

The Islamic Perspective of Marketing Communication in Online Business Advertisement: A Case Study in *Go-Jek* Online Transport Sales Service

Abdul Haris^{1,2}, Syukur Kholil¹, Iskandar Zulkarnain³

¹Post-Graduate Program of Islamic Communication, UIN-SU, Medan, Indonesia

²Politeknik Unggul LP3M, Medan, Indonesia

³Faculty of Political Sciences, University of Sumatera Utara, Medan, Indonesia

Corresponding Author: Syukur Kholil

ABSTRACT

The problems in the marketing communication arise due to services given to consumers, to inconvenience in transportation service, and to uncertain waiting time. With regard to the online business advertisement practiced by the *Go-Jek* Online transport services, the paper discusses the marketing communication strategies, the tools, and the perspective of Islamic communication. In-depth case study was used to explore in detail how marketing communications were used in persuading potential customers. Some respondents were requested to respond to three questions: i) how do you think of the existence of *Go-Jek* Online?, ii) what are the advantages of *Go-Jek* Online compared to conventional motorcycle taxis?, and iii) do ease of access, professional service, and affordable cost become your main indicators in choosing *Go-Jek* Online? *Go-Jek* Online riders and drivers got new opportunities to earn an income although they were at risks to face both unhealthy competition (confrontation with conventional pedicap) and government regulation. *Go-Jek* Online makes them move to be able to feel the pleasure of getting the bonus transferred into their accounts. The income bonus became their main motivation for them. It is concluded that the strategy of *Go-Jek* online marketing communication produces a very simple operation for community, which is connected to the internet. Although not all of the riders and drivers are moslems but they have met the Islamic ethics when they provide their services.

Keywords: Marketing communication, advertisement, online business, Islamic communication

INTRODUCTION

In the globalization era, development rapidly occurs in almost all sectors and even, a proverb says that something definite in this world is a change.

Advancements in various fields, such as in science, telecommunications, information technology, transport networks, and other life sectors, make the information increasing easily. An individual or a group of people can get free use of information to support their business activities, and to

compete strictly to enhance the value of the company or of the organization. Today, the digital era in internet technology has changed the view of how the advertising industry works not only in Indonesia but also in the world. The entrepreneurs in business have worked hard to follow and take the time to learn the development of internet technology. It is noted the development of internet is really amazing and continues increasingly. When advertisement was in the conventional era,

the consumers received passive advertising messages, but in the digital age they do not experience such messages. Consumers are more active and critical in seeing, hearing and reading products.

Based on APJII (Association of Indonesian Internet Service Entrepreneurs) data in 2012 the number of internet providers increased very rapidly (in 2007 there were about 20 million internet users, but in 2012 reached 63 million, and in 2015 it is estimated there will be 139 million). Furthermore, from the demographic data, female and male users reached 48.4% and 51.5% respectively. From *comscore* media metrics in 2013, female internet users visited family, home, and retail, while male preferred sports, automotive, and technology.

Go-Jek is an intercity / transport service company using motorbikes and has more than 10,000 partners in Bandung, Surabaya, Bali, and JABODETABEK until 2014 and was opened in Medan in February 2015. *Go-Jek* serves four services, such as transport (inter-passenger service), instant courier (delivering goods), shopping, and corporate (courier / interpersonal service).

Here are five advantages of using *Go-Jek*: i) no need to find and to wait for motorcycle taxi at the roadside, ii) no need to bargain because the cost has been set by the company, iii) riders have safety standards by using a jacket and helmet, iv) free mask and helmet (promotion period), and *Go-Jek* has easy application which can be used to order all services. The founder and CEO of *Go-Jek* is Nadiem Makarim.

LITERATURE REVIEW

Lasswell (in Effendy, 2003: 26) proposed five formula, namely i) who (who is the communicator?), ii) says what (what message does it say?), iii) in which channel (what media does it use?), iv) to whom (who is the communicant?), and v) with what effect (what effect is expected?).

