

Omni Channel Marketing Communication Strategic in Building Brand Engagement with Millennial Consumers (Case Study at PT Brodo Ganesha Indonesia)

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Abstract: Omni channel marketing comes as a solution to the changing of consumer behaviour in the 4.0 era which utilizes online and offline promotion channels to create a valuable customer experience. One of the successful and consistent businesses adopting omni channel for 10 years in Indonesia is Brodo. This study aims to see how the management model of omni channel marketing communication activities carried out by Brodo in building brand engagement with millennial consumers. The conceptual foundations used in this research are the 11 omni channel marketing communication tools from PR Smith and ZeZook and AISAS model. The method used in this research is a case study with a qualitative approach. Data collection techniques using the interview process and digital observation. The results showed that Brodo's existence for 10 years was the result of the integration of omni channel marketing communication activities with the use of the AISAS model in building brand engagement with millennial consumers which is then visualized into an omni channel marketing communication management model.

Keywords: Omni channel, Marketing Communication, Millennial, Brand Engagement.

1. Background

Marketing 4.0 is a form of evolution and renewal from previous marketing concepts, namely marketing 1.0 which focuses on products, marketing 2.0 which focuses on customers, and marketing 3.0 which focuses on humans. Marketing 4.0 focuses on how to create a consumer or experience-centric value. In the era of marketing 4.0, omni channel marketing communication comes as an anticipation of changes in consumer behavior in the digital era. Omni channel marketing is a marketing approach that integrates many channels or channels that aim to create a consistent and effective customer experience (Wind and Hays, 2017).

The era of marketing 4.0 is centered on connectivity, marketers are increasingly facilitated and communication has no time and area restrictions, everyone can easily connect via the internet. Generation Y or millennial generation is the largest internet user in Indonesia (Statista, 2019). The population of Indonesia is also dominated by the millennial generation (Katadata, 2019). Millennial consumers have unique behavioral characteristics and are different from previous generations. Millennial generation is an innovative generation, tends to want something fast, mobile, also creative, and they decide to buy by considering the superior value offered by both brands and marketers (Hendriyani and Chan, 2018). According to (Goldstein, 2018) millennial consumers are a generation born with technology or digital-native, who have expectations to get a personal customer experience, they want brands to communicate and dialogue directly with relevant values for what they believe. Millennial consumers do not only see the advantages of products or services from functions, but also look for valuable experiences that are in accordance with the values they hold. These attractive characteristics and population domination make millennials the biggest pie of economic activity in Indonesia, so it is important for marketers and brands to adapt and understand how millennial consumers behave in the digital era.

Omni channel marketing communication is one of the tools that can be utilized by marketers to face the dynamic behavior of millennial consumers to withstand competition in the digital era. One of the brands that has adapted omni channel marketing communication as a tool to balance millennial consumer behavior as its target market and in Indonesia for approximately 10 years is Brodo, a brand under the startup company PT Brodo Ganesha Indonesia. Brodo is a brand that is under the auspices of PT Brodo Ganesha Indonesia, one of the startup companies that continues to grow and has been quite successful for nearly 10 years in adapting omni channel well in the Indonesian market targeting millennial consumers as the target audience and target market.

The skyrocketing business development has survived the last 10 years through the use of marketing communication activities on online and offline channels resulting in various achievements, including: Most Creative Companies 2015 by SWA magazine (endeavorindonesia.org, 2015), TOP 25 Exotic Brands from SWA (journal.brodo.com, 2016), Good Design Indonesia 2017 from the Minister of Trade for Brodo Ventura products (journal.brodo.com, 2017), Grid Story Factory from Indonesia Content Marketing Award & Indonesia

Content Marketing Forum (businessman.com, 2019), received an injection of funds from Venture Capital 500 Startups Singapore, became the official partner of the Garuda Bandung basketball club (2016), became the official partner of PSSI (2017), and became the official partner for the 2018 Asian Games. Based on the journey and background of Brodo's consistency in building its business through the integration of online and offline channels for 10 years, supported by various achievements and awards received, which eventually became the basis for researchers to find out how the omni channel marketing communication model actually carried out by Brodo in dealing with consumers millennials so they can build and maintain brand engagement.

