Digital Communication Strategies to increase Corporate Brand Awareness with Clubhouse Apps

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Abstract: The development of internet technology makes consumer shopping journeys change. Moreover, with the existence of social media makes the marketing model changed, which was only showrooming 1.0 to be the 2nd consumer shopping trip, namely showrooming 4.0 and webrooming. Clubhouse application that is a trend among the community today can be used as a new marketing communication tool by marketers and public relations in the hope of creating customer advocacy.

   This research, aims to more deeply study the marketing communication models implemented by marketers using clubhouse applications. This research uses qualitative research method with case study research design because clubhouse application itself has its own uniqueness which is to become the first live podcast application in the world. Data collection techniques using semi-structure interviews and passive participant observations as well as library studies. Sampling techniques using snowball sampling techniques as well as grand theory used are social construction theory of reality. This research was conducted in the PR Case Study community clubhouse application as well as the corporate business development community in the clubhouse application.
The result of this study is a digital communication strategy used in improving brand awareness is to utilize opinion leaders to open discussion rooms with focus group discussion methods. Opinion leaders also promoted this discussion room on other social media platforms so that many participants joined. The discussion room is built not one way, but it is two-way where not only the opinion leader gives an opinion. In addition, digital communication tactics conducted in improving brand awareness is to co-branding with other larger companies and have the same business focus.

Keywords: *Digital, Communication, Brand, Awareness, Clubhouse*

Introduction

With the advent of internet technology, the emergence of a digital platform has changed the consumer buying journey. Before the internet, the journey of consumers when they wanted to buy goods was to go to a store and directly buy the item. It is rare for people to compare the prices of goods. But the existence of a digital platform has changed the buying journey of consumers, namely showrooming, namely the behavior of consumers in seeing physical products in a store but deciding to buy them online, perhaps because of the ease of price comparisons. This can result in consumers leaving the store empty-handed and placing their orders online. (Wolny and Charoensuksai, 2014). While webrooming is consumer behavior

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where research is carried out online on stationery or mobile devices, but the product is purchased in a store. (Wolny and Charoensuksai, 2014).

