

Conference Paper

## Tokopedia visual campaign #banggabuatanindonesia in supporting the marketing of MSME products in the era of the covid 19 pandemic

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### ABSTRACT

Tokopedia as the largest e-commerce made in Indonesia, was lined up to be the government's partner in promoting a national campaign called Bangga Buatan Indonesia. This campaign is one of the government's ways to increase people's purchasing power for local products in the midst of the COVID-19 pandemic. As a company engaged in e-commerce technology, Tokopedia has created a special curation page for local products specifically for merchant partners from all over Indonesia, from small-scale micro-scale traders to large traders who originally made in Indonesia. To introduce this feature, Tokopedia through the #banggabuatanindonesia campaign created a special visual campaign with a variety of media ranging from digital posters, application headers, IG Feed & story templates, to audio-visual media in the form of short videos introducing products made by Indonesian MSMEs. It is hoped that the synergy between Tokopedia and the government will accelerate digital adoption for MSME business actors as well as increase productivity and advance the nation's economy.

*Keywords: Visual Campaign, Tokopedia, Bangga Buatan Indonesia, National Campaign, Marketing, MSMEs, Covid-19*

### Introduction

#### ***Covid 19 paralyzes MSMEs***

MSMEs (Micro, Small, and Medium Enterprises) are the smallest type of business unit of the driving force for the Indonesian economic order. Despite being the smallest unit of the driving force of the economy, MSMEs have a big role in the economic development of the Indonesian state. Until now, MSMEs in Indonesia have reached 64 million consisting of various sectors such as agriculture, animal husbandry, trade, processing of natural resources (natural resources), services, and communications. This is reinforced by BPS data in collaboration with KemenkopUKM in 2018 showing that 62 million MSMEs in Indonesia have a role in contributing to GDP as much as 60%. In addition, this type of MSME also opens up 98% of employment opportunities, or equivalent to 117 million workers throughout Indonesia (Tim IndonesiaBaik.id, 2020). The good development of MSMEs has brought the name of MSMEs as Indonesian heroes who have an impact on regional innovation in various aspects, especially culture & economy.

In the midst of the skyrocketing of MSME products that have been developing rapidly in the last few years, the downward movement occurred due to the emergence of the Novel Coronavirus or better known as Covid-19 in early 2020. The virus, which initially appeared in Wuhan, China, spread so massively and was announced by the President of Indonesia Ir. H. Joko Widodo because the first case was recorded on March 2, 2020. Then, on March 12, 2020, Covid-19 was declared a global pandemic by WHO (World Health Organization) which has recorded a total of 9,071,475 world citizens. The government through the Ministry of Health recorded that from the first victim until July 4, 2020, there were 60,695 positive confirmed cases, 27,658 Covid-19-19 patients who recovered, and 3,036 who died. With so many cases, the Government issued regulation Number 21 of 2020 concerning PSBB (Large-Scale Social Re-

strictions) to break the chain of the spread of Covid-19. The regulation provides directions to stop activities in the non-essential sector for 14 days by the incubation period of the virus (Aliyani Firdaus *et al.*, 2020).

With the PSBB, the chain of production and economic activities will decline. This has resulted in delays in the supply of raw materials between regions, islands, and countries which has an impact on decreasing the level of public consumption and purchasing power, especially for tourist attractions and public facilities. The chairman of HIPMI (Young Entrepreneurs Association) Afifudin Suhaeli Kalla stated that MSME turnover had fallen by 70% since the Covid-19 pandemic (Aisyah, 2020). This is reinforced by data from BPS (Central Statistics Agency) in the quarter of 2020 which noted that the Indonesian economy experienced a slowdown so that it grew only 2.97% (Kementerian Koperasi dan Usaha Kecil dan Menengah, 2020).

The implementation of PSBB in response to the Covid-19 pandemic has changed people's consumption behavior a lot. This can be seen from the results of Deni Kamaludin's research which proves that with the Covid 19 pandemic, people have changed the habit of buying necessities *offline* to being *online*. This need is due to *online* access that does not come into contact with people directly to minimize physical contact and respond to government advice to *stay home* (at home) for *social distancing* (maintaining distance) which mostly work is also enforced by *working from home* (working at home). Data from the Director-General of Post and Information Technology (PPI) of the Ministry of Communication and Information stated that there was a 400% surge in *online* shopping and will continue to increase in line with the New Normal agenda promoted by the government. The products that experienced an increase in sales included health products by 90%, hobby support products by 70%, food by 350%, and herbal food products by 200% (Rosita, 2020). These facts show that Covid 19 has changed consumer behavior. This is also supported by the use of technology, information & communication carried out by the MSME group to adapt in attracting consumers.