2. Conceptual Review

2.1 Omni channel Marketing Communications

Omni channel is a form of evolution from multichannel, according to (Verhoef, 2014) omni channel is a synergistic management of various channels or channels and customer contact / touch points in such a way that customer experience across channels and performance on channels can be optimized. Omni channel marketing comes as a solution to maximize the effectiveness of marketing activities through the integration of promotions and channels that are tailored to the goals and strategies that marketers want to implement (Deloitte, 2015). Omni channel marketing communication is an integrated integrated marketing communication activity that is optimized through consumer touch points through online and offline channels to create a valuable customer experience.

This research refers to the concept of omni channel marketing communication from (Smith and Zook, 2011) with 11 tools integrated through online and offline channels, namely: advertising, public relations, sponsorship, sales promotion, direct mail, sales force, packaging, point of sale, retail store design, exhibitions & conferences and word of mouth.

2.2 Millennial Consumers

Generation Y or the millennial generation is one of the generation groups born in the 1980-1995 range classified according to Karl Mannheim's generation theory (Benesik, Csiko, Juhes, 2016). Quoting from (Hendriyani and Chan, 2018), (according to Andert, 2011), the millennial generation is influenced by computers and a greater acceptance of family and traditional values. Millennials who live in urban areas are identical to the 3 C's, namely Creative, Confident and Connected (Ali Purwandi, 2017).

Millennial consumers have unique characteristics, including: the millennial generation prefers to read through their gadgets compared to reading physical books, they feel they must have a social media account that is used as a medium of communication and information, they prefer cellphones to television, and they make the family the main consideration in the decision-making process. Omni channel customers have the characteristics of being mobile, highly connected, and embracing technology in their daily activities (Cook, 2014).

This research will focus on the ways and activities of Brodo in understanding and dealing with millennial consumers who are the target market and also their target audience so that they can build brand engagement.

2.3 Omni channel Marketing Communications

Brand engagement is a cognitive, emotional, and behavioral activity associated with positive brands carried out by consumers (Hollebeek, et al, 2016). Another definition of brand engagement is a psychological condition that occurs when it is triggered by an interactive customer experience with a focused object that goes through a series of contextual phases and exists as a continuous and repetitive process (Calder, et al, 2016). According to (Sprott, Czellar, Spagenberg, 2009) brand engagement is the tendency of consumers to include brands as part of the way they reflect on themselves. Brand engagement is the result of a series of repetitive and continuous processes, following the engagement phase between the brand and the customer: 1) Brand engagement creates stronger people (identification of potential consumers), 2) Identification of engaged customers, 3) The phase of engagement or (engagement).

2.4 AISAS Model

To strengthening the concept and implementation of brand engagement in this study will be supported by the AISAS model which was first coined by an advertising agency that was once the largest advertising agency in the world in 1974 according to Advertising Age magazine, namely Dentsu, located in Tokyo, Japan. Dentsu initiated the AISAS model in 2005, which stands for Attention, Interest, Share, Action, and Share. Sugiyama and Andree (2011) state that AISAS is a model designed to approach the target audience effectively by observing changes in behavior that have occurred, especially those related to the background of advances in internet technology. In a journal published by Huang Tao Zhe and Chen Ya li (2012), states that the AISAS model is an evolution from the AIDMA (Attention, Interest, Demand, Memory, Action) model which is used in

the context of traditional marketing. Meanwhile, in the digital era, people can easily access information or share information, so the AIDMA model has changed to AISAS (Attention, Interest, Search, Action, Share).

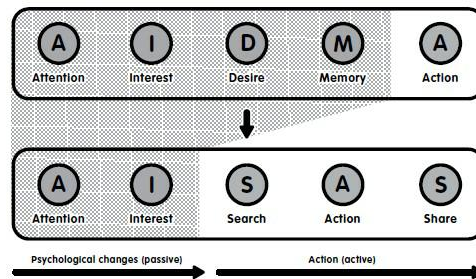


Figure 1: AIDMA – AISAS Model

3. Research Methodology

The method used in this research is a case study with a qualitative approach. The researcher chose a qualitative approach because the problems studied and happened to Brodo were problems seen from one point of view and on a case-by-case basis. The results cannot be generalized but can be used as a reference for further research in the future. This research is described in a descriptive and instrumental case study research method because it aims to re-explain a process of managing the omni channel marketing communication carried out by Brodo in a model.

