



Building Brand Awareness and Customer Loyalty through TITIP Marketing Strategies

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Abstract

The Indonesian on-demand delivery industry is experiencing rapid growth, fueled by the fast-paced urban lifestyle and advancements in technology. Competition in this sector is intensifying with the emergence of various platforms such as Shopee, Tokopedia, Bukalapak, and Blibli. These platforms fiercely compete to attract customers by offering a wide range of features and attractive services. This study aims to analyze the marketing plan for the on-demand delivery app, TITIP. The research methodology employed is a descriptive case study, collecting data from literature reviews, observations, and interviews with experts. Findings indicate that TITIP possesses significant potential to build brand awareness and customer loyalty through effective market segmentation, targeted marketing, and strong positioning. In conclusion, a structured and innovative marketing plan is crucial for TITIP's success in navigating the competitive landscape. Recommendations for TITIP include continuous monitoring of marketing performance, strengthening collaborations with influencers, and enhancing loyalty programs to retain existing customers and attract new ones.

Introduction

Brand awareness refers to the level of consumer knowledge and recognition of a particular brand. The higher the brand awareness, the greater the likelihood that consumers will recall and choose that brand when they need the products or services it offers. Brand awareness is built through various marketing strategies, such as advertising, promotions, and other branding activities (Farida & Silitonga, 2024). Economic development is a crucial topic to study as it provides insights into a nation's level of well-being. However, the need for data that depicts economic development, particularly Gross Domestic Product (GDP), is not yet available in real-time (Kamal et al., 2024; Lu et al., 2024; Al-khateeb & Jaradat, 2023). Consignment services are informal services that facilitate the purchase of specific goods from locations that are not directly accessible to consumers. This service is generally used due to limited access, unavailability of goods at the consumer's location, or a desire to obtain specific goods that are only available in certain places (Fatihah et al., 2024; Hadi et al., 2024). Consignment transactions are usually carried out through social media platforms, where consumers place orders with consignment providers who then purchase the goods and send them. Consignment providers generally charge an additional fee for their services, which is calculated based on a percentage of the price of the goods or shipping costs (Markevych et al., 2021; Chernonog, 2021). Although consignment can be a profitable business opportunity because it does not require large capital and is easy to run through online platforms, it is important to understand that not all consumers are interested in this service (Setyowati & Wiyadi, 2016). Only consumers with specific interests are interested in consigning the purchase of products from

other cities or countries. Therefore, before starting a consignment business, it is important to ensure that the products offered are truly needed and in demand by the market.

The consignment industry in Indonesia is experiencing rapid growth, driven by a trend of increasing demand from both consumers and businesses. The fast-paced urban lifestyle and the busyness of modern society are the main factors driving the use of consignment services (Sinurat et al., 2017). Easy access to the internet and increasingly sophisticated digital platforms also play an important role in facilitating the transaction process and increasing consumer confidence in this service. Statistical data shows that the number of consignment transactions in Indonesia has increased significantly every year.

Table 1. Number of Consignment Transactions Each Year in Indonesia

Year	Number of Consignment Transactions (in millions)	Growth of Consignment Platforms
2019	10	100
2020	15	150
2021	25	200
2022	35	250

Table 1 shows the growth trend of the consignment service industry in Indonesia. The number of consignment transactions has increased significantly every year, from 10 million transactions in 2019 to 35 million transactions in 2022. This indicates a high demand for consignment services. In addition, the growth of consignment platforms also shows a positive trend, with the number of platforms increasing from 100 in 2019 to 250 in 2022. This increase in the number of platforms indicates that more and more businesses are seeing the great potential in the consignment industry in Indonesia.

Competition in the consignment industry in Indonesia is becoming increasingly fierce with the emergence of various platforms such as Shopee, Tokopedia, Bukalapak, and Blibli. These platforms compete fiercely in attracting consumers by offering various attractive features and services (Sukmaputra et al., 2017; Cennamo, 2021; Marković et al., 2024). Shopee is known for its responsive customer service, while Tokopedia offers more competitive prices. This competition forces consignment platforms to work harder to build brand awareness and customer loyalty. To build brand awareness, consignment platforms must be able to highlight their uniqueness and added value amidst competition (Tarigan et al., 2020). For example, Bukalapak has successfully built brand awareness by focusing on offering special services for UMKM products. Meanwhile, to build customer loyalty, consignment platforms must provide a positive and satisfying experience for consumers (Thungasal & Siagian, 2019). Blibli has successfully built customer loyalty by offering loyalty programs with reward points. This intense competition forces consignment platforms to continuously innovate and improve the quality of their services to remain relevant and competitive. They must be able to understand consumer needs and desires, and provide the right solutions to meet those needs (Kaur et al., 2021; Sugiarto & Octaviana, 2021).

