TOKOPEDIA BY ME: ANALYSIS OF MARKETING BY INFLUENCERS AND ITS EFFECTS ON CUSTOMER PURCHASE INTENTIONS

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A. CASE

OPENING PARAGRAPH

Write an opening paragraph of about 250 words that presents the background of the decision making situation, the critical decision to be made, the decision maker and his/her position in the company, and the specific time window given to the decision maker for making his/her decision. The online marketplace is the 'exchanges of information and commercial transactions between consumers, businesses and governments completed through different forms of online presence such as search engines, social networks, comparison sites and destination sites' [1]. In Indonesia, the growth of the online marketplace is significant and offers possibility for expansion [2]. One of Indonesia's leading and highly potential online marketplace is Tokopedia [3]. Tokopedia is one of the well-known marketplaces in Indonesia. The company, founded by William Tanuwijaya and Leontinus Alpha Edison, was created in 2009 to bridge the gap between businesses and customers [4]. In the third quartile for the 2018 Indonesian e-commerce map, Tokopedia is able to attract 153,639,700 visitors per month, which enables the marketplace to be at the top position than its competitors [2]. In the first quartile for 2019, this number grew into 168,000,000 visitors per month [5]. The By Me campaign was launched by Tokopedia in the early half of 2019. This campaign is a marketing strategy performed in order to increase sales in Tokopedia. Inside the campaign, Tokopedia teams up with powerful social media initiators known as influencers as well as public figures known to Indonesians. Television broadcasts and social media posts are used by influencers and public figures in order for customers to be attracted to purchase items through Tokopedia. The content of the television broadcasts and social media posts includes the daily item the influencer uses, which creates a trust for customers to purchase good products used by people they look up to. The daily item that is advertised would be products sold by Tokopedia merchants. By the date of the campaign's initial release, Tokopedia has already have partnership with thirteen main influencers, including; Boy William, Arief Muhammad, Atta Halilintar, Jess No Limit, Jerome Polin, Tasya Farasya, Rachel Vennya, Ria Ricis, Salshabilla Adriani, Titan Tyra, Sandra Dewi, Cinta Laura and Jessica Iskandar. Other than the thirteen main influencers and public figures involved, Tokopedia also encourages other influencers and social media users to recommend products on their social media platforms, in exchange of a commission once the product has been purchased [6]. Through online media, the use of influencers is not uncommon. The appearance of Selebgram on Instagram to promote visual content and the spread of word on Twitter by public figures has been done before. In addition, the relation between a certain company and an online celebrity and public figure is not uncommon. However, this is the first time a marketplace is involved in the use of many influencers for active prolonged social media advertising where they would usually be more active in television advertising with a public figure [2] [3] [7].

COMPANY BACKGROUND

This section presents concise information about the company. It may contain among others the history of the company, the company's founder(s), the business scope and the main products/services, and other necessary information about the company that may help the readers to understand the current situation of the company.

Tokopedia was founded by William Tanuwijaya and Leontinus Alpha Edison as the first Indonesian marketplace. Its co-founder, William Tanuwijaya, was inspired by the Silicon Valley start-ups, such as Google and Facebook, in his quest to build the online marketplace. In an interview, he stated that the low amount of trust and efficient platforms to start and develop an online business become a big opportunity to start the first marketplace in Indonesia. This was the condition of the online platform in Indonesia in 2007. He and Leontinus Alpha Edison realised that to build a marketplace needs big investment and his father was diagnosed with cancer, making Tanuwijaya the only provider for his family. Therefore, he looked into studying about angel investors and capital ventures, however he did not know anyone with the profession, so he went to the only wealthy person he knew. His boss at the place where he worked in, believed in him, and introduced him to potential investors. During 2007-2009, he tried to pitch on the idea of Tokopedia, which is to sell online, however there were no Indonesian company who succeeded in the field, which does not satisfy investors. Rejections from investors flooded as investors cannot see how they would be able to have a Return On Investment should they invest into Tokopedia. Moreover, Tanuwijaya does not have a satisfying credential. His