In line with this, the government through collaboration with various ministries, especially the KemenkopUKM that in the future development of MSMEs is directed at strengthening economic resilience that can increase added value, competitiveness, export investors, import-substitution, and expansion of employment opportunities based on Pancasila. Therefore, Presidential Decree No. 18 of 2020 concerning the National Medium-Term Development Plan (RPJMN) for 2020-2024 was drafted, the implementation of which includes a) building a national economic culture with a cooperative platform in productive business activities, b) increasing work ethic and entrepreneurship based on the spirit of cooperation, and c) growing culture of smart consumers and love for domestic products (Kementerian Koperasi dan Usaha Kecil dan Menengah, 2020).

To achieve the three points Indonesian President Joko Widodo on 14 May 2020 launched the National Movement called *Bangga Buatan Indonesia*. This movement was created not only as a form of campaigning for Indonesian MSMEs but also as a means of cooperation in building a sustainable economy. The Ministry of Communication and Informatics also supports the Gernas BBI by using the Gernas BBI campaign #kitabekitabeli. As a joint synergy effort, this campaign collaborates with various *e-commerce sites* in Indonesia to provide a special space for MSME groups to display their products *online*.

### ***The Spirit of Gotong Royong in Gernas BBI***

The *Bangga Buatan Indonesia* national movement, hereinafter known as the Gernas BBI abbreviation, is a major campaign to promote MSME products. This movement is expected to be a real action for the 270 million people of Indonesia who are known for their cooperation spirit to be able to work hand in hand to help the economy that is in decline by buying MSME products made in Indonesia. This national movement is a derivative of Government Regulation number 23 of 2020 concerning the National Economic Recovery Program (PEN) which contains policies to reduce the impact of the Covid 19 pandemic. The PEN aims to protect, maintain and improve the economic capacity of business actors during the pandemic, especially MSMEs.

The policy derivatives from the Government Regulation are also applied in various policies made by each ministry to support the Gernas BBI. The Coordinating Ministry for Maritime Affairs and Investment was appointed as the director, essentially inviting MSMEs to join together in the *online* /digital sales platform. In addition, Coordinating Minister Luhut also explained that in the PP, the government provided facilities and training to digitize the MSME sector with a fund of 34.25 trillion rupiahs. The provision of facilities & training is assisted by the Ministry of Communication and Informatics in supporting digital infrastructure (Marves, 2020).

Minister of Communication and Information Johnny G. Plate said that the idea of Gernas BBI with the hashtag #kitabekitabeli backed awareness in filling the demand in the country is filled by its domestic production to generate and foster productivity in the pandemic Covid-19. Especially invites the public to use products made by Micro, Small, and Medium Enterprises (MSMEs) in the country as an alternative to import substitution. Because MSMEs have a domestic production base and raw materials, the ministry guarantees the availability and procurement of infrastructure that supports the acceleration of digital transformation in the field of ICT (information and communication technology). One of the biggest challenges today is that not all regions in Indonesia are covered by 4G networks. The movement and acceleration of this infrastructure were then boosted for the sake of massive migration of MSME products from digital-based offline which is then expected to be able to become a digital economy.

In addition to efforts to accelerate infrastructure, the Ministry of Communication and Informatics also provides stimulus for MSME training using three main programs:

- 1 *Digital talent scholarship* entrepreneurship program that reaches 22,500 participants and is implemented in three batches
- 2 Program *Scaling-up* SMEs / Umi, farmers, and fishermen digital aimed at the development and mentoring for the continuation of business in the sector.
- 3 English language training and digital marketing for MSMEs/Umi and tourism village activists in various super-priority tourist destinations.

Furthermore, the three programs are expected to be able to be utilized by the Indonesian people in honing their knowledge and skills. Moreover, the program is also expected to be able to contribute to inviting 64 million MSMEs to become pillars that contribute 60% of the national GDP (Gerakan, Bangsa and Indonesia, 2021).