The key informant in this study was Andrianto Suwandoko Putra who served as Area Manager & Public Relations at PT Brodo Ganesha Indonesia, and three consumer informants. Key informant and informants assist researchers in collecting necessary data and information, not only from the key informant section but also across other divisions. The data collection techniques used were interviews and in-depth observations which were predominantly carried out through digital observation.

4. Research Findings/Result

The key to omni channel marketing is about creating a customized experience based on the journey of different customers. So what is explored in this research is how Brodo's marketing communication activities are carried out through online and offline channels to build engagement with millennial consumers.

Research data were obtained through interviews, company internal archives, and digital observation. From the results of the interview, it is known that the marketing communication planning carried out by Brodo was not made for a period of 1 year but was shorter, namely per 3 months or even 1 month. This strategy is carried out with the consideration of dynamic changes in situations and trends (in real time) that trigger changes in consumer behavior, so as to compensate for this, Brodo's marketing communication activities are more dynamic and tactical. The explanation of this section will be divided into three parts according to the conceptual framework used, namely: omni channel marketing communication, millennial consumer behavior, and brand engagement.

4.1 Omni channel Marketing Communications

This section will be presented following the concept of Omni channel Marketing Communication (Smith & Zook, 11) with 11 tools, namely: advertising, public relations, sponsorship, sales promotion, direct mail, sales force, packaging, point of sale, retail store design, exhibitions & conferences and word of mouth.

Advertising activities carried out by Brodo: a) Social media advertisements. Social media is one of the main mediums used by Brodo in interacting with its customers directly, namely via post comments and direct messages. So that the use of social media advertising is an appropriate choice in accordance with these activities and furthermore the purpose of using social media advertising is to attract more "targets" to be lured into making purchases on the website bro.do. Brodo informed about ongoing products and promos through social media advertisements, namely Facebook and Instagram, which aim to trigger sales transactions or purchase-intent ads.

b) Google search advertising. Brodo also uses Google search ads or Google Search Text Ads which are directed to the bro.do website as the main medium of sales. c) Posters and banners. d) Local area campaign. Advertising activities carried out in each shop are different from each other (except for the general Brodo campaign. The medium used to inform the promotions for each of these stores is the banners and posters mentioned above. Information and design of banners and posters for each store may vary different according to the promo in each store per region, and e) Radio Ads. Brodo usually uses radio commercials for inform you of the latest products. The form of promotion is in the form of a quiz with prizes for the latest products. Cooperation with this radio is usually carried out by a physical shop with local local radios such as Hardrock

radio and Ardan Bandung radio.

PR activities carried out by Brodo are routinely holding Corporate Social Responsibility (CSR) activities annually as a form of Brodo's responsibility and concern for the community. An example of Brodo's CSR activity is providing 205 pairs of shoes for teachers in Bandung in collaboration with the Bandung City Education Office in the context of Bandung's 205th anniversary in 2019, besides that Brodo is also actively providing assistance and donations for natural disasters. Brodo often collaborates with the motorcycle community as well as other community events. Apart from maintaining external relations, Brodo also pays attention to the condition of internal relations between employees, one of its activities is exercising together. These activities are carried out online, while offline PR activities are by publishing the results of documentation of CSR and community networking activities through social media Facebook and Instagram.

The sponsorship activities carried out by Brodo include becoming PSSI Official Partner (2017), Official Partner of Garuda Bandung Basketball Club (2016), Official Partner of ASIAN Games (2018), collaborating with Film production, collaborating with Public Figure, and collaborating with communities. All of these activities are carried out in person or offline, while for online activities through publication of the results of documentation from the Official Partnership and sponsorship activities through social media Facebook and Instagram, website articles, press and media, and also videos on YouTube.

Sales promotion programs carried out by Brodo through online channels are: 1) Promotion via Marketplace - this promo has a number of different discounts in each marketplace. 2) Seasonal promotions through social media - this promo usually applies to certain products or for certain situations such as promo #dirumahaja. Meanwhile, the offline sales promotion program takes the form of offline store promos with local business entities - each store has a different local campaign, according to the local business entity in each region.

The direct mail activity carried out by Brodo based on the results of the interview was only conducted online, in the form of a newsletter which was divided into two types. 1) Regular Newsletter - scheduled 2 times a month containing tips and product info. 2) Promos and Updates Newsletter - sent during certain promos and latest product information.