Swastha (2005: 36) argued marketing is a business philosophy that states that satisfying needs and consumers is an economic and social requirement for the survival of the company. Tjiptono (2001: 219) elaborated there are three basic elements, such as orientation to consumer, to prepare marketing activities integrally (integrated marketing), and consumer satisfaction.

Table 1. Types of need

Type of Need	Description	Sample of Media
Cognitive	Get Information, knowledge, understanding	Television (news), video ("How to ceramic floor"), Film (Documenter or history film, for example Cinderella Man)
Affective	Emotional Experience, fun or aesthetic	Film, television (stand up comedy, soap opera)
Personal integration	Increase the credibility, self confidence and the status	Video ("Spoke in confidence")
Social integration	Improve the relation with family	Internet (e-mail, chat room, listserv, IM)
Tension release	Fugitive and diversion	Television, film, video, radio, internet

Cutlip and Center (in Effendy, 2009: 116) argued public relation (PR) is a management function that assesses public attitudes, identifies the policies and procedures of a person or organization for the public interest, and plans and conducts an activity program to gain public understanding and support.

Jefkins stated PR is all planned forms of communication, both inward and outward, between an organization and all its audiences in order to achieve specific goals based on mutual understanding. Effendy

(2009) also argued PR is a two-way communication between the organization and the public on a reciprocal basis in order to support the functions and objectives of management by enhancing coaching cooperation and the fulfillment of common interests.

It can be concluded PR in relation to marketing communication is a two-way communication between individuals with individuals, individuals with groups, and groups with groups, in order to carry out

management functions to achieve common goals by establishing mutual cooperation.

MATERIALS AND METHODS

Go-Jek is a social-tech enterprise aiming to improve the welfare of workers in various informal sectors in Indonesia, has partners with approximately 200,000 experienced riders in Indonesia, and provides a wide range of services, including

transportation and food delivery. Its activities are based on three core values: speed, innovation, and social impact. It is officially operated in ten major cities, including Jakarta, Bandung, Bali, Surabaya, Makassar, Yogyakarta, Medan, Semarang, Palembang and Balikpapan and has plans to operate in other cities in the coming years. Fig. 1 shows the structure of PT. *Go-Jek*.

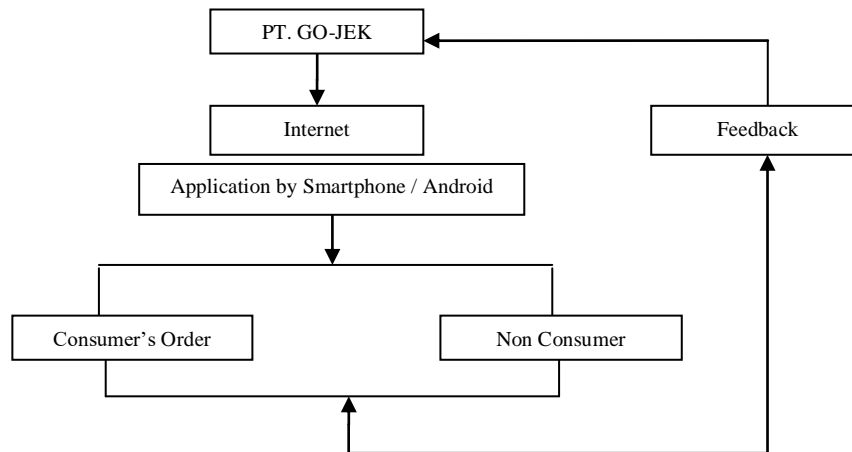


Figure 1. The schematic structure of PT. *Go-Jek*

The *Go-Jek* Online uses the Internet in their service to mobile users with Android applications on smartphones. Consumers can simply download the *Go-Jek* applications in their mobiles and further make calls by firstly typing complete data each stage. After completion the data will be sent and logged into *Go-Jek* server which will be forwarded to the *Go-Jek* partners, and the stage is called as *feedback*. Interested consumers will reply to receive information in which the tariffs are paid, the driver's name, vehicle type and police plate number of the vehicle.