family is not rich nor poor, he studies in a university in the country and he does not have a past business experience. A particular potential investor even told them that they should not waste their youth to pursue Tokopedia and they do not have a unique selling point as their Silicon Valley role models. Through this comment, Tanuwijaya learned that to build a business is not easy. With Leontinus, he studied philosophy and decided to not give up on Tokopedia. Tanuwijaya hoped for Tokopedia to become a platform who would help anyone who wanted to start and build a business and to become a platform which provides opportunities and chances for Indonesian citizens. In the 6th February 2009, Tanuwijaya's boss finally decided to invest in Tokopedia as much as 2.4 million Rupiah through PT. Indonusa Dwitama, with 80% stake for PT. Indonusa Dwitama and 10% each for the two co-founders. In 17th August 2009, Tokopedia.com was publicly launched under the company PT Tokopedia with Tanuwijaya as the CEO. The two co-founders pursued to convince university students to join the company, as they realise that a company is none without its human resources. However, competition for potential work candidates came from a big bank, which attracts a thousand candidates. Tanuwijaya learned that Indonesia is not Silicon Valley. Apart from trying to open a booth to convince students, Tanuwijaya and Edison asked universities to give talks inside classes on his journey to build an online company in Indonesia, which was not easy for Tanuwijaya considering that he is an introvert. The talks, however, convinced potential talents to join Tokopedia. Currently, Tokopedia has employed 1800 people, including graduates from world universities such as Harvard. In 2010, foreign investors entered Indonesia. However, language barrier closed opportunities for most of the investors as Tajuwijaya was not able to communicate the vision and mission for Tokopedia. Luckily, Tanuwijaya did not give up and acquired Japanese investors who realised the opportunities for Tokopedia and an English level that is similar, which makes for better tolerance. With this reason, Tokopedia's early investors includes companies from Japan and Korea from 2010-2013; East Ventures, CyberAgent, Beenos and SoftBank Korea. As the company's ability to utilise English grew, they acquired 100 USD from SoftBank and Sequoia Capital in 2014, and become the first online company in Southeast Asia to do so. In the 17th August 2017, in the company's eighth birthday, Tokopedia received 1.1 million USD investment from Alibaba, making the Chinese tech giant a minority shareholder in Tokopedia. These days, Tokopedia have acquired more than 150 million visits per month, and in 2017, was the top shopping app in Indonesia according to AppAnnie, as 80% of customer transaction is through mobile apps. Furthermore, investments from Alibaba is used to build an innovation centre, which will help to develop talents and human resources as well as accelerate new innovations in Indonesia, which is in line with the mission of Tokopedia. This mission is in line with the mission of the President Joko Widodo to realise Indonesia as the biggest Economic power in Southeast Asia [9].

SPECIFIC AREA OF INTEREST

Specific area of interest is the mostly concerned business function, unit or area where the problem firstly arises. The case authors should be able to describe the context of the problem. They may explain the specific tasks of the unit, the work context, the related actors/agents/companies, the market, the competitors or perhaps the macro context that deserves a specific attention from the readers. The description should presents sufficient information to the readers to understand the background of the problem.