Social media is a digital platform that is growing rapidly with the presence of the internet. Based on a recent report from marketing agency We Are Social and social media management platform Hootsuite, it is revealed that more than half of Indonesia's population has been "literate" or actively using social media in January 2021. In a report entitled Digital 2021: The Latest Insights Into The State of Digital In this regard, it was stated that out of a total of 274.9 million people in Indonesia, 170 million of them have used social media. Thus, the penetration rate is around 61.8 percent. The number of active social media users in Indonesia grew by 10 million or around 6.3 percent compared to January 2020. In the same period, internet users in Indonesia grew 27 million or 15.5 percent to 202.6 million. (Kompas.com).
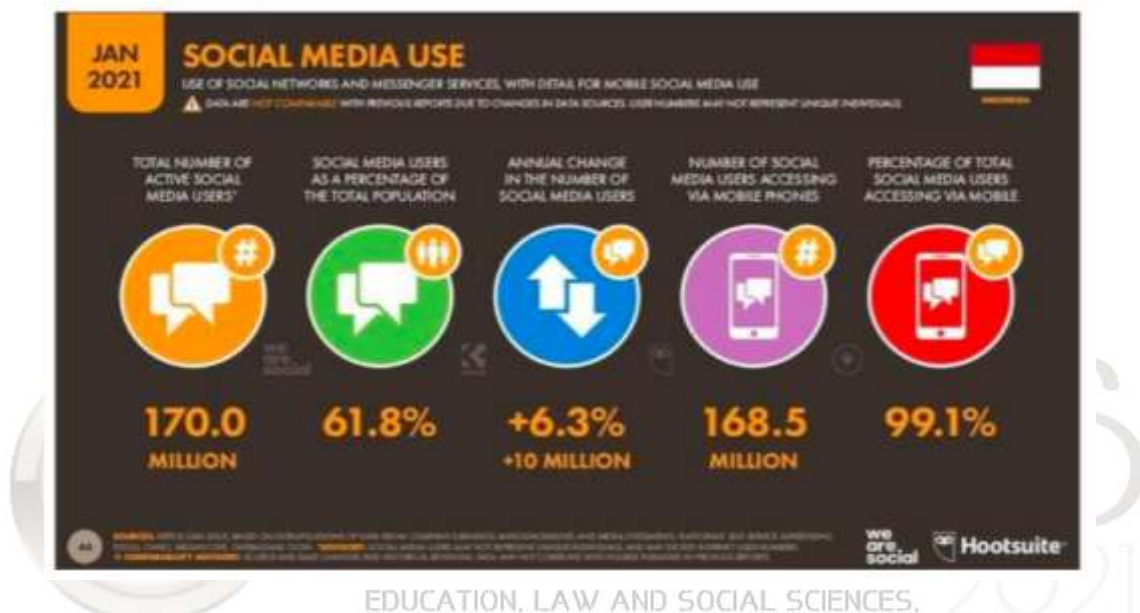
The clubhouse application is one of the fastest growing applications and currently the "hype" is used by young people. The clubhouse application is viral because it is used by Ellon Musk, the founder of Tesla. The Clubhouse app is a voice chat based social media app. Unlike LINE or WhatsApp which are text based, Clubhouse is more focused on audio content for interaction. Uniquely, this application is an application for listening to chats, interviews, or discussions on various topics live. So you can directly listen to the broadcast that is being carried out by the organizer. In other words, the clubhouse application is a live podcast application. Another uniqueness of the Clubhouse application is that you cannot join the application without an invitation from a friend via a phone number. So you can't join right away. In addition, we can easily interact with famous figures directly in the application, such as Ellon Musk or other company CEOs. (Garjito, 2021)

With the presence of the clubhouse application, it is increasingly easy for marketers and PR to use this application to increase brand awareness of their company, brand or product. Karema is based on facts compiled by research conducted by hooutsuite that the average Indonesian person turns out to have 10 social media accounts per person. In addition, 60 percent of social media users use it for work such as establishing relationships and running businesses. The functions of social media, apart from establishing relationships, of course vary, including using social media in addition to business activities. According to Marjorie Clayman, the definition or notion of social media is a new marketing tool that makes it possible to know customers and potential customers in ways that were previously impossible. (Purbohastuti, 2017). So based on this, the focus of this study is to examine the digital communication

strategies used by PR practitioners and marketers in increasing corporate brand awareness using the clubhouse application.

Literature Review

Many people consider the clubhouse application to be a good place to study because we can study directly with professionals in this chat room. In addition, the clubhouse chat room which is two-way communication, makes it easier for users to engage in conversations, so not only communicators and communicants, but as if the divider disappears in each member so that members can be communicators and communicators. Between users become more emotionally attached, so that when used as a tool for marketing communication, it can create good engagement between brands or products with consumers

Based on the research entitled The role of YouTube in building brand image for Gojek application users (Qualitative descriptive study of the role of YouTube in online marketing communication for Gojek application users regarding your version of Gojek promo ads) by Soelistyowati (2018) focuses on using YouTube as a video sharing platform to distribute its advertisements. which aims to build a Gojek brand image as an online transportation that provides one-stop services. Meanwhile, this research examines the clubhouse application, which differs from YouTube in that the clubhouse application is not just a sharing application, but can also broadcast live teleconferences and each user can join and provide live comments in the form of votes used by marketers to promote their brand or product.

The research entitled Podcast Communication Strategies in Retaining Listeners (Case Study in Podcast Do You See What I See) by Radika and Setiawati (2020) focuses on this study on how the communication strategies implemented by podcast content providers Do You See What I See in retaining their listeners namely by choosing the spotify platform in content playback and using horror and comedy content that are familiar to the ears of the public. Meanwhile, in this study, the clubhouse is not just a sound recording like a podcast which is one-way in nature. However, the chat room in the clubhouse creates two-way communication between its users, so that is what marketers use to promote their products or brands, thus creating an emotional bond between the product or brand and the consumer.