The paper is a case study (Daymon & Holloway 2008 and Yin) with the data was taken from primary and secondary sources. The first was obtained from respondents through questionnaires, focus groups, and panels, or data from interviews with resource persons, and the second might include records or company documentation in the form of absenteeism, salary, financial statements of corporate publications,

government reports, data obtained from magazines, and so forth. The research location was Medan-based *Go-Jek* office. The data collection technique was interview which was addressed to two-wheeled partners and consumers.

Interviews focused on respondents' knowledge on online business, types of online google concepts provided and their superiority, number of consumers, marketing communications and strategy, and barriers in marketing communications. The respondents' criteria included their working period, ability to provide information, and fully involved in the research. Interviews involved respondents from online ticket sales, online transportation services, and online products, online consumers, online business experts, and marketing communications experts.

Observations were made to enrich the data, and in the study they were done during interviews using website, facebook, twitter, email, and other information

sources. Observations were conducted in February 2016. In the analysis process, according to Miles and Huberman, three main components were used: data reduction, data presentation, and conclusion.

RESULTS AND DISCUSSION

Type of Land Transportation

2.1 Go Bike

Transportation means to move humans, animals, or goods from one place to another by means of a human-driven vehicle or machine. It is used to facilitate humans in performing daily activities. In developed countries, transformation is usually subways and taxis and residents in the countries rarely have private vehicles because they mostly use public transport as their transportation.

Transportation is divided into land, sea and air. The air requires a lot of money because it is the fastest means of transportation compared to others. Here are the types of land transportation, such as car rent, and motorcycle.

1. Car Rent

For distant trips, car rent is an alternative although many drivers operating during night hours have no official license so their operations are risky. Car rent has different prices for services in the town and out of the station.

2. Motorcycle

As a two-wheeled vehicle, motorcycle is very popular in Indonesia because its price is relatively cheap, affordable for most people and it uses relatively minimum fuel for its operational costs; therefore, it is quite economical.



Figure 2. Go-Jek Riders wearing uniforms



Figure 3. Go-Jek rider and his passenger

Ojek is not an official public transport in Indonesia, using motorbike or bicycle rented by passengers who can ride themselves. Passenger(s) can be one person or two and the price can be bargained between the rider and his passenger. *Ojek* is widely used by residents of big cities such as Jakarta and because it is faster and can pass through the congestion in the city, an object becomes the choice. In addition, it can reach areas with narrow alleys and is usually found at a busy intersection or in the settlement.

2.2 *Ojek Status*

The status of *Ojek* is not recognized by government; therefore, it does not have official permission.

2.3 *Ojek Online*

In Indonesia, motorcycle *ojeks* are owned by companies such as *Go-Jek*, *Grab*, and *Uber*.

2.4 *Ojek in foreign countries*

In Bangkok (Thailand) *ojek* riders are obligated to wear orange uniforms and can be found in several other countries, such as in India, Thailand, and the United Kingdom. *Ojeks* in these countries are official.

Communicative promotions

Here are several examples of communicative promotion. Hi GO-JEKERS, "After previous BCA customers, Bank Mandiri, BRI, BNI, Permata Bank, the joint ATM can be easily fill out Go-Pay balance through ATM, mobile banking or internet banking; now Go-Pay has also facilitated CIMB Niaga and Prima Network customers. Enjoy all the benefits you can get by making payments via Go-Pay for services in the *Go-Jek* app. Click the button below to find out the Go-Pay top-up balance steps. Whatever the transaction is, choose Go-Pay!"

