

# Jalin Geni

*by* Stefanie Avrilia

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### MEDIA AND PROMOTION STRATEGY FOR JALIN GENI'S BUSINESS DEVELOPMENT IN DIGITAL ERA

Stefanie Avrilia<sup>1\*)</sup>; Elisabeth Christine Yuwono<sup>2</sup>; Vanessa Yusuf<sup>3</sup>

<sup>1,2,3</sup> Petra Christian University

stefanieavrili04@gmail.com\*) ; xine\_y@petra.ac.id ; vanessa@petra.ac.id

#### ABSTRACT

Jalin Geni is a small business that sells decorative candles based in Surabaya. Jalin Geni utilizes used cooking oil as a mixture of the decorative candles to reduce used cooking oil waste. In Indonesia, cooking oil waste is one of the wastes that every household had. Therefore, Jalin Geni take those opportunity to make a new business that helps to reduce the used cooking oil waste. As a new business growing in a battle of many competitors in the market, the digital era gives room for each business to grow in its own way according to the intended target. Using the help of social media and online sales platforms is also very helpful in today's digital era. Of course, it is assisted by good branding and qualified media display that can attract the audience. The method used for this research is a qualitative method and to choose which media is suitable for the brand to promote the products and the brand itself. With a good media appearance, proper media selection, and vigorous promotion, it will be very helpful for the business and the brand to grow in the future.

**Keywords:** media; promotion; business; digital branding

#### INTRODUCTION

These days, there are tons of businesses popping up in the market. However, lately many people have also begun to imagine the current condition of the earth and what the fate of this place of living will be if it is not taken care of properly. For this reason, many businesses and business owners have changed the concept and sell goods that can benefit the earth, such as environmentally friendly goods including recycled goods. The increase in interest in environmentally friendly goods has also increased by more than 100% in the last 2 years (Handayani, 2021). Many investors are also currently looking at business development that not only prioritizes revenue but also uniqueness and brand stories that can appeal, especially about environmental innovation goods. This opportunity has made Jalin Geni also become brand that

apply the concept of recycling to its products, namely decorative candles made from used cooking oil waste.

Jalin Geni is a small home-based business based in Surabaya. Jalin Geni sees that there are a lot of disposals of used cooking oil that are still wrong among the society, especially households. Cooking oil is one of the necessities that are difficult to remove in day-to-day life. Cooking oil is a material that is easily found and widely used in households as an ingredient for cooking. The type of cooking oil most widely used by Indonesians is palm oil. Indonesia also has the status as the largest palm oil producer in the world. Used cooking oil is oil that has been used repeatedly and is often dark brown or blackish. This oil is a hazardous waste that is carcinogenic because it has free radicals and is dangerous if consumed continuously (Pakpahan et al., 2013). The use of cooking oil in Indonesia is not small and according to data from the Central Bureau of Statistics, the use of cooking oil in Indonesia continues to increase annually by 2.32% (Rizal, 2022). Even so, there are still many people who make mistakes in disposing of waste oil by throwing it into waterways or on the ground. Jalin Geni endeavors to turn this waste into useful items such as candles. Building a new business is not easy, especially in this digital era. When someone types in an item, there are tons of similar items that will appear. Candles themselves are common items found in the market. It was once only used as a lighting tool and is now widely used as a decorative element and aromatherapy. With so many candle businesses growing, Jalin Geni needs to really target the right market segment and with a look that can strongly attract those segments.

Nowadays, business competition is no longer between stalls or neighboring stores, but between stores and accounts on social media and online shopping platforms. However, with the online platform, there are also convenience gained, such as cost reduction (Lustono & Cahyani, 2020). Both employee costs, rent, and also promotion with physical media, are no longer needed to promote an online-based business. In addition, there are already a lot of banks and e-money applications that provide online payment facilities and make it easier for purchases to occur anywhere and anytime. The digital era provides space for every business owner to develop their business according to their respective targets, assisted by branding and choosing the right distribution media.

So far, Jalin Geni has not yet determined the media that will be used for marketing and promotion. As a new business, Jalin Geni has planned a branding strategy, and analyzed potential targets who are generation Z. Generation Z (1995-2010) is a generation born in the era of technology that makes this generation very close to the internet and gadgets (Christiani



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& Ikasari, 2020). This generation likes the culture of doing everything only from a short distance from their gadgets and doing everything in a practical click, including as a source of information, entertainment, and learning. The culture of playing social media and spending long hours is inherent in Gen Z (Pujiono, 2021). With so much access to social media, gen Z often gets a lot of information from social media. As a result, gen Z also has a wider mindset due to their exposure to globalization and has become more tolerant.