This research focuses on how digital communication strategies are applied by marketers in building brand awareness of their brand or product through chat rooms or teleconferences which in turn build emotional bonds

Research Methods

The methodology used in this study is a qualitative research method because it begins with an inductive method. In addition, this study seeks to explore a case in depth and understand the meaning of a digital communication model to increase brand awareness. The research process is carried out using an interview system by asking the key opinion that has been determined and mastering the case. The final report of the research is in the form of a descriptive description in the form of words both written and oral as a result of the observations made on the key opinion. This is in accordance with the notion of qualitative methodology expressed by Cresswell that qualitative research is methods to explore and understand the meaning that a number of individuals or groups or people think comes from social or human problems. This qualitative research process involves important efforts, such as asking questions and procedures, gathering specific data from participants, inductively analyzing data ranging from specific themes to general themes, and interpreting the meaning of the data. The final report for this research has a flexible structure or framework. Anyone involved in this form of research must apply an inductive style of research perspective, focus on individual meanings, and translate the complexity of a person (adapted from Creswell, 2007 in Creswell, 2012: 4-5).

Meanwhile, Bogdan and Taylor (1975) define qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. In line with this definition, Kirk and Miller argue that qualitative research is a particular tradition in social science that fundamentally relies on observing humans in their own domain and relating to these people in their area and terminology. (Moleong, 2007). The approach used in this research is a single case study approach because it tries to explore a unique case, namely the clubhouse application which is used as a digital communication strategy to increase brand awareness. The Clubhouse application is quite unique and different from other social media applications because first, it is the world's first live podcast application, so that community members can listen to live voice broadcasts through this application. Second, community members can listen intimate and even socialize in a chat room with important figures directly.

Case studies can be either single or multiple cases, where multiple cases are performed by replicating cases. The use of a single case study can be done when a case represents (1) a critical case to test the theory, (2) an unusual or unique case, (3) a general case that can add to the understanding of a particular event, (4) a previously inaccessible case , (5) longitudinal case (Yin, 2002).

This research will use several kinds of data collection techniques, starting from in-depth semi-structured interviews, observation, and literature study, because in case studies it is possible to use more than one data collection technique as a verification process.

This study uses the Key Informant retrieval technique with snowball techniques. The technique of determining Key Informants is a technique of determining sources. To determine the sources to be used in the study, there are various sampling techniques. Snowball sampling is a technique of determining the sample which is initially small in number, then the sample is asked to choose its friends to be the sample (Sugiyono, 2011). snowball sampling is because researchers find it difficult to determine key informants in this study, so it starts by exploring the first key informant, namely one of the researchers' friends who is the initiator of the PR Case Study community at the Clubhouse who will then help researchers to develop further key informants.

To check the validity of the data on respondents, in this study, researchers used triangulation with sources. Triangulation with sources according to Patton, means that here the researcher compares and checks the degree of confidence of the information obtained through different time and tools in qualitative methods. (in Moleong, 2007).

Findings & Discussion

Literature research entitled Podcast Communication Strategies in Retaining Listeners (Case Study in Podcast Do You See What I See) by Radika and Setiawati (2020) that focus on communication strategies used by DoYouSeeWhatISee podcasts in maintaining listeners in the development of podcasts in Indonesia. This research have similarities on research focus that this research focus on how digital communication strategies use the clubhouse platform to build brand awareness.

Communication strategy is the unification of planning and management (Effendy, 2011), thus the communication strategy is the overall planning, tactics, ways that will be used in achieving communication objectives by paying attention to the aspects that exist in the communication process (Effendy, 2011; Permana, 2013; Rodwiarto et al., 2020), in doing so there are several aspects in the communication strategy (Fajar, 2009) namely: analyzing audiences, composing messages, establishing methods, setting media.

