Digitalmarketing & Co-Branding As Future Marketing Strategy In Business Transformation During Pandemic Covid-19 In Indonesia (A Case Study Of PT Adco Pakis Mas - Aerostreet Shoes)

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Abstract: The use of social media has a significant role in the era called entering the pre era of society 5.0 in digitizing in daily activities in digital shopping (online). This study aims to determine whether the use of social media and Influencer collaboration has a role in increasing brand awareness and increasing sales to the millennial generation on Brand Aerostreet products. This study uses a qualitative descriptive methodology. The qualitative research method was chosen because it has an emphasis on the natural environment, induction, flexibility, direct experience, depth, active participation of participation and interpretation. In this study, it is used, which emphasizes descriptive analysis based on direct social interactive results in understanding the symbols used for all sources, the environment and the situation in which the research is carried out. Aerostreet shoes are a phenomenal local shoe brand during this pandemic where Aerostreet can survive when other business actors have closed during this pandemic, Aerostreet maximizes the use of social media in the form of Instagram to interact and engage with potential customers. Plus other strategies by strengthening collaboration strategies throughout the year to achieve the existence and mutual support of local brands in this pandemic. Aero Street has collaborated with more than 15 local trademarks, and sold 6000 pairs of shoes in 2 minutes. From the results of interviews and data from the Instagram division team, it is stated that the largest number of buyers are young people who like things that are exclusive and not market, to deepen the analysis, strategies are presented in aspects of the marketing mix of Price, Product, Promotion and Place (Distribution) on the classification and category of the millennial generation that the millennial generation was born from the range of 1980 to 1995. It can be concluded that social media has a significant role in increasing brand awareness and collaboration of the millennial generation.

Keywords: Digital marketing , Brand Awareness, Co-Branding , Millenial, Marketing mix

INTRODUCTION

Background The development of the business world, especially in the fashion industry, has made a lot of progress, this has caused competition between companies to increase. Competition is caused by changes in the lifestyle and behavior of people who tend to be consumptive to meet their daily needs. Especially in the field of fashion, many companies

compete to create products that suit the conditions of society. However, in the conditions of the COVID-19 pandemic, everything changed, some companies went bankrupt or went bankrupt because they could not survive the pressure. Therefore, companies must be able to understand the increasing needs and wants of society and make changes to what consumers want. What's more, towards the era of society 5.0, the company should be able to estimate how many consumers are willing and able to buy the product before the company creates the product to be made. Aerostreet is a shoe brand that is quite phenomenal during a pandemic, where all companies experience a decline in turnover, only aerostreet is able to survive the old local shoe players who are comparable. PT ADCO Pakis Mas is a shoe company from Klaten, Central Java with production results that used to be in school children's shoes as a distributor and as a shoe maker for the Ardiles, Ando brands, etc., in the midst of a pandemic an owner named Aditya Caesarico, ventured to make shoes with its own brand called Aerostreet. Until April 2020 when COVID-19 took place, shoe sales had traditionally fallen by 90%, at which time turnover fell drastically at the level of 5-10%. By trying to maintain its 1200 employees on a 1.4 hectare factory area, how can Aerostreet recover during this pandemic? At that time, an anti-mainstream idea was born, which used to make school shoes that were monotonous in black, as a breakthrough in design innovation, made a striking colorful design or motif that combines appropriate and attractive colors for young people. As well as an approach with consumers through digital marketing with a focus on social media Instagram. And also some breakthroughs and innovations in co-branding strategy

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Some experts provide several definitions related to marketing, including Kotler and Stanton (1995), he said that marketing includes the whole system related to business activities, which aims to plan, determine prices to promote and distribute goods or services that satisfy needs. buyers, both actual and potential. According to Sugiyanto (2020), the scope of marketing is very broad, various stages of activities must be passed by goods and services before they reach consumers. So that the broad scope of activities will be simplified. In this simplification, it focuses on the latest strategies consisting of digital marketing strategies and co-branding strategies.

Digital Marketing

Digital Marketing Strategy David (2012: 18) argues that strategy is a potential action that requires top management decisions and large amounts of company resources. As it is known that in achieving a goal according to Sarwono and Prihartono (2012:13) that the organization must coincide with a strategy in achieving goals or targets. Strategy is generally a company that has certain goals or targets and to achieve them requires a strategy. Strategies are formed to reduce gaps in failure and maximize results. Barry in Tedjo Tripomo (2005:17) states that strategy is a plan about what an organization wants to achieve or what it wants to be in the future (future) or direction of goals and how to achieve the desired state (route). Strategy is the most important thing for the survival of an organization or company to achieve effective and efficient company targets or goals, companies must be able to face any problems or obstacles that come from within the company or from outside the company. Strategy is a tool or tools to achieve a goal, in its development the concept of strategy must continue to develop and everyone has a different opinion or definition of strategy.