The findings of the sales force management activities carried out by Brodo based on interviews, there are two stages of management carried out online, namely: Stage 1. Job vacancies are disseminated via the job portal site, and Stage 2. The initial selection will be informed via email directly personal to the candidate. While the two offline stages are: Stage 3. After going through file selection, online interviews and tests, the next stage is the training which is conducted centrally, and Stage 4. Evaluation and Assessment.

The packaging design management carried out by Brodo is based on the results of interviews. So far, Brodo has made changes to the packaging design twice. These changes are needed to keep up with the changes to the Brodo logo. From the results of interviews and digital observations it was found that Brodo did not carry out packaging activities through offline channels to audiences.

The findings for point of sale activities carried out by Brodo online are analyzing the most popular articles, processing the articles so that they are not only visited by many visitors but also can turn these visiting activities into purchases. Whereas for online activities, it is by analyzing consumer behavior in each store, adjusting the design and location of the point of sale following the entry-to-exit flow of these visitors according to which products are currently popular to slow moving products.

Based on interviews and digital observations regarding the bro.do website as the main medium of online sales, the following are the main points: 1) Slider homepage - contains the latest products and promos. 2) Homepage - dominated by product information and ongoing promotions as it is intended to be the main online sales channel for Brodo products. 3) Navigation menu - there are two main buttons to the sales landing page which are the "Shop" and "Brodo Steal Deal!" Buttons. The third button is information and an external link to the pages of the Brodo marketplace account, namely "Our Stores & Official Marketplace". And the fourth button is the "Reseller Program", which is the new cooperation program initiated by Brodo for visitors who intend to become resellers of Brodo products. 4) Live chat service - a customer service feature available for visitors who want to ask about product details. As for the analysis of the Brodo physical shop, the following are the main points: 1) The function of the shop has evolved from the previous concept of being only a gallery as a product display, but now it is fully functional as a shop that sells products. 2) Display the latest and slow moving products on the front. 3) Industrialist concept according to the root background of the founders. 4) Management is carried out independently by each shop with central monitoring.

The findings of the conference exhibition activity, Brodo or especially the local store team collaborated in an event to open a booth and sell Brodo products directly to its customers. Interview results show and digital observations that Brodo did not conduct virtual exhibitions or virtual exhibitions. Online activity in the context of the exhibition is to publish documentation of the exhibition activities.

Based on the results of interviews, word of mouth activity in the offline realm did not have a significant

impact on Brodo's existence, instead Brodo's echo was heard on social media both in the BBM and Facebook era until now. Virality Brodo is very much heard in the online realm, both on social media and forums. Here are the details: 1) Instagram. Functioning as a product gallery, currently it is the main social media used by Brodo to interact with its followers and customers. Brodo also often does IG live to interact with his followers directly and in real time. 2) Facebook. As the first social media used by Brodo in promoting its products, even though the trend has shifted and developed, until now Brodo still uses Facebook to inform product info and ongoing promotions. 3) Twitter. Apart from providing information on the latest products, tips and collaborations, Brodo uses Twitter according to its main function, namely the micro blogging site. Brodo occasionally makes a thread about motivation or entrepreneurship in accordance with the values that Brodo holds in supporting the Brothers to achieve their dreams. 4) YouTube. Brodo uses the YouTube channel to publish video documentation about: its collaborative products and Brodo's travels. 5) Google My Business. With 11 Brodo store locations spread across major cities in Indonesia, Google My Business helps online customers to know the operating hours and service reviews of each store. 6) Blog articles and Forums. Many prospective customers are satisfied with the Brodo brand and finally make reviews in the form of articles or threads in forums. This is also a reference for potential customers who want to buy Brodo products but are still in doubt and need references.