The first step is analyzing audiences. PR and marketers will conduct audience analysis focusing on the target market to be achieved as well as the majority of users of the clubhouse platform. The second step, compossing message based on product positioning and unique

selling proposition. The third step is establising methods, PR and marketers will determine whether to use only one strategy in launching this digital communication strategy. In this case, PR and marketers use 3 strategies namely key opinion leader, co-branding with other companies and creating digital forums in the clubhouse to discuss common topics and related to products or companies. And the last step is setting media, In this case, although the clubhouse app is a platform used in this digital communication, pr and marketers don't just use clubhouse apps. But it uses other platforms that support the success of digital communication strategies in the clubhouse app. For example, marketers and PR use instagram key opinion leader in promoting digital communication forums in the clubhouse app so that many audiences are involved.

Based on the results of extracting data from key informants who work as public relations practitioners and marketers, the digital communication strategy they use to increase corporate brand awareness is to use two-stage communication by utilizing key opinion leaders, both corporate opinion leaders, namely CEO, CTO, CMO these companies, or use a paid key opinion leader, namely celebrities, celebrities, tweets, and other influencers who are experts in their fields to carry out soft selling persuasion so that people want to try the company's products. The second strategy is to take advantage of competitors or companies that have close product lines to collaborate or do co-branding to take advantage of each other in promoting the company. Third, the digital communication strategy used is to open a chat topic room in the clubhouse with general topics but has a relationship with the product or company to be promoted. For example, topics that are usually conveyed are about personal life or work such as "The Joy and Sorrow of Millennial PR Practitioners".

The following is a digital communication strategy model that can be described:
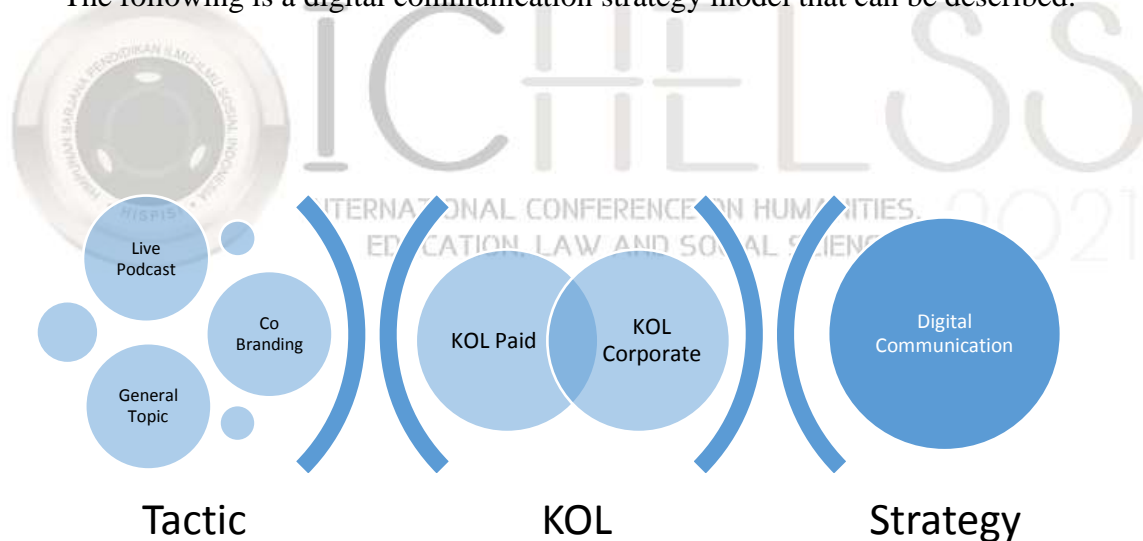
The communication strategy applied is to use two-stage communication using KOL or a key opinion leader. This is in accordance with the theory of Two-Step Flow Communication which can be translated into two-stage communication theory, which is a theory that explains the process of receiving information or messages that are not directly received by communicants or audiences but through opinion leaders or opinion leaders. Instead the data seems to indicate "that ideas often flow from radio and print to opinion leaders and from these to the less active sections of the population" (Lazarsfeld et al, 1944 in Hananto, 2014). The first stage, information from sources is received by the opinion leader, or this can be called the transfer of new information then the opinion leader passes on to his followers accompanied by the spread of influence (Rodger, 1983 in Hananto, 2014). Opinion leaders are not only intermediaries for information, but also add an element of persuasion when passing messages