### ***Tokopedia as a Bridge for MSME Awakening & Digitization***

The accelerated penetration of infrastructure carried out by the government through the work of Kominfo is also supported by e-commerce as a medium for digitizing MSMEs. Tokopedia, as original e-commerce made by young Indonesians, is a digital store created to bridge sellers and buyers through the vision of a *super ecosystem* where anyone can start and find everything through an information and communication technology-based platform.

Based on research conducted by the University of Indonesia's Institute for Economic and Community Research (LPEM UI) in 2019, 6.4 million Indonesians began to develop their business with Tokopedia. They are spread over 96% of cities/districts, 85% of whom are new entrepreneurs. And 94% of the sales population are ultra-micro sellers, namely sellers who have a turnover of under Rp 100 million per year.

Further research from LPEM FEB UI stated that there were 857 thousand new jobs from Aceh to Papua created by active sellers at Tokopedia. Judging from the 2018 Central Statistics Agency data, Indonesia has 2.99 million jobs. This makes Tokopedia open 10.3% of job opportunities, of which 309 thousands of them even make Tokopedia their main income.

With more than 5 million sellers and 90 million active users every month in 2018, Tokopedia makes a major contribution to Indonesia's economic development. Tokopedia's Merchandise Value (GMV) growth has managed to penetrate the Rp 73 trillion figure and is expected to continue to increase to Rp. 222 trillion or equivalent to 1.5% of the Gross Domestic Product (GDP) in Indonesia at the end of 2019. In addition to having a direct impact on the Indonesian economy, Tokopedia also added to the total household income of Rp. 10.02 trillion. (LPEM FEB UI, 2019)

Another study conducted by Tempo Data Science regarding e-commerce practices in Indonesia in the period May-July 2021 that as many as 82% of MSMEs tried to optimize the activation of

online sales through outlets on various e-commerce platforms. The research also revealed that the Tokopedia digital platform is one of the most popular e-commerce platforms among MSMEs that market their products online. In terms of quality, Tokopedia's Top of Mind is the main reference for consumers and MSME players as much as 35% who are in tight competition with Shopee as much as 34%. Through quantitative research using structured questionnaires in an online format, it is known that Tokopedia is the largest producer of sales turnover for sellers with 36% points.(Asli *et al.*, 2021)

### ***Visual campaign #banggabuatanindonesia in building awareness of MSME products***

As one of the e-commerce sites trusted by the government to campaign for the Bangga Buatan Indonesia National Movement, Tokopedia as a leader in sales and top of mind in the hearts of users can make a real contribution to Indonesia's economic development. Tokopedia has many communication mixes, one of which is by creating a visual campaign to build awareness of local MSME products amidst the onslaught of foreign products. Kotler revealed that all elements in the marketing communication mix are potential tools. Visual elements can create brand awareness by linking it with the desired association of brand image. Second, linking positive brand judgments or emotions by supporting strong customer relationships with brands. Visual identity related to a brand will be easily recognized and embedded in the minds of consumers. This will build awareness and a high level of recognition of a brand. Visuals that are always present in a communication mix will create a perception from consumers and open up opportunities for connections to consumer purchases. By conveying visual communication repeatedly, the image of a brand will make an impression on the minds of consumers (Firmansyah, 2019).

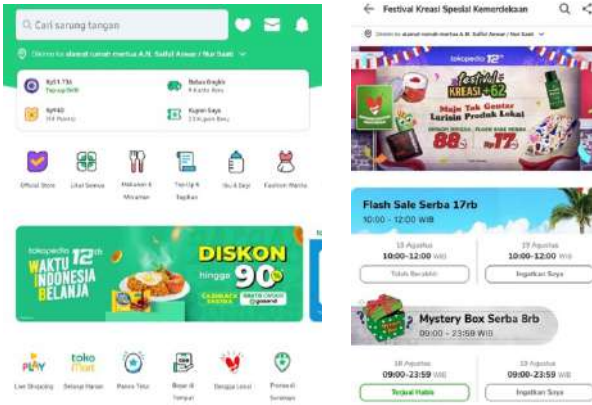


As a visual communication system, visual campaigns pay attention to aspects that build components of the visual communication design itself. As one of the sub-sectors of the creative economy that has a role in supporting the business of private entrepreneurs, brand owners who support the smooth running of government programs. Visual communication design products have a function as a medium of information, identification, and persuasion. The form of information is in the form of graphic media (print), digital media, and environmental (environmental). From this explanation, visual communication design can be used as a medium to communicate or socialize Tokopedia's visual campaign #banggabuatanindonesia to the general public through its visual elements(Arifianto, 2019).