Building brand awareness and customer loyalty in the competitive consignment industry is a complex challenge (Adiyono et al., 2021). In intense competition, consignment platforms must be able to build trust among consumers, overcome negative perceptions that may arise, and maintain the loyalty of existing customers. One of the main challenges is building trust. Consumers need to be confident that the consignment platform can be relied upon to provide quality and safe services (Sasu-Boakye & Olsson, 2024). For example, Shopee has successfully built trust by offering an escrow system that guarantees transaction security. In addition,

consignment platforms must also overcome negative perceptions that often arise, such as fear of fraud or goods that do not meet expectations. Tokopedia overcomes this negative perception by displaying customer testimonials and seller ratings (Pangestu et al., 2024). Another challenge is maintaining customer loyalty. Consignment platforms must be able to provide a positive and satisfying experience for consumers so that they continue to choose the platform in the future. Bukalapak has successfully maintained customer loyalty by offering reward programs and special discounts for loyal customers.

In the competitive consignment industry, effective marketing strategies are key to building brand awareness and customer loyalty. Consignment platforms such as Shopee, Tokopedia, Bukalapak, and Blibli must be able to reach the right target consumers, build a positive image, and differentiate themselves from competitors. The right marketing strategies, such as digital marketing, content marketing, influencer marketing, and loyalty programs, can help these platforms build emotional connections with consumers, increase trust, and drive loyalty (Setiyawati et al., 2021; Mukhtar et al., 2023). For example, Shopee has successfully built brand awareness through video tutorials on social media, Tokopedia has built loyalty with educational content, Bukalapak has utilized influencer marketing, and Blibli has retained customers with loyalty programs.

TITIP has great potential to build brand awareness and customer loyalty by leveraging its advantages compared to other consignment platforms. TITIP offers advanced transaction security features and responsive customer service. TITIP's key features that can help build brand awareness and customer loyalty include: an escrow system that guarantees transaction security, 24/7 customer service that is ready to assist consumers, and a loyalty program that provides attractive reward points and discounts (Pratama et al., 2024; Gabel & Guhl, 2022; Nastasoju et al., 2021). TITIP can leverage its strengths to achieve this goal by running digital marketing campaigns that highlight its key features. In addition, TITIP can also collaborate with relevant influencers to promote its services. With the right strategy, TITIP can build strong brand awareness and customer loyalty in the consignment industry.

Methods

The research method used in this article is a descriptive case study. This study focuses on the analysis and description of the marketing planning of the TITIP consignment service application. This study uses qualitative data, which is data about market segmentation, target market, positioning, marketing mix, and revenue projections (Sugiyono, 2019). Qualitative data was obtained through literature studies, observations, and interviews with experts in the consignment service field. This study does not test hypotheses, but rather focuses on presenting and interpreting data to provide a comprehensive overview of TITIP's marketing planning.

Data Sources

The data sources in this article come from various sources, including literature studies, observations, and interviews with experts in the consignment service field. The article also uses data from external sources such as the Kominfo website to support the analysis and marketing planning of TITIP.

Data Collection Procedure

The data collection procedure is through literature studies, observations, and interviews with experts in the consignment service field, as well as analysis of market data and financial projections from external sources such as the Kominfo website. This data is then analyzed and compiled in the form of tables and graphs to support TITIP's marketing planning.

Result and Discussion

Framework

Marketing planning is the initial idea in a business. This is a general form of a link between governance processes with a directional goal to develop business strategies in order to achieve maximum achievement.



Figure 1. Marketing Plan Framework

Source: Author, 2024

Objectives and Targets

TITIP's marketing objective is to build a technology-based application for consignment services. The business that TITIP will offer in response to existing problems is to open online/digital consignment services in the form of an application with premium features. Later, TITIP will also provide subscription packages for TITIP service users so that service users can get convenience and promotions from these subscription packages. TITIP determines the marketing objectives and targets, details as follows:

Table 2. TITIP Marketing Objectives and Targets

Target	Short-Term Objectives (0-1 year)	Medium-Term Objectives (2-3 years)	Long-Term Objectives (> 3 years)
Service Users	500,000 service users Brand Awareness SEO & Social Media Optimization KOL Branding	700,000 service users Brand Awareness SEO & Social Media Optimization KOL Branding	800,000 service users Brand Awareness SEO ranking #1 Social Media KOL Branding Digital Marketing Offline Branding Optimization
Service Providers	50 service provider accounts Brand Awareness	Chat AI & Broadcast feature	500 service provider accounts Brand Awareness