According to Google, the unit where the By Me campaign will most likely be processed from is Campaign Ops Lead and Campaign Strategist. In the By Me campaign, there are two types of Influencers, which are; By Me Influencers and By Me Icon. By Me Influencers are online users who register on the Tokopedia website. They will be able to post their content on their social media account using the templates provided by Tokopedia once they sign up to become a By Me influencer. There are currently 1180 online users who have become a By Me Influencer, including the thirteen By Me Icons who partnered with Tokopedia. The By Me Icons consists of public figures who partnered with Tokopedia in order to promote the By Me campaign in its launch and do not have to sign up through the online registration as a regular Tokopedia By Me influencer would. Boy William is an Indonesian VJ who is also a host for the 'Break Out' show in Net TV broadcasting station [13][14]. Arief Muhammad is known under the alias 'poconggg', which suggests to a mythical creature in Indonesia that is comparable to the modern day zombie, that he used in a comical sense in order to brand himself [15]. Atta Halilintar was born to a family with a high level of interests in business and is the oldest child of the Gen Halilintar trope on Youtube [16]. Jess No Limit is a gamer for Mobile Legends who has recently joined Youtube in 2017, and due to his earnings of competing against other players in Mobile Legends, he was able to afford a Ferrari at a young age [17] [18]. Jerome Polin is an Indonesian content creator who studies Mathematics at Waseda University in Japan, which shows that he is some of Indonesia's smartest public figures [19]. Tasya Farasya is an Indonesian beauty guru who came from a wealthy family and has a genuine personality, which helps her gain more followers as she has the life that many dream of but is still relatable [20]. Rachel Vennya is an Indonesian selebgram who used to post on her struggles of keeping her relationship with her boyfriend Niko before getting married to him and have a child together [21]. Ria Ricis is an Indonesian content creator who represents the Muslim youth of Indonesia in her contents [22]. Salshabilla Adriani is an Indonesian actress and singer who became more active on Youtube in the last couple of years [23]. Titan Tyra is a beauty guru who started her career on Instagram after receiving thousands of likes through pictures of herself [24]. Sandra Dewi is an Indonesian public figure who did not plan to become a celebrity at her initial arrival in Jakarta but became an artist [25]. Cinta Laura Kiehl, who is widely known as Cinta Laura, is an Indonesian singer and actress with a native American accent when speaking Indonesian [26]. Jessica Iskandar is an

Indonesian entertainer who likes to host on the show 'Pesbukers' in ANTV broadcasting station [27].

SPECIFIC PROBLEM

The problem, be it a challenge or an issue that needs to be resolved, is the content of this section. The case authors bring back the decision maker's dilemma that was mentioned briefly in the opening paragraph. The authors may present their analysis and highlight the main problems that create the situation or the most important things to consider when the decision maker takes the challenges.

Tokopedia has not realised the effects of the campaign and its relation to customer purchasing behaviour. There may be a lack of awareness of the campaign in the intended audience of Tokopedia. Including other audiences outside of the intended audience Due to the lack of awareness, intended customers may choose to buy from other online marketplaces in Indonesia such as Bukalapak, Blibli, Shopee, Blanja and Lazada. Hence, in this case, the campaign does not generate into customer purchase decision but a decision for customers to not purchase from Tokopedia. Hence, the big question generated from this problem is; How the use of influencers in product advertising affects the customer purchasing behaviour?

In order to answer the big question, the STP and the Awareness aspects will be explored in four different derived questions. This includes; 1. Who are the main customers of Tokopedia?, 2. How can social media engagement help the By Me campaign, especially in a platform that is most used by the target customers?, 3. How often are keywords used in a possible channel to achieve awareness?, 4. How are attitudes of online customers and the effect on Purchase intentions?

The research objectives are; 1. To find the Segmentation, Targeting and Positioning (STP) of Tokopedia 2. To find the possible channels to achieve awareness 3. To find the frequency of keywords used in a possible channel to achieve awareness 4. To find the correlation between attitudes of online customers and customer Purchase intentions. Therefore, this paper is formulated to help Tokopedia to foresee opportunities in expanding their By Me campaign in order to increase and maximise profit on their online marketplace.

ALTERNATIVES

The authors presents some alternatives for the decision makers. However, that may not present an exhaustive list of alternatives. The readers may propose some other alternatives that will uniquely solve the problem. The task of the readers is to choose the best alternative that will effectively solve the main issue of the case.

In the STP, the Segmentation, Targeting and Positioning will be explored. This is to realise the target audience which Tokopedia is aiming for its By Me campaign. In Segmentation, the device users, age, gender, geographical location, income and price sensitivity can be categorised into different types of customers. Device users would refer to the types of devices the possible customer will use to search for the campaign, which includes; Mobile, Desktop, Integrative (mobile and desktop). The age range for users will be categorised as; 0s, 10s, 20s, 30s, 40s, 50s, 60s, 70s. The gender will consists of the two known main genders; Male and Female. The geographical location will include; Java, Sumatra, Kalimantan, Sulawesi, Bali, Papua and Nusa Tenggara. The income will include; High, Middle-High, Middle, Middle-Low and Low. The price sensitivity will include; High and Low.