## **Discussion**

### ***Implementation of the #banggabuatanindonesia visual campaign on Tokopedia***

The BBI as National Movement Campaign, which has been prepared by the Indonesian government, has received full support from e-commerce to increase public awareness in buying domestically made products, especially MSME products. MSME products require special attention from the whole community because they are the drivers of the Indonesian economy. In addition to the follow-up to the program, this program aims to encourage MSMEs to digitize their products to increase their income. Tokopedia, as one of the largest e-commerce sites in Indonesia, created the Gernas BBI campaign by creating various kinds of visual communication media placements that are useful as a means of product information, identification, and persuasion.

The author will present several visual communication media from Tokopedia related to the implementation of the #banggabuatanindonesia visual campaign. This will be a means of identifying visual communication products produced by Tokopedia.

Media Type	Visual Display	Visual identification
User Interface App		<ul style="list-style-type: none"> <li>• Displaying the BBI logo as a Proud Local icon towards the sales homepage</li> <li>• Displaying the BBI logo on the homepage</li> <li>• some local products selection</li> <li>• The theme of independence displays the splendor of independence with the Indonesian flag</li> <li>• Using verbal signs with contemporary language converts the Indonesian word into the telephone country code.</li> </ul>
Application Header		<ul style="list-style-type: none"> <li>• BBI logo</li> <li>• Dominate blue</li> <li>• Fonts using san-serif</li> <li>• There be e rapa product Indonesia</li> <li>• Batik motifs megamendung colored gold</li> <li>• Using verbal language in the form of rhymes.</li> </ul>
Banner Digital Email Newsletter		<ul style="list-style-type: none"> <li>• Tokopedia logo as a content partner in BBI</li> <li>• Showing products made in Indonesia</li> <li>• There is a verbal language for local shopping days with the addition of verbal rhymes and additional promos</li> <li>• Call to action button for a direct link to Tokopedia.</li> <li>• Batik motifs megamendung gold</li> </ul>
BBI Social Media Template by Tokopedia		<ul style="list-style-type: none"> <li>• Tokopedia logo, the spirit of Ramadan as BBI partner content</li> <li>• Showing Indonesia's flagship products</li> <li>• Verbal language "find our shop at Tokopedia"</li> <li>• Call to action in the form of Free Shipping Icon</li> <li>• Border using the simplification of the Tokopedia logo</li> </ul>

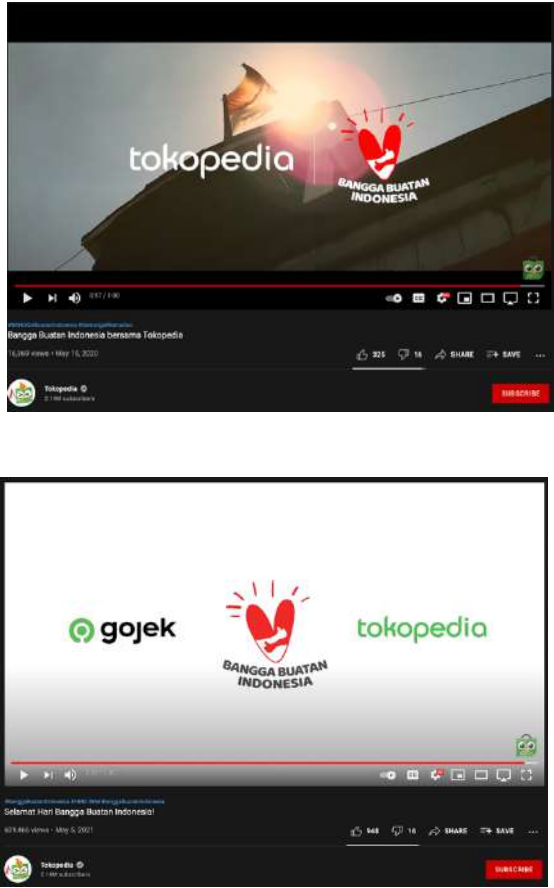
<p>Tokopedia Youtube Short Videos</p>		<ul style="list-style-type: none"> <li>• Tokopedia logo as BBI partner content</li> <li>• Verbal language "Together we will build Indonesia to stand and rise. Various works of the nation's children are now a source of pride for Tokopedia. It's amazing to hear the stories and dreams of local business activists to build a better Indonesia. Many times they fall and rise and assemble and then rise to move forward together in their own country. Do not forget to also fight for the equality of the Indonesian economy. Tokopedia is you, you who are proud to be made in Indonesia."</li> <li>• In the 2021 version, there are Gojek and Tokopedia logos as BBI partner content</li> <li>• Using verbal language in youtube content "In commemoration of Proudly Made in Indonesia Day, Tokopedia together with GOJEK provides the best! Starting from making it easier to shop for various fashion needs, regional specialties in Indonesia, and much more. On this occasion, it is also a form of gratitude to Partners who provide the best products and services. Proud to be Made in Indonesia, offerings, and collaborations of the nation's children to increase and appreciate the work of Indonesian MSMEs. Let's continue to support MSMEs and be Proud to be Made in Indonesia to improve the Indonesian economy! Happy #BanggaBuatanIndonesia partners who provide the best products and services 🍀 Continue to love the nation's children because if not us, who else 😊"</li> </ul>
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Table 1. Tokopedia campaign visual identification