	SEO & Social Media Optimization	Map & Nearby feature Negotiable Fee feature	SEO & Social Media Optimization KOL Branding Digital Marketing Community Involvement "Jastiper"
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Source: Author, 2024

Segmenting, Targeting, and Positioning

Segmenting

TITIP's segmentation focuses on Business to Business (B2B) and digital marketing in marketing its products, where segmentation begins by identifying potential buyers of the TITIP application product. Based on the customer segment at TITIP, it is quite broad, covering social networking, Tech Savvy, Companies, MSMEs, Fashion communities, cosmetics, culinary, and Travelers. For each of these segments, TITIP will use a different approach for the same output, namely Brand Awareness. TITIP's segmentation is MSMEs involved in consignment services and also Jastipers in Indonesia. The ideal target market for TITIP is those who value efficiency, ease, and technology in their daily lives. The following is a detailed breakdown of market segments based on company taglines and pillars:

Geography

Major Cities: Jakarta, Surabaya, Bandung, Medan, and other major cities with high urbanization rates and dynamic economic activity.

Tourist Cities: Bali, Yogyakarta, and other tourist cities that have great potential in the souvenir and consignment business.

Campus Cities: Cities that have many universities, such as Depok, Malang, Bandung, and Yogyakarta.

Demographics

Age: a) Generation Z and Millennials: Very familiar with technology and often use applications to meet their daily needs; b) Generation X: Starting to be open to technology and looking for ease in transactions.

Consignment service providers: Travel Vloggers, conventional consignment communities, and Consignment Service Users.

Occupation: Students, office workers, housewives, entrepreneurs.

Income: Middle to Upper: Have higher purchasing power and tend to seek quality services.

Psychographics

Interests: a) Online Shopping: Often make online transactions and enjoy the ease of shopping; b) Traveling: Like to travel and often buy souvenirs; c) Technology: Interested in the latest technology and gadgets.

Behavior: a) Early Adopters: Like to try new things and the latest technology; b) Social Media Users: Active on social media and often share information with friends.

Consumer Behavior

Frequency of Use: Need consignment services on a regular basis (consignment service users).

Values sought: Ease, trust, speed, and price.

Targeting

The target market is a group that is chosen by a company to be targeted as potential customers by targeting and segmentation (Kotler & Armstrong, 2010). Based on the segmentation above, TITIP determines the target market, the results of which are formed according to the customer segment. Here are some key target groups: Students, Office Workers, Urban Millennials, Young Travelers. The potential target join is as follows:

Table 3. TITIP Targeting

Description	Number of Users
Total internet users in Indonesia	215,063,000
Total Jastipers in Java - Bali	2,790,935
Total Jastipers in Jabodetabek and outside Jabodetabek	464,507
Assumed join TITIP Application	5,145,552

Source: Author, 2024

Positioning

Regarding the consignment service application business today, it is in high demand by conventional consignment service users or Jastipers. This is because they can buy goods from anywhere at a cost that suits their needs. It also doesn't take time and have to go outside to get the desired goods. Several Consignment Services are present, both those that already have big names on social media and those that are still unknown. However, there are still many Consignment Services that run their business conventionally or can be said to be old-fashioned (transactions are carried out between friends). So Jastipers have to wait for real-time financial reports. Therefore, TITIP is here to provide ease for Jastipers and Jastipers to buy goods according to what Jastipers want without having to travel outside the home.



Figure 2. TITIP Positioning Map

Source: Author, 2024

Features, facilities, and services provided follow the package used by the user. Each package has different benefits. TITIP now positions according to the predetermined target, namely based on price, features, facilities, and services. So TITIP is different from other applications, based on the Unique Value Proposition on the Lean Canvas Model, the TITIP application has a solution to check the availability of consignment service providers just by dragging the map.

In addition, there are also features such as Negotiable Fee, Realtime Map, Nearby User, and available shipping service options (Instant, Same Day, Next Day, Regular, etc).

Referring to the company tagline and pillars, TITIP's positioning can be strengthened with the tagline: "TITIP, The Fastest, Easiest, and Most Trusted Consignment Solution", by implementing marketing strategies: a) Digital Marketing: Focus on social media, search engine marketing, and influencer marketing to reach young people, where the selection of KOL is based on the persona of TITIP's target audience; b) Partnerships: Collaborate with local businesses, campuses, and travel agents; c) Loyalty Program: Give rewards to active users; d) Offline Marketing: Hold events or promotions in places frequently visited by target markets or consumers

Marketing Mix

Consignment service providers and consignment service users are the target market for TITIP. The large number of Jastipers available gives Jastipers many other options that can be taken. This encourages competition, especially between companies in Jastipers. To overcome this problem, marketing strategies are essential. The Marketing Mix that TITIP focuses on as a business that targets internet users in Indonesia and Business to Business (B2B) uses the NICE marketing strategy, namely Networking, Interaction, Common Interest, and Experience.