In Targeting, the segmented users will be further defined. For the device users, it will be best for Tokopedia to accustom their website for the By Me campaign for mobile viewing as most transactions comes from mobile transactions [9]. For age range, it will be best to target youth between 10s, 20s, and 30s as the life expectancy for Indonesian is 73 [31]. For gender, Technology products can be advertised for men and Fashion products can be advertised for women [32]. For geographical location, it is best to target Java island as results of active participants of online surveys regarding online marketplace shows this. For income, the customer with the most frequent shopping time is the Middle-High to Middle-Low income. For price sensitivity, most Indonesians are High price sensitive, which means that Tokopedia can attract customers with discount deals [33].

In Positioning, the Positioning Map can be analysed among Indonesian online marketplace with top website visits according to iPrice.
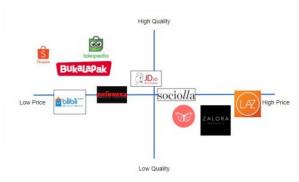
Image 1. Positioning Map of the Top 10 most visited websites

In the Positioning Map, the x-axis shows the price while the y-axis shows the quality. There is a negative correlation between quality and price as the higher the price, the lower the perceived quality is for the customer. The top three most visited websites; Tokopedia, Bukalapak and Shopee, have lower price than its competitors but are perceived to have the higher value.

According to Statista, Indonesia ranks as the fourth largest users of Instagram. At 59 million people, Instagram's popularity in Indonesia follows the trend of the world that is slowly switching to Instagram. This makes the platform an eligible candidate to be looked into for the success of the campaign.

Table 1. The following of the thirteen influencers in the By Me website and the link between the By me website and the artists' social media accounts

No.	Accounts	Likes	Comments	Total number of followers	Posts	Manual	HypeAuditor	Kicksta	Ave. Percentage	Industry rating
1	boywilliam17	711468	8673	2,800,000	10	2.571932143	1.61	0.89	1.690644048	9
2	ariefmuhammad	1384158	19871	1,600,000	10	8.77518125	7.69	3.67	6.711727083	3
3	attahalilintar	3158674	50601	8,800,000	10	3.646903409	4.09	3.43	3.722301136	7
4	jessnolimit	1651491	36055	3,100,000	10	5.443696774	4.69	3.13	4.421232258	5
5	jeromepolin	1569710	44499	920,000	10	17.54575	17.37	12.02	15.64525	1
6	tasyafarasya	1095016	6459	2,300,000	10	4.789021739	5.03	2.07	3.963007246	6
7	rachelvennya	3326081	13741	3,600,000	10	9.277283333	8.97	9.05	9.099094444	2
8	riaricis1795	2595456	33181	15,200,000	10	1.729366447	1.33	0.76	1.273122149	10
9	salshabillaadr	1991917	7216	9,900,000	10	2.019326263	2.54	1.69	2.083108754	8
10	titantyra	3103000	1669	368,000	10	8.477418478	8.15	3.14	6.589139493	4
	sandradewi88	386157	2070	14,600,000	10	0.265908904	0.25	0.08	0.198636301	13
11	claurakiehl	684722	3148	6,500,000	10	1.058261538	0.99	1.01	1.019420513	11
12	inijedar	491242	5451	18,900,000	10	0.262800529	0.18	0.16	0.200933501	12
	Industry total	15492054	213080	88,588,000	130	**6.722391887**	**4.837692308**	**3.161538462**	**4.355201303**	

From the table, the three influencers with the highest average ER would be Jerome Polin, Rachel Vennya and Arief Muhammad. This means that there is a likelihood for Tokopedia to be more involved in the By Me campaign with the three influencers.