on to followers. This theory shows how communication in social media, especially the clubhouse application, requires a key opinion leader to transmit an idea or idea to try or like a brand, product or company. Opinion leader as described above is someone who can influence followers about a certain issue. The basic definition is 'the individuals who were likely to influence other persons in their immediate environment' (Katz & Lazarsfeld, 1955 in Hananto, 2014). Obviously an opinion-ion leader is a person who has the power to be able to influence or persuade those around him. There are 4 criteria for an opinion leader, namely (1) are more exposed to all forms of external communication, (2) have somewhat higher socioeconomic status, (3) are more innovative, and (4) are at the middle of interpersonal communication. networks (Rogers, 1983). From the characteristics above, we can see that an opinion leader is an individual who stands out in society, has more media access, has a higher social status, is more innovative and is an intermediary in interpersonal communication or they can be said to have advantages over general audience. (Hananto, 2014)

Along with the development of internet technology, the concept of a key opinion leader has changed and is still needed on social media to influence audiences. However, the strategy used is not only telling the benefits of a product clearly, but with the soft selling method utilizing chat rooms in the clubhouse, discussing common things that occur in the surrounding environment and relating to brands or products that will be discussed in a study review. the case, sometimes to explore the brand in two ways, key opinion leaders and marketers present competitors' brands or what is commonly called co-branding tactics.

The concept of opinion leaders has also changed in the digital era, not only having access to more media. But for social media, a key opinion leader must have a large number of followers or followers. In addition, in the digital era, KOL is a profession that is needed by companies, especially with the presence of new media such as ckubhouse which rely on KOL to transmit their ideas or ideas.

The theory of development from Two Step Flow Communication is the diffusion theory of innovation. Researchers use this theory to examine how opinion leaders have an influence on the spread of innovation. EM Rogers (1995) states that it consists of four stages: discovery (invetion), diffusion or communication (diffusion or communication) through social systems, time and the consequences where information flows through the network (time and consequence). the role of opinion leaders plays a role in it and determines the likelihood of how the innovation will be adopted. Diffusion innovation research has attempted to explain the variables that influence how and why users adopt new information media, such as the Internet. Opinion leaders influence audience behavior through their personal contacts, but additional intermediaries called change agents and gatekeepers are also included in the diffusion process. The five categories of adopters are: (1) innovators (2) early adopters, (3) early majority, (4) late majority, and (5) laggards. The concept of opinion leader here appears as an element in the social system that has an influence on the spread of innovation. Rogers (1983) states that innovation is "an idea, practice, or object perceived as new by the individual." (an idea, practice, or thing that is considered / feels new by the individual). (Hananto, 2014)

With the meaning that innovation is a type of social change, namely a process of change that occurs in the structure and function of the social system. Meanwhile, an idea can be called an innovation if the benefits of the idea can be felt by the community. So based on the theory above, the use of the opinion leader strategy in giving audience persuasion to try or use the product diffuses the idea so that it can be accepted as something new and worthy of being tried by the audience by emphasizing the benefits of the product based on personal experience and dissecting it with case studies. Emphasis on the benefits must be based on comparisons with other brands so that it does not appear to be only one side, so that the audience will easily accept the idea and put it into practice.

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