Strategy Marketing NICE

Networking

Building networks in implementing TITIP's marketing strategy for TITIP's consumer market segmentation, based on the channels in Table 4 Lean Canvas Model and long-term goals, TITIP forms a marketing network as follows:

Marketing Communication

TITIP will be part of the Jastiper community in Indonesia which is located on social media. This is part of building a marketing network to expand the marketing market for TITIP products. TITIP is not only part of the community to market TITIP products, but also builds marketing communication by utilizing existing social media to promote it.

Cooperation

TITIP establishes cooperation agreements with various parties involved in TITIP's business.

Commitment

TITIP will also routinely market its products on social media (Instagram, Facebook, Youtube, TikTok). In addition, TITIP is committed to building a TITIP Community on social media, which discusses sharing about the Jastiper business run by consumers.

Interaction (Interaction)

TITIP interacts by creating Customer Journey Mapping (CJM) that depicts the relationship and interaction between consumers and TITIP. Here is the Customer Journey Mapping (CJM) used by TITIP:

Persona

A complete representation of the user, including identity, characteristics, habits, user goals in solving problems, and much more. In this case, the TITIP application is shown for Customers and also MSMEs.

Timeline

Adding access to event organizers and tourist locations related to ticketing, local personal assistants to help when shopping, in-app promotion to potential buyers through UGC (User Generated Content) in the form of push notifications, pop-up banners, and AI inbox to facilitate Consignment Service Providers.

Emotion

In this case, if potential consumers are interested in using the TITIP application with several service options provided by TITIP, for example, when receiving or being exposed to advertising, potential consumers are interested in using the TITIP application.

Touchpoint

Communication between TITIP and consumers uses several communication methods through touchpoints.

Company-created touchpoints

TITIP uses this touchpoint to promote TITIP products through physical channels using banner and billboard advertisements.

Intrinsic touchpoints

TITIP uses SEO Marketing, KOL Media Marketing, and Social Media Marketing (Instagram, Facebook, Youtube, and Tik Tok) by providing attractive offers and discounts to TITIP customers.

Unexpected touchpoints

These touchpoints include communication with angel investors who help in financing TITIP's operations.

Customer-initiated touchpoints

Customer-initiated touchpoints are interactions that occur whenever a customer prospects a company.

Channel

Channel in this context includes various delivery options, both online and offline.

Common Interest (Common Interest)

Common interest or common interest can be interpreted as a group of people who have the same goals or interests. Regarding the features and services needed by consumers, TITIP offers alternative package options according to consumer needs.

Experience (Experience)

Experience is a construct that has many dimensions, such as: cognitive, effective, behavioral aspects, and how consumers respond to company offers when consumers buy products. While Customer Experience can be interpreted as cognitive recognition or perception that stimulates customer motivation. Such recognition or perception can increase the value of products & services. Customer Experience is the result of consumer interaction with the company physically and emotionally (Chen & Lin, 2015).

Sales

Sales Activities

Titip has the goal of achieving optimal sales targets based on QSPM market penetration through effective promotions and product development through digitalization.

Sales Team

TITIP forms a sales team to carry out sales activities to achieve sales targets, here is the TITIP sales team:

Table 4. TITIP Sales Team

	Sales	Digital Marketing	Marketing
Short Term to Long Term			
Differentiation	To attract potential customers and generate interest in TITIP products by highlighting their advantages.	To identify digital channels used to direct potential customers.	To analyze data and information about the target audience.
Cost Leadership	To conduct direct sales during seminars or webinars to capitalize on the opportunity to engage with potential customers.	To conduct promotions using social media advertising.	To analyze data and information about the target audience for TITIP.
Main Responsibility	To research and analyze the target market for TITIP products. To develop and plan marketing strategies. To understand the details of the TITIP application product. To promote the TITIP application to service users. To build relationships with customers to achieve long-term goals. To achieve sales targets.	To create a content plan for social media and write copy. To analyze and target advertising based on the TITIP target market. To analyze social media marketing to determine the accessibility of advertising. To create a digital marketing campaign. To identify digital channels to promote products.	TITIP analyzes data and information about the marketing goals of the TITIP application to help the company make better decisions for the future.