4.3 Frequency of used keywords

Through the results, Instagram is one of the most used platform in the By Me campaign by the thirteen influencers. Therefore, an analysis for the frequently used keywords on the social media platform, from crawling instagram using R studio with keywords #TokopediaByMe, is presented on this table.

Table 4.3 Searched keywords, the frequency of use and the percentage

No.	Searched keywords in Instagram search queries	Frequency of use	Percentage
1.	#MulaiAjaDulu	1471	36.55%
2.	#TokopediaByMe	1989	49.41%
3.	#Tokopedia	565	14.04%
Total		4025	100%

From the analysis, three keywords are used in promotion of the By Me campaign; #TokopediaByMe, #MulaiAjaDulu and #Tokopedia. Currently, the frequently used keyword in Instagram is #TokopediaByMe, followed by #MulaiAjaDulu and #Tokopedia. 4.4 Customer reaction to the By Me campaign To be able to analyse customer reaction towards the By Me campaign, content posted on Instagram involving some of the thirteen influencers will be used. This content is in the form of a post that was posted by the Tokopedia account in which online users will have to guess the products recommended by a particular influencer to receive a Giveaway prize. The online users will have to list three items and include the hashtag inside the comment section to be eligible to win. Winners will be mentioned on the Instagram story posted by Tokopedia. Until this point, the influencers who have partake in the activity are Atta Halilintar, Rachel Vennya and Ria Ricis.

Table 4.4 Analytics on reaction towards By Me campaign on Instagram

No.	Related posts	Number of comments	Giveaway Prize	Rank by post time
1.	#RekomendasiRiaRicis	46,260	Samsung Galaxy A70	3
2.	#RekomendasiAtta	34,135	Samsung Galaxy M20	1
3.	#RekomendasiRachel	20,801	Vivo V15	2

From the analysis, it can be seen that Ria Ricis has the highest numbers of comments. Due to online users having the pressure to win the prize as well as to not embarrass themselves online, there is little troll comments, which makes the number of comments eligible to represent the number of engaged customers on the event. There was lower number of comments in Atta Halilintar and Rachel Vennya's themed posts as there were not a lot of people involved at the time of the post.

Discussions

1. In the STP, an analysis of possible specific customers was conducted. In Segmentation, customers were divided into User segments, Age segments, Income segments and Geographical segments. In Targeting, the specific potential customers were identified to be those who used Mobile devices, are between 10-30 year old, have a range of Middle income and may possibly be situated in the Java islands. In Positioning, the online marketplace is seen as a good quality and best-priced marketplace.

2. In the Potential channels, an analysis of the followers of the thirteen influencers on several social media was conducted. The social medias include; Youtube, Instagram, Facebook and Twitter. This was conducted to realise the maximum potential audience the influencer would be able to attract. Most influencers use and have the largest following on Youtube and Instagram, with Atta Halilintar having the most following on Youtube and Jessica Iskandar having the most following on Instagram. Meanwhile, Arief

Muhammad has the most amount of following on Twitter. This enables Tokopedia to know and to communicate to influencers the best channels that the thirteen individuals are able to pursue to create a unique content for promoting the By Me campaign. Another analysis was followed, which looks into the number of followers the influencers have on their Tokopedia By Me accounts and if the influencers promote the By Me campaign on their social media accounts. All of the influencers seemed to have promoted the By Me campaign on their Instagram accounts. Boy William also promoted on his Youtube account, while Jess no Limit and Jessica Iskandar also promoted on their Facebook accounts. This result contradicts the promotion of the By Me campaign as some of the influencers do not use the social media with their largest following to promote the By Me campaign. In this case, this is most apparent with Atta Halilintar as he has the most following on his Youtube channel than any of the other influencers, however he does not promote the By Me campaign on his Youtube channel. This means there should be a means to negotiate with influencers to talk to them on promoting on their highest following social media account.