Visual identification carried out by the author by showing visual and verbal aspects is obtained in Tokopedia's visual communication. As a visual campaign, the visual aspect is an important element in supporting the movement. Proud to be made in Indonesia, which is a government program in introducing local Indonesian products, a logo is made to be used as the main identification of the campaign. The logo must then be included in every communication media created by partners, including Tokopedia. All visual communication media that have been created by Tokopedia have the BBI logo as a means of identification and information about the Bangga Buatan Indonesia campaign. The use of color is dominated by green which is the key visual from Tokopedia. The dominant use of color will display the image of Tokopedia as an e-commerce partner that supports the Gernas BBI program. The overall use of the font uses a sans serif typeface. The characteristics of this font have no hooks in the anatomy of the font so that its legibility becomes very clear. The selection of this type of font is very suitable for use in digital visual communication. The use of the Mega Mendung batik motif as a visual element adds to the local impression in the visual communication media. The use of verbal language in the form of rhymes and the replacement of contemporary vocabulary makes emphasis on market segmentation or the target market, namely young people.

## CONCLUSION

The COVID-19 storm that has hit the world has hampered all aspects of activities, especially the economy which has an impact on the decline in people's purchasing power. The Indonesian government, through cross-ministerial collaboration, has made efforts to digitize and introduce Indonesian local products to a wide audience. This collaborative effort is assisted by e-commerce



as a partner in marketing local products. This study aims to show visual products created by Tokopedia as an e-commerce partner in promoting the Proudly Made in Indonesia National Movement.

The analysis results obtained by identifying visual and verbal signs obtained from taking documentation shows full support from Tokopedia as an e-commerce partner appointed by the government. The placement of the proud Indonesian-made logo on each visual element of the Proudly-made Indonesia campaign is the main tool in the identification process. Furthermore, the use of colors, fonts, visual elements in the form of Mega Mendung batik can be a means of information regarding Tokopedia's involvement in supporting the campaign. Third, the use of verbal language in the form of attractive promos in the style of rhymes in copywriting accompanied by visuals of Indonesian local products can be a marker of persuasive communication. With the presence of these three elements in a campaign to introduce local products to the community as a form of cooperation to move a success.

This research is expected to be able to open the public's insight regarding visual involvement in the success of the Bangga Buatan Indonesia as national movement campaign. From the author's observation, the visual campaign created by Tokopedia is a manifestation of Tokopedia's concern as original e-commerce made in Indonesia in introducing local products. On the other hand, this visual campaign can also be used as a means for Tokopedia to position itself as a product made by the nation's youth. Through this campaign, Tokopedia seeks to make a real contribution to supporting Indonesia's economic revival. This paper still needs further studies to see the real impact after the Bangga Buatan Indonesia campaign was created, then this research can also be a means of literacy in increasing public awareness in buying MSME products in Indonesia.

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