Source: Author, 2024

Sales Budget

Here is a table of estimated sales budget calculations for TITIP for 5 years:

Table 5. Sales Budget

Advertising Costs	Year 1 (Rp)	Year 2 (Rp)	Year 3 (Rp)	Year 4 (Rp)	Year 5 (Rp)	Total (Rp)
Creating Website	0	150,000,000	0	0	0	150,000,000
Video Branding (Company Profile)	40,000,000	88,000,000	96,800,000	106,480,000	117,128,000	448,408,000
Advertising Costs	150,000,000	365,000,000	381,500,000	199,650,000	219,615,000	1,315,765,000
Endorsement Costs (Youtube, Tik-Tok and Instagram)	0	95,000,000	110,000,000	121,000,000	133,100,000	459,100,000
Event Costs						
Seminar/Webinar Costs	0	80,000,000	88,000,000	96,800,000	106,480,000	371,280,000

Package Variant Purchase Discount Costs per year (10%)	0	200,000,000	400,000,000	600,000,000	800,000,000	2,000,000,000
Voucher Referral (100 users per year)	0	44,700,000	44,700,000	44,700,000	44,700,000	178,800,000
Marketing Administration Costs						
Operational Costs	80,000,000	88,000,000	96,800,000	106,480,000	117,128,000	488,408,000
Total Marketing Costs	270,000,000	1,110,700,000	1,217,800,000	1,275,110,000	1,538,151,000	5,411,761,000

Source: Author, 2024

Revenue Stream Projection

Sales Assumptions

Based on the revenue stream on the Lean Canvas Model, TITIP earns revenue from subscription packages and also revenue from TITIP. TITIP will provide alternative packages for consignment service users, to provide ease and also discounts for customers. The following are assumptions for preparing a revenue plan from subscription packages at TITIP:

Table 6. Membership Packages at TITIP

Package Value	Platinum Package	Gold Package	Silver Package
12-month Price	300,000	200,000	150,000
10% Annual Customer Discount	270,000	180,000	135,000

Source: Author, 2024

Revenue Planning

In revenue planning from TITIP, the target is consumers, B2B or MSMEs. Total main revenue is revenue from the percentage of consignment service user fees. Additional revenue is revenue from consignment service users who participate in subscriptions. Marketing revenue is the revenue that TITIP receives through advertising carried out by both consignment service providers, souvenir shops, and so on. While B2B revenue is TITIP revenue through inter-company cooperation that uses TITIP services to meet the needs of that company. TITIP's total revenue can be seen through Table 6.

Net Marketing Contribution (NMC)

Achieving the financial performance above requires proper marketing planning. However, its implementation requires costs that will certainly have an impact on the company. This often leads company leaders or management to make wrong decisions because they consider the high cost of marketing and its significant impact on the company's financial performance. The benefits of marketing planning are sometimes not immediately apparent in a particular period, as is commonly seen in general financial reports. Therefore, a proper measuring tool is needed to measure the effectiveness of marketing planning on financial reports. The way to calculate NMC is total sales revenue - total marketing & sales expenses. Total revenue (total sales revenue) can be seen from the table of revenue planning for main consignment service revenue, additional revenue (subscription), marketing revenue (consignment service provider advertising), B2B revenue. Here is a table of net marketing contribution costs:

Table 7. Revenue Planning and Net Marketing Contribution

Item	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Total main revenue	1,612,500,000	2,257,500,000	4,644,000,000	5,482,500,000	7,159,500,000

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Total additional revenue	1,572,187,500	2,201,062,500	2,263,950,000	2,927,655,000	4,438,890,000
Total marketing revenue	0	2,709,000,000	3,343,680,000	4,210,560,000	5,727,600,000
Total B2B revenue	1,400,000	33,600,000	168,000,000	87,720,000	504,000,000
Total TITIP Revenue	3,186,087,500	7,201,162,500	10,419,630,000	12,708,435,000	17,829,990,000
Expenses					
Total marketing costs	270,000,000	1,110,700,000	1,217,800,000	1,275,110,000	1,538,151,000
Net Marketing Contribution (Total Sales Revenue – Total Marketing & Sales Expenses)					
Net Marketing Contribution	2,916,087,500	6,090,462,500	9,201,830,000	11,433,325,000	16,291,839,000

Source: Author, 2024

Conclusion

From the analysis of the marketing planning of the TITIP consignment service application, it can be concluded that mature and structured marketing planning is the key to success in building brand awareness, increasing sales, and building strong relationships with consumers. Through the right market segmentation, appropriate targeting, strong positioning, and the implementation of an effective marketing mix, TITIP can achieve its predetermined marketing goals. With a focus on developing technology-based applications in consignment services, TITIP has the potential to become a leader in the consignment service industry with a measurable and sustainable marketing strategy.

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