3. In the Frequency of used keywords, an analysis of hashtags on Instagram in the promotion of the By Me campaign was analysed. The most used hashtag on Instagram is the #TokopediaByMe. This may be due to the name of the program in use by most Instagram users. This was followed by #MulaiAjaDulu, which is phenomenon. Tokopedia always has a catchphrase at the end of its video advertisements and banners and the words 'Mulai Aja Dulu' will be presented. This is realised as the dream that Tanuwijaya and Edison has for Tokopedia; to become an online marketplace which enables start-ups to start and build a business. The least used hashtag is the #Tokopedia. This may be influenced by the name of the online marketplace already in use in #TokopediaByMe.

4. In the Customer reaction, the Giveaway post was analysed to realise the customer engagement as the post attracts online users to participate and give feedback in the form of lists to win a prize, and so that troll comments are minimised. Ria Ricis has the highest number of customer engagement due to the highest number of comments thus far. One of the factors for the lower number of comments in Atta Halilintar and Rachel Vennya's posts is that their posts were posted earlier, thus creating a positive graphic of customer engagement for Tokopedia. Another factor for the difference in number of comments is the prize involved. Rachel Vennya's post received the lowest amount of comments and the prize offered in her post was a Vivo phone, while the prizes offered in Atta Halilintar and Ria Ricis' posts were Samsung phones. While Vivo has good credentials in Indonesia, the brand is perceived as a lower price phone than Samsung. As Samsung phones have higher prices and longer credibility in Indonesia, it attracts online users to become more active with the content. Although the three influencers have their unique selling point, the products the influencers recommend should also be perceived as good in the customer's eyes.

Limitations
From conducting the research, one of the limitation is that there is an abundance of data for the By Me campaign. There are many other possible aspects to look into such as identifying customers through the use of a specific influencer and the identifying of the effect of the influencers to the By Me campaign using Google Trends. However, there isn't a specific conversion tool to convert data to information.

Further research
There is a need to further investigate the campaign as it is still in place. There may be the research of identifying the customers through the use of a specific influencer and the identifying of the effect of the influencers to the By Me campaign using Google Trends.

Recommendation
From the results, it can be seen that there is room for Tokopedia to be able to adjust the strategy for the By Me campaign. Tokopedia is able to communicate with influencers in order to further develop their advertising plan in order to strengthen Ad Awareness towards online customers. By doing so, the strength of the campaign will increase.

On the other hand, to convince influencers to further develop their advertising plan may take some time. This may be due to the schedules of the influencers on managing their work or the miscommunication which may affect the trust that has been built between the company and the influencers throughout the campaign. In addition, the strength of the campaign may not increase in socialmention.com due to the conversation of the campaign is 'buzzing' somewhere else, since Twitter may not be used by online customers to comment on the campaign.

Therefore, it is best for Tokopedia and their main influencers to communicate the advertising strategy which will benefit the two parties. Should the influencer has more followers in Youtube but they feel that they are more active in Instagram, and the followers in Instagram is a lot more than the followers for Twitter and Facebook, then it would be better for the influencer to generate more creative advertisement towards their followers. This may provide Tokopedia with a more loyal customer base from the influencer than only a small number of online customer from an influencer with a very large following on another type of social media.

Conclusion

In conclusion, the use of influencers in product advertising and the effect on customer purchasing behaviour can be identified by analysing several key points. The first key point is to set the STP for the potential customers who may be attracted by the content provided by Tokopedia and the influencers through the By Me campaign. The second key point is to identify possible channels where it might be best for Tokopedia and the influencers to negotiate on. The third key point is to analyse certain keywords associated by the Tokopedia By Me campaign. The final keypoint, the fourth keypoint, is to analyse the customer response from the gamification strategy launched by the Tokopedia Instagram account.

Until May 2019, the Tokopedia By Me campaign received active response from the By Me Influencers as well as the online users. Therefore, there is a hope that beyond these two weeks of research and campaign launching that Tokopedia is able to expand their resources.

B. ADDITIONAL NOTES
Before sending your submission, please note that we do not accept fictional cases and cases which have been published elsewhere. Every submission needs a case release note from the authorized party within the company if the case uses proprietary data or information from the company. It won't be needed if the data is taken from public sources. Anyway, the sources should be explicitly mentioned and cited properly to maintain the credibility of the case.

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