As mentioned above, the media that are now being used are mostly in digital media including social media and e-commerce. Any form of social media that uses the internet and is used for product marketing is referred to as social media marketing (Junia & Rosyad, 2015). Promotion through social media has many benefits as well as challenges. Some of the benefits include; clear and personalized targets, can reach at any time, share culture that penetrates quickly, this can also make the relationship between targets and brands become better. Content is created with a variety of attractive displays including advertising images, product photos, and videos that can attract consumers. Product photography is important in online sales because it is the only thing that can replace the human senses to feel and touch the real product. The results show that the better the product photos displayed, the interest in buying the product will also increase (Servanda, 2019). In addition, another important thing that can drive sales is writing reviews from buyers. Reviews are form of electronic word of mouth. From reviews, potential buyers can see comments about the product from previous buyers so that a purchase decision is made (Fauzi & Lina, 2021). Viral marketing techniques or indirectly word of mouth from digital networks can also be useful because it does not require large costs and relies on sharing features (Kotler & Armstrong, 2018). This can be useful for new businesses that may not have a large budget to carry out large campaigns. For example, TikTok, not only providing promotional features, Tiktok also provides opportunities for videos to spread even more quick organically at no cost at all and became viral, similar to Twitter. Some also try to use endorsement to niche segments with different content creator of each media and major.

With large number of social media and e-commerce used in Indonesia today, of course, not all of these media can be used effectively for marketing a certain brand. Shopee for example, Shopee is one of the popular e-commerce that is widely used in Indonesia today. According to data obtained from the Alvira Researcher Center, as of 2022 yesterday, Shopee users were dominated by gen Z with a percentage reaching 69.9% of respondents and 64.2% of

respondents for millennials. Furthermore, for Tokopedia, 14.5% are dominated by gen Z and 15% millennials (Annur, 2022). Based on this data, it can be shown that each e-commerce and media has its own target users. The behavior of the target itself can also affect the buying process or the process of sorting out the content seen apart from the influence of advertisements and products (Rani & Madiawati, 2022). As explained above, social media has a personal characteristic so it is necessary to analyze the behavior of the target in more depth with market segmentation analysis.

The branding design also plays an important role as a brand identity and can distinguish from similar competitors (Keller, 2013). Of course, Jalin Geni will use the media for branding and brand communication. Without branding, even with the most intense media marketing, the message of the brand will never reach the target and will be easily forgotten. The advantage of utilizing branding is that it can increase product loyalty, besides that branding can also protect a product from theft of intellectual property rights when officially registered. Branding has reached the digital era of branding today, along with marketing.

The problem of Jalin Geni is that as a new business, especially for a business that brings innovation, Jalin Geni still has not determined what media will be used as digital promotion media, both social media and e-commerce. The communication and message that the brand wants to convey has not been conveyed properly because there is no media to channel it. Therefore, Jalin Geni needs to plan this as a smart step for the brand to immediately compete in the increasingly prevalent digital market. That way, Jalin Geni can maximize promotion and branding on the right media and drive more sales for the next.

## METHOD

This research focuses on analyzing media selection, branding strategies, and promotions that are made specialized to the characteristics of the targets according to the selection of the right segmentation. <sup>6</sup> The research method used is a qualitative method to understand more deeply the object under research and design. In fact, qualitative methods are holistic and a selection process is carried out on phenomena that are considered necessary and not in stages (Hardani et al., 2020). In order to get the data to be researched, there are 2 data that need to be formulated: (1) <sup>1</sup> Primary data, primary data is data obtained from direct observation of the original source. Primary data needed in this design includes understanding Jalin Geni candle products and conducting independent interviews with several potential target consumers that



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can be useful as material from the formation of insight and get clear segmentation and the brand can become closer to the target. (2) Secondary Data, secondary data is a source of data that comes from studies and does not come directly from the original source. Secondary data was collected using various literature studies obtained from various readings including books, related journals, previous research, and news media or articles. These various literatures are related to the topics of branding, promotion, target behavior and strategies. Research instruments include gadgets, mobile devices, the internet, and social media.