4.2 Implementation of the AISAS Model to Build Brand Engagement with Millennial Consumers

Based on the results of the interview, Brodo pays close attention to criticism and feedback from their customers or what they are called "Brothers". So building good relationships with Brodo customers is one of the main activities to keep this business going and growing. The following is Brodo's strategy in building and maintaining Brand Engagement with their consumers through the implementation of the AISAS model: Attention, to attract the attention of its target audience Brodo prepares creative content and visual copy, according to the style and purpose of each content. The two elements are combined with Brodo's casual and friendly communication style so as to create an appeal for the audience. Of interest, Brodo has a Customer Service team that has been divided into various channels, both online and offline. Both on social media such as Facebook, Instagram, on websites, chat application services such as WhatsApp and Line, and also in physical stores, namely salespeople at each branch store. All of them have been trained and equipped to serve customers with the standards that Brodo has created. Search, Brodo provides many points of information that can be accessed by its target audience both online and offline. This is done to make it easier for consumers to communicate and find information and references about Brodo products so that buying and selling transactions can occur without being hindered by regional boundaries. Action, consistency in upholding the principle of customer satisfaction is Brodo's key in carrying out omni channel marketing communication activities. Share, not only getting positive responses, Brodo also often gets negative responses from consumers. However, this is an input that Brodo received as constructive criticism. Any feedback given by consumers will be accommodated and become Brodo's evaluation material both to improve the quality of its products and services.

5. Discussion Analysis

5.1 Omni channel Marketing Communications

The omni channel advertising activities carried out by Brodo refers to the concept of advertising conditions (Smith & Zook, 2011). It can be seen that Brodo as a brand that departs from promotion through online channels still focuses its advertising activities on online channels such as social media ads and PPC ads. Brodo also carries out offline advertising activities such as printing banners, posters, flyers, brochures and radio advertisements. However, the weight is more dominant in online channel advertising, because based on the results of the interview, Brodo's target market has a dominant behavior using online channels, namely social media and Google search, so that advertising via online channels becomes more relevant and effective according to the consumer behavior of Brodo's target market.

Omni channel public relations activities carried out by Brodo refer to the concepts described by Smith and Zook (2011), all done offline or directly, but publication is done through online channels, namely through social media, articles for websites, and newsletters. In accordance with the Smith & Zook concept, namely online public relations optimization. Brodo has already carried out activities with interested parties directly, but has not optimally established relationships with several parties such as legislators and regulators. This can be used as input and evaluation because establishing a relationship with these parties can help Brodo in unforeseen conditions and situations that may occur in the future.

Based on the research results, it can be seen that Brodo's sponsorship activities have 3 main objectives, namely: existence, branding and exposure which are expected to lead to an increase in the number of sales of Brodo products.

The omni channel sales promotion activity carried out by Brodo refers to the concept described by Smith and Zook (2011) which is included in the sales promotion category based on the objectives, namely: 1)

Increase in sales, 2) Store promotion, 3) Retry.

Referring to the concept of writing direct letters to customers (Smith & Zook, 2011), the following are things that have been implemented by Brodo: a) Brodo includes highlighted things from the email subject to the opening sentence, so that customers immediately know what the info is featured in the newsletter. b) Brodo also always provides a link in the form of a button with the CTA related to the info being highlighted. c) Brodo has implemented personal calls for its newsletter subscribers. D) The option to unsubscribe, the address and complete details of Brodo are also listed in the newsletter footer.

Based on the analysis of the Brodo newsletter compared to competitors or similar business actors, the content and features of the Brodo newsletter are informative and help its subscribers to update regarding the latest product or project information from Brodo.

Referring to the sales force management concept (Smith & Zook, 2011), Brodo has carried out the steps in accordance with this concept, starting from the recruitment stage to evaluation.

According to (Smith & Zook, 2011) packaging design can create a competitive advantage by adding value, enhancing products, developing a stronger shelf presence, positioning brands in certain ways, and creating or strengthening brands and relationships with buyers. Brodo's packaging design strategies are: 1) As a medium that strengthens image and branding. 2) Strengthen the position of the Brodo brand as a quality and trusted local brand. 3) Protect the product properly until it reaches the consumer in good condition.

Brodo analyzes which pages are the conversion points for potential customers to buy products both on the website and at their physical store. This is in accordance with the concept of point of sale (Smith & Zook, 2011) where each part can generate purchases, therefore marketers need to be smart about analyzing points that can trigger transactions.

As the main medium of sales through online channels, Brodo maximizes the main page when the first visitor opens the bro.do website, which is a homepage with supporting features that triggers buyer visitors to make purchases, namely features: 1) promo banners, 2) product information Featured or latest collaboration. And to help visitors if they have questions related to products, Brodo also provides a live chat feature that is available to answer all visitor questions in real time.