"Enjoy a 25% discount if you use Go-Pay to pay for Go-Ride, Go-Car and Go-Send services. Enjoy free Go-Food fees for customers who make purchases from Go-Food Partner's restaurant with payments using Go-Pay. "

Hi GO-JEKERS, "Not being able to do qurban, does not mean you can not share happiness with others. In the celebration of Eid al-Adha this year, you have the opportunity to donate you by infaq in Go-Tix service until September 14, 2016. Your Infaq Qurban will be distributed in the form of Superqurban packaging from Rumah Zakat whose benefits are felt for those who need it ". It's easy: 1. Open Go-Tix service in your *Go-Jek* app 2. Find the category 'Donate - Qurban' 3. Select the donation you want to channel 4. Then make a payment using Go-Pay or credit card Yourhelp will be delivered directly with Go-Box service. Make them smile through your help

Business Innovation

As a business means of transportation, the *Go-Jek* gets a very hard attack from the beginning until now in its operation because its presence has reduced the income of similar pre-existing mode of transportation. These obstacles come not only from business doers of similar transportation but also from the government as the supervisor of all business activities in Indonesia. What makes *Go-Jek* survive is the market demand and assertiveness of the President.

Go-Jek is a business innovation and gets values from demand, service, payment, operating system applications, and others. All of them require mental readiness and knowledge of its users. New things for the community as the users can be realized will if they gain the benefits quickly from these new things.

Go-Jek Attraction

Various responses are noted from a series of interviews with respondents. Almost all respondents provided answers that they were pleased and accepted the presence of *Go-Jek* online. Its advantages when compared to conventional motorcycles are that *Go-Jek* is easily accessible with affordable costs and has the choices of payment (cash or non-cash). Respondents likes it because of factors such

as ease of access, service-friendly riders, and low cost.

In case of online interviews, the presence of *Go-Jek* online has created new opportunities to earn an income for riders who, although there are risks, would face unhealthy competition (confronting to conventional pedicap) and government regulation. But they could accept and exist. *Go-Jek* online makes them move to be able to feel the pleasure of trial in hopes that they got the bonuses transferred into their accounts. The income bonuses become the main motivation for almost all respondents.

***Go-Jek* in the Islamic perspectives**

Transportation is one of the man's primary necessities nowadays. Al-Quran has ever discussed the means of transportation. There are several means of transportation that are mentioned specifically in the Qur'an such as boats and animals, such as camels, horses, donkeys, among others. Allah has stated "And the ship that sails on the sea with (cargo) that is beneficial to man." (Al-Baqarah: 164); "It is Allah Who made the cattle for you, partly for You drive and some you eat." And unto you (any) other benefits on (the cattle) and that you reach a need (purpose) stored in your heart (by riding it)". "And by riding the animals, and board them in the ship" (Al-Ghafir: 79-80).

But there is a Qur'anic verse which is our focus this time. This verse covers all vehicles from the first to the next. Allah Almighty says, "And (He has created) horses, mules, and donkeys, for you to ride and decorate. Allah created what you do not know" (QS. An-Nahl: 8).

The verses clearly denote all vehicles have been mentioned in the Qur'an. The so-called specific are only the horse, mule, and donkey. Thus, at the end of the verse, it is explained that Allah created what is unknown to man. This final verse becomes a sign that in the future will emerge a new vehicle with various forms and sophistication but humans in these days can not understand.

The purpose of transportation

Principally, the purpose of vehicles in Al-Quran is not only to ride, but also to show off and in ancient times people bought the best horses for pride.

Income from business

Go-Jek has increased the income of almost all respondents (motorcycle riders). Therefore, the appeal of users and service providers continues to grow. *Go-Jek* online business has given meaning to society.

CONCLUSIONS

The existence of *Go-Jek* online these days has changed the patterns of ordinary people who do not know the digital world. The users and riders have understood the online application technology. *Go-Jek* receives resistance from conventional pedicap but, because community needs it for its easy access, its riders are friendly, and its cost is very affordable, the *Go-Jek* online has become an option for digital community groups. The need for knowledge of the internet and the people's eagerness in using this transport service has created new opportunities in the service business and has been able to increase the value of internet package sales transactions. And the need for services in the field of this internet has also increased sales of based- android smart phones.