After all the data is collected, data analysis will be carried out using theoretical studies about brands, promotions, and media that match the characteristics of the target. Determining the target segmentation is an important key in selecting suitable media for online product promotion and sales. In addition, the data that has been obtained will also be processed into a branding and promotion strategy design which will then be carried out on the selected online media. After that, it can be concluded how Jalin Geni's marketing strategy includes the 4P strategy (product, place, promotion, price) for further business development.

### RESULT AND DISCUSSION

Until today, Jalin Geni still holds the principle to sell decorative candles made from used cooking oil. The brand name Jalin Geni is taken from a combination of words from the Indonesian language care, candle, and geni which means fire in Javanese. Jalin Geni's vision and mission as a candle brand is not only to achieve the biggest sales in the market, but also to become a brand that can help the earth to reduce oil waste. Jalin Geni also has hopes that more people will become more aware of the waste in their respective environments.



Figure 1. Jalin Geni's Candle

A glimpse of Jalin Geni's product knowledge, besides using a mixture of used cooking oil, Jalin Geni also uses vegetable wax which is more environmentally friendly and biodegradable. Some candles that are made from used cooking oil from different brands also use vegetable waxes such as soy wax. However, Jalin Geni uses another wax called palm wax which burns just as clean as soy wax. Jalin Geni also creates a product that is slightly different from other used cooking oil candles that are already on the market. Although there were not much, Jalin Geni makes decorative food especially dessert shapes, where most candles from used cooking oil are processed into aromatherapy candles in jar. Jalin Geni wants to convey this message to the public through their brand and encourage more people to start to care about their environment even from the smallest waste.

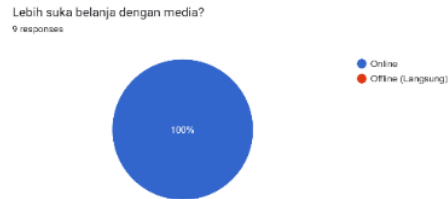
Jalin Geni specifically targets a younger age range of 16-25 years old. This young generation falls into the gen Z category. Generation Z is a generation that now dominates the population alongside the millennials. Based on data obtained from the Indonesian political indicator survey conducted by the Bright Indonesia Foundation in 2021, people aged 17-26 years have a high level of concern for the environment and even reach 85%, while for the age range 27-35 years it reaches 79%. In addition, the rise of <sup>2</sup> social media can be used as a medium to spread the information and movements that are held more quickly. Jalin Geni also considers that this is important for the younger generation as knowledge in the next lifetime. Generation Z is the next generation that will grow up and start having families in the next few years. It is important for this young generation to be more sensible as soon as possible. Other than that, Jalin Geni candle products focus more on being an element of decoration and gifts that can be used for gifts to friends, family, or closest relatives on special days such as birthday gifts, Christmas, or Eid, this is also one of the ways to spread the call and knowledge to more people who are given the gift.

From the above description, surveys and interviews were conducted with several potential target buyers who have been grouped into the following segmentations; (1) Demographic, aged 16-25 years, predominantly female, students or young workers, Socio-Economic Status B-A. (2) Geographic, demographically living in sub-urban urban areas, prioritized in cities around Java Island. (3) Psychographic, have ever or often bought candles for gifts, like handmade goods, like decorations, have a high concern for the environment, and care for their friends. (4) Behavior, like to give gifts to friends, have start to implement a sustainable lifestyle even in baby steps. The last factor that is of key importance is also technographic. From the results of surveys and interviews conducted on 9 targets with an age range of 20-24



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years, the data shows that targets prefer to shop with online media because it is easier and can be reached anytime and anywhere.



**Figure 2. Targets' Online Shopping Data**

Some answers such as; more practical, less hassle, and time-saving are the choices of why targets prefer to shop with online platforms. The results of the data search stated that 8 out of 9 targets prefer to shop through Shopee because it provides many vouchers and free shipping. Another answer is also because "It's easier because I can see a lot of comments and reviews that make me more confident to buy the product" this proves that the theory of electronic words of mouth is really useful for product purchase decisions. One more reason is because, in Shopee the catalog is easier to see and so it is easier to compare with other similar competitors. This is in line with the characteristics of gen Z themselves who want everything to be instant and fast. Then, Jalin Geni also needed to know what social media is still widely used by the target. From there, the answers obtained are the target uses Instagram and Tiktok the most these days.