As for physical stores, Brodo also calculates the flow or flow in and out of prospective buyers from the store. From previously the shop only had a gallery concept, due to changes and increased maturity levels of its customers, now the Brodoshop also serves direct purchases at the store. This change is a form of Brodo's adaptation in facing changes in behavior and strategies for business improvement.

Brodo's existence in the online world is not enough, Brodo's participation in offline exhibitions aims to interact directly with its customers and be able to explain products directly. The exhibition is also a place to prove their existence and networking for other business actors, so that Brodo can also expand his exposure, especially in the offline realm.

Word of mouth is one of the biggest reasons how Brodo started out so viral on Facebook and BBM. Who would have thought that products that were initially circulated in limited circles but because of the impact of word of mouth could continue to spread and develop. The viral effect of Brodo products is what motivates Brodo to finally get as big as it is now. Therefore, Brodo pays close attention to its promotional content through online channels, because it is from this channel that Brodo was born and continues to grow until now.

5.2 Implementation of the AISAS Model to Build Brand Engagement with Millennial Consumers

Creating brand engagement actually cannot be generated from activities apart from the omni channel marketing communication activities and customer management carried out by the Brodo team, all of these activities are integrated in a sustainable and consistent manner so as to eventually create brand engagement.

According to (Sugiyama and Andree, 2011) marketers must strategically design mechanisms that will attract consumers' hearts in every AISAS process. Starting with A and I, marketers need to create mechanisms that will direct consumers to the company's website and motivate them to search. It is important to design a website to offer a variety of experiences so that consumers will empathize with the brand and want to go to a physical store. Then, in the store, rather than simply encouraging consumers to make a purchase, marketers should offer in-store experiences that are designed to ensure that consumers are attracted to the brand apart from themselves and that they are enjoying themselves and wanting to return. to make more purchases in the future.

The implementation of the AISAS model as Brodo's strategy in building and maintaining Brand Engagement with their consumers refer to (Sugiyama and Andree, 2011) as follows: 1) Based on the results of the interview, what Brodo does in the attention phase or attracts the attention of his target audience is through optimization of three things, namely attractive presentation and visuals, accompanied by Brodo's communication style that is tailored to the characters of his followers and consumers. Renaldy also mentioned Brodo's creativity and friendly and fun communication style as one of the triggers for how Renaldy finally became interested and knew about Brodo. 2) Based on the results of the interview, in the interest phase Brodo

carried out is by providing the right answers and responses to potential customers. Andri said that Brodo's seriousness in providing responsive customer service is by forming a Customer Service team that has been divided into various channels, both online and offline. Every CS staff who joins Brodo has received training and provision on how to serve customers with the standards that Brodo has created. Interesting Brodo content such as product info, styling tips, collaboration products, and promotions are some of the types of content that consumer informants like. 3) Based on the results of the interview, it was found that Brodo provides many points of information that can be accessed by its target audience both online and offline. This is done to make it easier for consumers to communicate and find information and references about Brodo products so that buying and selling transactions can occur without being hindered by regional boundaries. The affordable accessibility of Brodo to communicate and interact directly with consumers to find out information was also mentioned by Renaldy. 4) The results of the interview show that Brodo's strategy in the Action stage is through consistency in holding the principle of customer satisfaction in carrying out omni channel marketing communication activities. Brodo's communicative and informative responses in answering questions from potential customers provide convenience and comfort for consumers in obtaining product information and the buying and selling process. 5) Based on the results of the interview, it was found that the responses received by Brodo, especially the negative ones, became provisions for Brodo to improve the quality of its services and products. Testimonials from Brodo consumers who are satisfied with their services and products can easily be found both through social media and Brodo's accounts on marketplaces such as Tokopedia and Lazada. Discussions about Brodo products are also found in many forums and blog articles, one of which is on (dionbarus.com, 2016) which talks about the price of Brodo products which has increased compared to prices at the beginning of the pioneering period. A healthy discussion shows how there are consumers who are pro and there are consumers who are against this statement. Brodo's consumer testimonials are not always good and it becomes an evaluation point for Brodo's development.

Referring to the big goal of the AISAS model initiated by (Sugiyama and Andree, 2011) is to create a mechanism that directs purchases on a particular medium, namely the website. In the case of Brodo, as mentioned by Andri, the website is indeed the main medium of purchase where communication about product purchases will be directed to the website. However, Brodo also serves purchases directly through other channels such as marketplaces or physical stores. This is done to provide more choices for consumers to make it easier for them to reach Brodo and use the most convenient medium for consumers.