Strategy in a business or business scope is very important and needed for achieving the vision and mission that has been implemented by the organization or company, as well as for achieving goals or objectives, both short-term goals and long-term goals. . There are several definitions of strategy as put forward by experts in their respective books. The word strategy comes from the Greek word Strategos which is a combination of Stratos or soldiers and ego or leader. A strategy has a basic foundation or scheme to achieve the intended target or target. So basically strategy is a tool to achieve a company's goals in relation to long-term goals, follow-up programs, and priority allocation of resources. Strategy can also

be seen as a pattern of goals, policies (policy), a program of action, decision making or resource allocation that defines how the organization or company is, what it does and why it does it. Types of Strategy According to Rangkuti (2014), in principle, strategies can be grouped based on three types of strategies, namely business strategies, management strategies and investment strategies. For more details, the three types of marketing strategies can be described as follows:

1. Business Strategy This business strategy is often also called a functional business strategy because this strategy is oriented to the functions of management activities, such as marketing strategy, production or operational strategy, distribution strategy, organizational strategy, and strategies related to finance.
2. Management Strategy Management strategy includes strategies that can be carried out by management with a macro strategy development orientation. For example, product development strategy, pricing strategy, acquisition strategy, market development strategy, finance strategy & so on
3. Investment Strategy This strategy is an investment-oriented activity. For example, whether the company wants to carry out an aggressive growth strategy or is trying to penetrate the market, a survival strategy, a strategy to rebuild a new division or a diversification strategy, and so on. Finding a good marketing strategy, the company should do a marketing analysis first, planning, implementing (execution) and controlling (control). Through these activities the company tries to adapt to the marketing environment.

Digital Marketing According to the Indonesian Wikipedia, Digital comes from the Greek word digitus which means finger. Digital is a depiction of a state consisting of 0 and 1 or on and off with all computer systems that use digital systems as databases. While marketing or marketing is something that covers the entire system that aims to plan and determine prices to promote and distribute goods or services that can satisfy the needs of buyers (Hermawan 2012: 33). Online marketing is indirect marketing using the help of Internet technology, while offline marketing is direct marketing (Partic and Fahmi N Akbar 2017:99). Understanding digital marketing is also said from the perspective of entrepreneurs (Pakpahan Leatif) digital marketing is a form of promoting a brand or brand using digital media that can reach consumers in a timely, personal, and relevant manner.

Ridwan Sanjaya & Josua Tarigan (2013) Digital marketing is a marketing activity including branding that uses various web-based media such as blogs, web sites, e-mail, adwords, or social networks. Of course digital marketing is not just talking about internet marketing. So why don't marketers across Asia shift their budgets away from traditional marketing such as TV, radio, and print media towards new technology media and more interactive media.

Online media is media that uses technology-based internet features, is flexible in character, has the potential to be interactive and can function privately and publicly (Mondry, 2008:13). Another definition suggests that online media is the digitization of a concept of understanding an era of technology and science, from everything that is manual to automatic. Digital is a complex and flexible method that makes it a staple in human life. Digital is also always related to the media because this media is something that continues to evolve from ancient media to the present with modern media or online. Social media can also be referred to as internet-based media that allows users or users the opportunity to interact and carry out self-existence, either directly or delayed, with the wider community or not, which encourages the value of user-generated content and the perception of interaction with other people. There are seven functions of social media according to the honeycomb framework, namely identity, conversations, sharing, presence, relationship, reputation and groups. The types of social media include Facebook, Twitter, Instagram, Whatsapp, Linkedin, E-mail, Youtube, Google plus. As a medium of communication to share information and form self-image and self-expression.

Co-Branding

Co-branding Helmig et al (2008) revealed that this co-branding strategy has developed since the 1990s. According to Kotler (2010: 25) co-branding marketing often uses their products with products from other companies in various ways. In co-branding (co-branding) or brand bundling two or more well-known brands are combined into one common product or more well-known brands are combined into one common product or marketed together in some way. Meanwhile, according to Helmig et al (2008), co-branding is a long-term brand alliance strategy where one branded product is identified jointly by two brands. According to Septin (2012) the co-branding strategy is not only carried out between two brands but can also be carried out between product brands and brand issues (celebrities or famous experts) who bring advertisements for a product. Interbrand (www.interbrand.com) defines co-branding as a form of collaboration between two or more brands that already have significant recognition from consumers, where each participant has a very strong brand.