**Figure 3. Targets' Frequently Used Social Media Data**

The interview was conducted further by asking whether a good media display and branding can increase trust and interest in buying products, "Yes, if the social media display looks attractive, clean and neat, the brand looks professional and more trustworthy so that it can attract buyers", was the answer from one of the respondents. Other answers such as, "Yes, because of the promising appearance and clear and attractive product photos that make

me confident in buying the product" prove that attractive and promising product photos are also an important factor in product purchases. <sup>1</sup> This is in line with previous research that has been conducted on online platforms.

Based on that, Jalin Geni also needs specific criteria or photo styles that will be favored by the target. The result obtained is that the target prefers photos that are not too rigid and seem natural to be displayed as decorative elements. This kind of photo model has also been applied to many products that want to display an aesthetic impression and is quite popular among young people today. 7 out of 9 respondents chose casual aesthetic photography style as the choice for Jalin Geni product photography .

Based on the results obtained, Jalin Geni will focus on developing media branding and promotion on the Instagram and Tiktok platforms. All information needed by the target can be obtained from there. By using Instagram, as well as being the basis of brand identity, Instagram also provides Instagram Ads features that can be used to reach more specific targets. Demographic, geographic settings, to reach specific data related to search history and content preferred by users so that advertisements can be more targeted to the appropriate target. At the same time, the use of Tiktok social media can also increase the exposure of Jalin Geni even more. The use of Tiktok platform as an audiovisual media is now very popular and the potential to go viral organically is also very possible. This can support the theory of viral marketing at a low cost, without having to make high-cost advertisements.



Figure 4. Jalin Geni's Instagram Mockup

In the use of e-commerce, there is also an affiliate link feature that makes it easy for buyers on many social media. The digital world provides extremely fast access with the use of links that can be spread at any time and on any media. For now, Jalin Geni is still



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concerned with media development first until sales have begun to stabilize and get a wider target. A clear catalog arrangement is also needed in e-commerce such as Shopee to make it easier for buyers to find the desired product.

In the branding design, Jalin Geni uses a visual display strategy that is customized to the target age. The selection of younger colors seems to show a more youthful, friendly style, but still emphasizes its sustainability side with beige and green colors. To be more <sup>8</sup> in line with the vision and mission of the brand, Jalin Geni has set its brand essence as an educative environmentally friendly product. In addition to promoting a good product, Jalin Geni will not be too hard-selling type of promotion. Based on the interviews conducted, the target wants that information related to the brand, products, and educational information can also be included to further add appeal as well as an encouragement for more people. Education about used cooking oil is deemed necessary because there are still not many people, especially the younger generation, who are familiar with its dangers and disposal. Therefore, Jalin Geni wants to get closer to its target with an approach that seems more friendly and fun.



Figure 5. Jalin Geni's Color Identity

The use of visuals in the form of illustrations is also widely used to further attract the target's interest rather than just containing text that is usually only seen at a glance. With a homogeneous and eye-catching visual display, it is expected that the target can look longer and be interested in finding out about the product. All of these visual displays will then be used as a brand identity on many media including logo, packaging, feeds, promotions, and e-commerce displays.



Figure 6. Jalin Geni's Visual Branding Element

From the visuals that are displayed, all targets feel that the display is in accordance with the impression they want to display and is attractive enough to buy the products displayed. In an effort to maximize the promotion later, Jalin Geni has also been doing interviews to seek insight from the targets. This insight is sought from the emotional side of the target when hearing or using the product. Therefore, insight is largely taken from the behavior and psychographic side of the target which is then analyzed more deeply. This interview focused on several keywords which were then developed with the why test method. From the results of the interview, it was concluded that the insight that the target likes to give gifts and cares about nature, turns out that the targets have a high level of care. Therefore, the insight obtained is "a form of attention to relatives, and the environment". This insight is also in accordance with the use of the brand name of Jalin Geni. The insight that has been obtained can then be developed into a tagline that will be more easily remembered by the target and used as a promotional component. With insight, brands can increase promotions that are more soft-selling because they hit the target emotionally rather than directly selling their products.