REFERENCES

- Andi, A.A. (2001). *Komunikasi islami*. Bandung: Remaja Rosdakartya.
- Arikunto,S.(2006). *Prosedur penelitian suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Bryman, A. (1988). *Quantity and quality in social research*. Boston: Unwin Hyman.
- Kotler, P. (2007). *Advertising: its definitions, characteristics and objectives*.
- Bungin, B. (2011). *Analisis penelitian kualitatif: komunikasi, ekonomi, kebijakan publik, dan ilmu sosial lainnya*. Jakarta: Kencana.
- Daymon, C. and Holloway, I. (2008). *Riset kualitatif dalam public relations & marketing communications*. Penerjemah

- Cahaya Wiratama. Yogyakarta: Bentang Pustaka.
- Effendy, O. U. (2009). *Human relations & public relations*. Bandung: Mandar Maju.
 - Effendy, O. U. (2006). *Hubungan masyarakat: suatu studi komunikasi*. Bandung: Remaja Rosdakarya.
 - Kuswarno, E. (2015). *Stadium general UIN Medan*.
 - Jefkins, F. (2003). *Public relations*. Jakarta: Erlangga.
 - Moleong, L.J. (2002). *Metodologi penelitian kualitatif*. Bandung: Remaja Rosdakarya.
 - Moriarty, S., and William, M.N. (2009). *Advertising*, Translator Triwibowo B.S. Jakarta: Kencana.
 - Miles, M.B. and Huberman, A.M. (2007). *Analisis data kualitatif: buku sumber tentang metode-metode baru*. Jakarta: UI Press.
 - Nachmias, D. & Nachmias, C. (1976). *Research methods in the social sciences*. New York: St. Martin's.
 - Poerwandari, E. K. (2007). *Pendekatan kualitatif untuk penelitian perilaku manusia*. Depok: Lembaga Pengembangan Sarana Pengukuran dan Pendidikan Psikologi (LPSP3) Fakultas Psikologi Universitas Indonesia.
 - Rakhmat, J. (2007). *Metode penelitian komunikasi (dilengkapi contoh analisis statistik)*. Bandung: Remaja Rosdakarya.
 - West, R. and Turner, L.H. (2008). *Introducing communication theory: analysis and application*. Salemba Humanika.
 - Yin, R.K. (1996). *Studi kasus*. Jakarta: PR Raja Grafindo Persada.
 - Rumanti, M.A. (2005). *Dasar-dasar public relation: teori dan praktik*. Jakarta: Grasindo.
 - Shahih al-Bukhari. Book of *al-istiqrada Qadha al-Duyun*, no. 2392 and Shahih Muslim. Book of *al-Masaqah*, no.1600, HR. Abu Dawud, no. 3346 among others.
 - Shimp, T.A. (2003). *Periklanan dan promosi*. Jakarta: Erlangga.
 - Sitepu, E.S. and Faulina. (2011). *Profesional public relation*. Medan: USU Pers.
 - Sugiyono. (2009). *Metode penelitian kuantitatif dan R&D*. Bandung: Alfabeta.
 - Yin, R. K. (1994). *Case study research: design and methods*. 2nd Ed. Thousand Oaks, CA: Sage Publication.
 - Yin, R.K. (2003). *Application of case study research: design and methods*. 2nd Ed. Thousand Oaks, CA: Sage Publication.
 - Mufarrih, Z. (2015). *Periklanan: sebuah pendekatan praktis*. Jogjakarta: Buku Litera.
 - http://id.wikipedia.org/wiki/ojek#cite_note-1.
 - https://id.wikipedia.org/wiki/sejarah_pemasaran#cite_note-1
 - <http://aplikasi.wordpress.com/author/lampung1974>
 - <http://www.seoterpadu.com/2014/10/apa-itu-bisnis-online-definisi-pengertian-dancaramemulai.html#sthash.sJ4UlXlb.dpuf>
 - <http://nandonurhadi.files.wordpress.com/2013/data-pengguna-internet-indonesia-versi-apjii-1998-2012.jpg>

How to cite this article: Haris A, Kholil S, Zulkarnain I. The islamic perspective of marketing communication in online business advertisement: a case study in *Go-Jek* online transport sales service. *International Journal of Research and Review*. 2018; 5(12):270-276.