The dimensions that make up co-branding according to several empirical studies have shown several key factors determining the success of brand alliances (co-branding). In 2007, Dickinson and Barker conducted a study of brand alliances (co-branding) and examined the factors that make them successful. Then in 2008, Ballester and Espallardo conducted a study by testing the effect of brand alliances on the resulting brand. From the two articles, the researcher tries to look at the factors related to the process of measuring brand alliances (co-branding) as follows:

Reputation is the premise that most users of co-branding brand alliances are strong brands that have stronger capabilities and influence than weak brands. Brand strength as exposed in the concept of brand equity, comes from the tendency that consumers show towards a product (perception). Overall, reputation can be defined as consumer perceptions of a brand associated with the quality of the product. Reputation is something that results from a large combination of the quality of a product, the company's marketing activities, and the acceptance of the product in the market. Reputation from the company's point of view is a valuable invisible asset because it is difficult to create, imitate or replace, while from the consumer's point of view reputation raises their view of a brand. Reputation provides information to the market about the overall value, self-esteem, character that is visible or can be valued by consumers in general (Ballester and Espallardo, 2008). Today many companies in Indonesia are trying well in managing the reputation or image of the company or its brand. There is a tendency that companies view the reputation of the company and brand more based on internal reputation. To be able to manage reputation well, it is necessary to measure reputation. This process, if done properly, will be able to show how the reputation of the company or brand is compared to competing brands.

Product fit is the compatibility between the two products that carry out brand co-branding (Ballaster and Espallardo, 2008). This similarity or compatibility is very necessary because later there will be a process of transferring brand attributes that occurs between two or more brands that do co-branding. The higher the product fit of a brand that carries out co-branding, the easier it will be to send brand attributes from one brand to another. This product fit is considered very important because in addition to the possibility of transferring positive values or benefit values between brands that carry out co-branding, as well as anticipating negative associations or opinions on the competence of a brand or brand. According to Dickinson and Barker (2007) the majority of the literature states that the most important condition in conducting a co-branding brand alliance is the suitability or compatibility between the brands that cooperate. Product fit has a positive evaluation from consumers if consumers accept the product logically. Product fit can be evaluated if consumers perceive the consistency of cooperation between two or more brands, linkages, and similarities.

Trust or initial trust can be characterized by a lack of experience or knowledge from consumers. Thus trust is influenced by cognitive cues. Trust from consumers is claimed to be the starting point for all relationships. Trust has an influence on consumers' perceptions and feelings that their vulnerabilities will not be explored, which is an important condition for influencing consumer choices and behavior (Ballaster and Espallardo, 2008).

Attitude toward co-branding is a consumer's attitude towards a brand is important because it relates to the brand selection process. According to Dickinson and Barker (2007) attitudes can be evaluated to be positive, negative or neutral in relation to three key components, namely the cognitive component (beliefs), the affective component (feelings), and the co-native component (action). If the attitude towards each brand is positive, then the overall evaluation of a co-branding is also positive.

Familiarity refers to the number of products related to the accumulated experience of consumers with related products. Familiarity is a term commonly used to describe advertising exposure, sales interactions, decision making and purchasing (Dickinson and Barker, 2007). Familiarity is a reflection of the direct or indirect experience of consumers towards a brand. According to Low and Lamb (2000), brand familiarity does not only reflect the overall consumer experience of the brand, but also relates to brand image and brand use itself. The consumer's view of a brand can change along with the level of knowledge he has on the brand. The greater the knowledge, the more consumers will understand the brand. A brand is said to have high affinity if consumers know the brand well, on the other hand a brand is said to have low affinity if consumers are not familiar with the brand. The level of brand recognition has very significant implications for consumers. For example, when dealing with information about a product, consumers tend to be more cognitively intensive and assess the suitability of a lesser known brand. Familiar brands encourage consumers to form positive associations as a basis for giving judgment as a trusted product (Keller, 1993).

Co-branding is expected to have a direct and positive effect on consumers in terms of quality and brand equity. With this positive effect, it is hoped that a positive evaluation will be created in the minds of consumers. However, co-branding also has risks such as the failure of co-branded products because they are not accepted by consumers.

