussiness GOJEK get a very hard attack from the beginning until now in the operation. This is because the presence of gojek has reduced the income of similar pre-existing mode of transportation. These obstacles come not only from business doers of similar transportation but also come from the government as the supervisor of all business activities in Indonesia. What makes gojek can continue to operate is the market demand and assertiveness of the President who eventually gojek continue to grow even followed by competitors. Why is it called business innovation? The word innovation means a new breakthrough, business is better known as business. If combined business innovation then we can interpret it simply a breakthrough new effort. This means the type of business that uses new ways of operating. As an innovation effort of course many things that must be learned and adapted to the habits that exist in the community. These innovation values include demand, service, payment, operating system applications, and others. All of which require mental readiness and knowledge of its users. New things for the user community will be very fast if the community gain the benefits quickly from these new things. Same thing like the internet world is growing very fast, then the user community is also required to be quick to follow and understand all things related to the application gojek tools.

## 4.4 Some Attraction According to Customers and Driver

From the results to interviews some respondents in the interviews have responded to the questions of researchers as follows:

1. How do you think about the existence of gojek online?
2. What are the advantages of online gojek compared to conventional motorcycle taxis?
3. Is ease of access, professional service, and affordable cost become your main indicator in choosing gojek online?

Upon these questions the respondents have given answers among others:

1. Almost all respondents provide answers that describe the pleasure and accept for the present of gojek online.
2. The advantages of gojek online compared to conventional motorcycles according to the respondents are more practical reasons, such as easily accessible, and affordable costs with the choice of payment (cash or non-cash).
3. Some of the things that become an indicator of the advantages of online gojek over conventional ojek, respondents response provide answers to factors ease of access, service friendly drivers, and low cost.

#### 4.5 Using Gojek Transportation Facilities in Islamic Views

Transportation is one of the necessities of human life. Rapid progress makes transportation a primary necessity nowadays. As if humans can not live without it. Al-Quran talk about the means of transportation. What are some of the tools mentioned in it? What is the purpose of creating according to the Qur'an?

There are several means of transportation that are mentioned specifically in the Qur'an such as boats and animal. The animal includes camels, horses, donkeys or otherwise. This means of transportation can be found in the following Word of Allah, "And the ship that sails on the sea with (cargo) that is beneficial to man." (Surat al-Baqarah: 164) It is Allah Who made the cattle for you, partly for you drive and some you eat. "And unto you (any) other benefits on (the cattle) and that you reach a need (purpose) stored in your heart (by riding it)". "And by riding the animals, and board them in the ship". (QS.Ghafir: 79-80).

But there is a Qur'anic verse which is our focus this time. This verse covers all vehicles from the first to the next. Allah Almighty says, "And (He has Created) horses, mules, and donkeys, for you to ride and decorate. Allah Created what you do not know ". (QS.An-Nahl: 8). \* is a horse, mule, donkey to ride on".

If we look at this verse, it turns out all the vehicles have been mentioned in the Qur'an. But is not it in this verse only 3 mentioned ? Which are horses, mules and donkeys ?

Yes, the so-called specifics are only horses, mules and donkeys. But note, at the end of the verse it is explained that Allah Created what is unknown to man. The end of the verse becomes a sign that in the future will emerge a new vehicle with various forms and sophistication. But humans in those days can not understand and understand it. Just imagine, who

would have thought it would have created an iron bird (airplane) that could fly so fast through the sky and clouds? Really their minds can not understand it.

#### 4.6 The Purpose of Creating a Means of Transportation

The purpose of the creation of vehicles according to Al-Quran is to be mounts and ornaments. See, today many people who buy a vehicle not only to ride, but also to show off and decorate themselves. In ancient times they bought the best horses to be proud of.

That is Transportation in the Qur'an. What about Gojek? The answer is the same as the above explanation and Islam does not forbid its ummah to use this mode of transportation

#### 4.7 Business Contribution in Increasing the Society in Home

In mathematics the income of almost all respondents (motorcycle drivers) acknowledge that it has contributed to the increase of people's income. Therefore, the appeal of users and service providers continues to grow. Because if you look on the road the easier we get those who use and service providers. Gojek online business has given meaning to society.

## 5 CONCLUSIONS

The presence of gojek online in the middle of society has changed the pattern of ordinary people who do not know the digital world now has been use the digital world. The user community and the online driver community have understood the online application technology of gojek. Although in the early days of online goings got the resistance from conventional pedicap but because of the need of the community for easy access, the driver's friendliness, and the cost is very affordable, now gojek online has become an option for digital community groups. The need for knowledge of the internet and the people's eagerness in using this transport service has created new opportunities in the service business and has been able to increase the value of internet package sales transactions. And the need for services in the field of this internet has also increased sales of smartphones based android.

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