As for the promotion strategy that will be carried out is to utilize the Instagram Ads feature on several posts to attract a wider target and visit the Jalin Geni account. Promos on special days such as Eid, Valentine's Day, and Christmas are also intended as the main function of the product as a gift. Posting regular and scheduled feeds is also important so that targets do not constantly forget about the social media accounts. It is advisable to post feeds at least once a week and stories every 2-3 days. Additionally, the comment feature is currently also one of the good promotional media where social media admins reply to incoming questions or comments or even on other accounts to interact with fellow social media users. In addition to increasing exposure, it can also bring in new followers and customers. Moreover, it is good to be able to utilize more features provided by Instagram such as polls, quizzes and ask a question feature in order to interact more with the target as well as being a medium for FAQ (frequently asked question) content. Giveaways are also a consideration in the promotion strategy but for the time being it seems that Jalin Geni is still focusing more on introducing the product and brand first.

As explained that Jalin Geni will not use a sales strategy that is too hard selling, the video content on Instagram platforms such as Reels and Tiktok is also more about videos that support product sales promotion. Sometimes, even audiences can feel uneasy if they see sales or product endorsements that are too obvious in social media. For example, it can be behind the scenes of product manufacturing, the packing process, or even with storytelling that hits the emotional side of the audience.



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Now it will be defined clearly related to the marketing mix strategy of the Jalin Geni brand with the incorporation of 4P (product, place, promotion, price) as the basis of Jalin Geni's future strategy development as a good and sustainable business. This marketing mix can also be used by Jalin Geni to compare the different products and brands of similar competitors in the future in addition to their respective advantages and disadvantages.

**Table 1. Jalin Geni's Marketing Mix**

| Product                                                                                                         | Place                                                                                                                                    | Promotion                                                                                                                                                                                        | Price                                                                                                            |
|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Decorative candles made from recycled cooking oil and vegetable wax sold in packs consisted of 2 and 4 candles. | Originally from Surabaya and can be found on online shopping media, especially Shopee, Instagram, and other messaging app like Whatsapp. | Social media ads, feeds and stories on Instagram, video content on reels and Tiktok. Special day promotions on social media. Interaction between social media users through the comment section. | The products are priced at IDR 50,000 and IDR 95,000 which is quite appropriate for the intended audiences' SES. |

### CONCLUSION

Furthermore, Jalin Geni is preparing for more powerful content and promotions so that it can better engage its target and be widely recognized. As a new brand, Jalin Geni still has a long way to go and can continue to grow. From the results of the analysis that has been carried out, this far Jalin Geni is still trying to maximize product promotion activities on social media and online shopping platforms as preferred by the potential target. Instagram is the main social media for targets to be able to reach products and brands for the first time and just like brand identity, their identity on the media can be an indicator of target trust with the help of good branding, feeds, product photography, and content. TikTok will also be used as an additional promotional media and has a viral potential that is more likely and does not require high costs because it can utilize viral marketing techniques even without advertising costs or influencer endorsements. Furthermore, it is also important for brands to continue to strive for direct interaction with the target by further optimizing the features that have been provided by the social media platform.

From the results of interviews and analysis, we have obtained a promotion and branding strategy that is in accordance with the target's request. The target likes a neat and organized media display that is more pleasing to the eye. So far, the visual appearance carried by Jalin

Geni is in accordance with the brand to the target. Other than that, for photography content, the target prefers photography that seems natural and not too formal. The promotional strategy carried out will be adjusted to the emotional side of the target related to the insights that have been obtained and promotions that are not too hard-selling. Educational content will also be constantly added in accordance with the aims of Jalin Geni.

As for the sales platforms, targets also like brands that sell their products through e-commerce such as Shopee because they feel more trusted and can be reached more easily. In the data listed earlier, Shopee holds a high market in generation Z in Indonesia and this data is in line with the target of Jalin Geni itself which is gen z itself. In addition, Shopee also often holds events on certain days and gives many promos for free shipping without a minimum fee which is the target's preferred way of shopping there. This is also in line with Jalin Geni, which is a gift product to be given on special days such as Christmas and Eid. In addition to using e-commerce, targets can also purchase products through messaging apps such as Whatsapp, especially if there is a large amount of product purchase at one time.

From the numerous theories and previous studies that have been conducted, Jalin Geni can always apply those reviews and studies to the right strategy. Aided by the right data from surveys and direct interviews with the target, Jalin Geni can optimally design branding and promotion strategies that are more specific to the target. The development of all of this, of course, cannot be done in a short time and is slowly getting better from time to time. From this planning and research, it is hoped that Jalin Geni can become a more developed business and can optimize the use of digital media in its business's model.

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