METHODS

The research method is a scientific way to obtain data with specific purposes and uses. Research generally aims to find out and find something new about a problem or phenomenon that occurs in an object. The qualitative research method was chosen because it has an emphasis on a natural environment, induction, flexibility, direct experience, depth, active participation from participation and interpretation (Rusilowati, 2019). In this study, it is used, which emphasizes descriptive analysis based on direct social interactive results in understanding the symbols used for all sources, the environment and the situation in which the research is carried out (Raco, 2018: 20-21). To get a deep understanding, the author refers to the theoretical perspective that underlies the qualitative method, in this case there are five things in the perspective of the qualitative method, as stated by Moustakes and Potton (Raco, 2018: 80) the perspective of the qualitative method consists of Phenomenology (Phenomenology) , Symbolic Interaction, Ethnography (Ethography), Heuristics (Heuristic Inquiry) and Hermeneutics (Hermeneutics). In this study the author uses the perspective of the Phenomenology (Phenomenology) method, where the definition and characteristics of phenomenology, philosophical assumptions begin by interpreting where the right position is in the research process and thinking about how to write them actively into a research Creswell (Kholifah, 2018: 117), assumptions philosophy is the guiding paradigm behind Denzin & Lincon's qualitative research (Kholifah, 2018: 120), the position of the phenomenon study is the framework of constructivism interpretation, social constructivism is often described as Denzin & Lincon's interpretivism in Creswell (Kholifah, 2018: 121) constructivism interpretation framework is to make as many views of the participants as possible about a particular situation and interpret these meanings socially and historically. In compiling this paper, the author uses a research design in accordance with the main research conducted based on Borg and Gall (Widi, 2018: 250-253) as follows: Research and Information Collecting, at this stage, researchers will identify by conducting needs analysis , conduct a literature review and identify things that are likely to cause problems that have an impact on the need for development or new models in research. Data collection can be done by means of surveys, FGD (focus group discussion)

Data Analysis Techniques Data acquisition in qualitative research can be done by means of interviews, the data that has been collected and then analyzed, but before that the researcher will do a re-review by reading all the texts that have been made in a narrative which is then summarized and eliminate duplications, followed by making coding or classification. The results of this coding will produce general patterns or themes. The stages in making a purchasing decision start from the introduction of a problem, searching for information through the brand or product, evaluating alternatives, purchasing decisions, to post-purchase behavior. Researchers believe that there is an effect of Co-Branding performance on purchasing decisions

RESULTS AND DISCUSSIONS

The research Co-Branding can increase sales through existing target markets and open up opportunities for new consumers and networks. Co-Branding also has a valuable meaning for learning about consumers and how other companies approach consumers (Keller, 2008: 361) Making purchasing decisions on consumers has the meaning of a process where consumers choose one or more products on a brand that is in the market. market for consumption. The consumer in this case goes through several

In this study, the authors conducted object research with guidance on aspects of the marketing mix consisting of Product, Price, Promotion and Place (Distribution), where all these aspects were translated into a strategy that Aerostreet did from the planning stage (design) to the execution process (marketing and sales).) for details of research guided by the marketing mix can be seen in the explanation below. In addition to the 4P marketing mix strategy carried out by aerostreet, there is an additional co-branding strategy or collaboration strategy between trademarks to increase each other's sales and to increase brand awareness in the community. In 2021, Aerostreet will make a breakthrough by conducting a year of collaboration throughout the year with local brand products to increase awareness of local brands as well as imported products.

Figure 1. Aerostreet Milestone strategy for collaboration

As a year of collaboration or co-branding consisting of 10 trademarks ranging from the music industry, apparel industry, shoe industry, food industry, content creator industry to the e-sports industry.

From the many collaborations or it could be said that Co-branding with other trademarks will increase the sales of shoes that are set with a limited edition for each variant of the co-branding shoes, from this both trademarks get complementary benefits with this cooperation strategy, of course with the results really fantastic sales with this online marketing method only by relying on Instagram from the official store.