5.3 Omni Channel Marketing Communication Model

Based on the results and discussion, the researcher then interpreted and formulated a flow of omni channel marketing communication management activities carried out by Brodo in building brand engagement with millennial consumers into a model visualized in the image below:

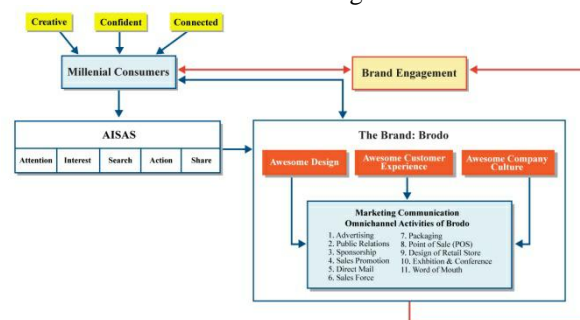


Figure 2: The Omni Channel Marketing Communication Model in Building Brand Engagement

Millennial consumers have three main identities, namely: creative, confident, and connected (Ali and Purwandi, 2017). These three things become the basis for behaving and decision making. Based on the results of interviews with millennial consumers, these three points are indeed linear with what they hold, especially in seeing a social and communication phenomenon. In dealing with millennial consumer behavior, this study used the AISAS model in observing the activities of building Brand Engagement by Brodo. The AISAS model was then elaborated with the three Brodo principles mentioned by Yukka in an interview (swa.co.id, 2014), namely awesome design, awesome customer experience, and awesome company culture. Awesome design means that Brodo emphasizes the quality of product design that is marketed to consumers, therefore the research process for making new products is very important in order to satisfy consumers so that consumers do not hesitate to make a repurchase or re-purchase.

Furthermore, Awesome Customer Experience is a principle that Brodo holds that customer satisfaction will have positive implications in the future, such as sharing experiences organically so that they can influence

the people around them to make repurchases in the future. How Brodo maintains relationships with its customers is by preparing customer service that is always available through various channels and also after sales service that will receive complaints from consumers. The role of customer service is also the responsibility of all employees. Brodo applies to all employees that they have served customers at least once, as stated by Yukka as the owner of Brodo. The third principle is the awesome company culture. Brodo wants to instill family values based on the professionalism and sense of belonging of the teams themselves to the Brodo brand. This is done through active communication, tolerance and mutual respect, hierarchical position gaps that are not wide so that each individual feels comfortable working in a team. All oriented to customer satisfaction, improving product and service quality. These goals are communicated in a clear and casual manner so that each individual understands where the company is going and work together to support each other to build Brodo for the better. Departing from these three pillars combined with the AISAS model, Brodo then formulates omni channel marketing communication activities in accordance with Brodo's principles. Of the 11 marketing communication tools and activities carried out, it is the result of integration which is not only aimed at short-term profits with sales but also long-term benefits by building valuable relationships with consumers, namely brand engagement.

6. Conclusion

Brodo's main goal in conducting omni channel marketing communication activities is to maintain relationships with its customers for a sustainable period of time, in other words, brand engagement is not a short-term result but the result of years of hard work consistently. This is where we can see that Brodo has succeeded in upholding the principle of omni channel itself, which is to create memorable value for customers so that they can feel attached to the brand through the consistency of activities carried out and the message conveyed.

Brodo fully understood which channels need to be optimized according to the millennial consumer's journey and behavior. The Brodo team does not use all online and offline marketing communication tools, there are some tools that are only used online or are predominantly offline. This is done because it is the most in line with current trends and consumer behavior, including: direct mail delivery via online medium only, PR & sponsorship activities are predominantly carried out in the offline realm, packaging activities that are needed only in the offline section. .

Brodo is flexible and adaptive in dealing with changes that occur such as expansion through physical stores and various collaborations with brands, musicians, musician families and other public figures.

The omni channel marketing communication management model in building brand engagement that the researchers mentioned can be used as a reference both for other business entities and for academics who want to carry out further research on how effectively the model is used with a quantitative approach. Openness and accepting consumer feedback can trigger marketers or producers to maintain and evaluate the quality of products and services, so that consistency of customer satisfaction to publish their satisfaction independently, as well as to buy back (re-purchase) can occur organically.

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