If we know, Aerostreet conducts a business strategy platform with online marketing that was promoted in advance and made in limited quantity and limited time so that consumers

don't want to lose the moment to have limited edition and exclusive shoes to own. The concrete thing from the impact of this strategy is quite astonishing where Aerostreet holds products at a certain time and quantity by generating significant sales enthusiasm, among others, can be seen in the graph below, sales of aerostreet shoes with the co-branding method in 5000 pairs can be sold in a few of minutes. For graphic details, see below:
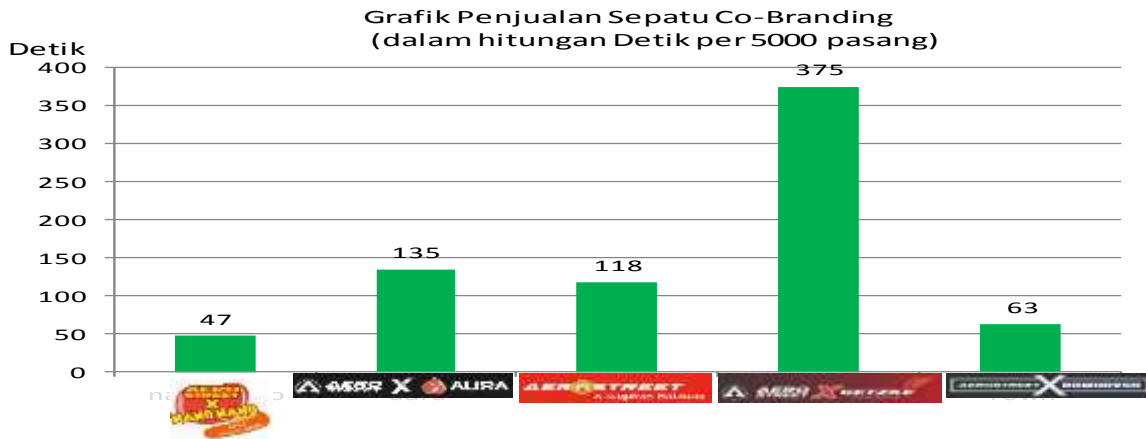

Figure 2. Graph flash selling result of co-branding strategy

From the results of this co-branding strategy by making limited edition goods, the limited quantity and limited time turned out to have a significant impact on the sale of 5000 pairs of shoes, for a collaboration that runs out fairly quickly in just under one minute there is a collaboration between Aerostreet and Nano -nano and sales of co-branded shoes in under 2 minutes are available at Aerostreet X Rowndivision and Aerostreet x Dagelan and Aerostreet x Aura (E-Sport Team Indonesia).In addition, there are other strategies that support this co-branding strategy besides digital marketing in the marketing mix strategy, in this case the author translates Aerostreet's business strategy into the 4P marketing mix aspects, namely Product, Price, Promotion and Place.

CONCLUSION

Co Branding Strategy is a strategy of cooperation between brands/companies or between a person/personal brand and a company to increase brand equity. This collaboration will be successful if both parties have the same high value in the eyes of customers, maintain the agreement that has been made, maintain the brand image. This will result in increased brand equity, widening the market, increasing usage (more usage), increasing awareness, increasing perceived quality and image and increasing loyalty. From the data obtained based on interviews conducted. It can be concluded that social media has a significant role in building awareness and increasing sales among the millennial generation who are indeed targeting this Aerostreet product where we can conclude that the sales transformation strategy from offline selling to online selling has a tremendous impact on sales turnover. Only by focusing on one area of social media Instagram and collaborating with other trademarks will increase brand awareness and the concept of a limited edition collaboration product at one time that makes people compete to own Aerostreet goods. Plus the right marketing mix strategy from the Price aspect which sets the concept of one price and a low price as a market penetration that is considered very successful in the midst of the proliferation of other local shoe manufacturers, from the Promotion aspect by focusing on one social media that is right on target by market segmentation and targeting. The market makes increasing sales even better with a blend of collaboration techniques. From the product aspect, the hype and anti-mainstream shoe product design makes the value of product differentiation more visible and the Place (distribution) aspect is able to reduce order leadtime by 75% by implementing new online sales techniques through market places. So it can be concluded that social media has a significant role in increasing sales and brand

awareness in the millennial generation. Aerostreet can become a new market creator that fills the void in the segment of shoe price stratification with more competitive prices and quality and can withstand the onslaught of cheap shoe goods from China so that SMEs cannot develop and cannot compete with cheap shoe manufacturers made in China. And it is hoped that Aerostreet can become a local brand that can compete globally with its export sales to foreign countries so that Aerostreet products can have a name in the eyes of the world with their uniqueness local price concept.

Aerostreet is expected to be able to maintain and support each other for home industry shoe manufacturers so that prices can be adjusted to the ability of the selling price of other SMEs home industry shoe manufacturers, so that the sustainability of the business atmosphere in Indonesia is not merely seeking profit and competition but also supporting and strengthening each other in the midst of a pandemic covid19

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