

## MARKETING COMMUNICATION DISCAS MOBILE APPS

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### ABSTRACT

Communication, Technology, and Society have an effective role in building globalization. Marketing communications, emerging technologies, and intelligent societies present in globalization are making many impacts on the life of the world. Digital technology is able to make it easy for people to find information, find groups and provide responses widely and freely. A digital app on mobile called DisCas tries to differentiate it from other social media digital technologies. DisCas a *start* is growing for a noble cause. Starting from unrest in society when a problem arises, many opinions and misinformation are scattered and do not solve the problem. DisCas is here to fulfill an application called Social Media, a responsible opinion and provide appreciation in the form of buying and selling opinions, ideas, captions, images, photos, and videos. The research method uses interview techniques with CEH DisCas interviewees. The results of the discussion of marketing communications presented by DisCas rely on digital marketing, advertising in print and *digital* media, creative content through *endorsers*, and even asking me anything or AMA in a conversation about blockchain. The conclusion of this article states that Social Media has a good future and extraordinary achievement of social media that is packaged responsibly and easily benefits through image ideas, opinions, and works easily accessible to all levels of society in the world using mobile application technology.

**Keywords:** *Mobile Apps, Social media, Marketing communication, Technology, Endorser*

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## INTRODUCTION

Indonesia has a population of active internet users, most of whom use the internet for the purpose of accessing social media. Data sourced from [internetworldstats.com](https://internetworldstats.com) (<https://Databoks.Katadata.Co.Id/Datapublish/2022/09/14/Apakah-Warga-Ri-Sering-Cari-Informasi-Di-Internet-Ini-Hasil-Surveinya>, n.d.) in March 2021 recorded that as many as 212.35 million people use the internet and this puts Indonesia as the third most in the number of internet users in Asia. The majority of Indonesians look for information and news through cellphones, tablets or personal computers, or laptops connected to the internet. The internet has become a part of everyday human life. Every day there is no day without the internet. Communication through technology is obtained easily for people who have the ability to access information through the internet.

Internet usage behavior in Indonesia is most prevalent on social media. Indonesian respondents who most often seek information on the internet reached 47.5% and in general are accustomed to using the internet to access social media (Ministry of Communication and Informatics (Kominfo), Katadata Insight Center (KIC), 2022) This strengthens the reason why distributors, brand holders, and other manufacturers have made many breakthroughs in the field of sales through social media. In the context of changing marketing, the role of the internet, especially the role of social media, has become very crucial (Constantinides, 2014). Consumers are interested in making purchases through social media because they offer many special promos and the benefits of being a member or member of a certain shopping community.

The habit of Indonesians in seeking information via the internet is an important part of changing society. The use of social media as a promotional medium is already an obligation for brand holders in expanding the sales reach of their products (Puspitarini & Nuraeni, 2019). Some of the social media used to do promotional media include: YouTube, Instagram, Whatsapp, and Twitter, Telegram and what is currently popular is TikTok Shop. Understanding the role of technology in shaping the market and involving social media as part of marketing tools becomes a strategic imperative for a corporate organization.

Indonesian consumer habits are fundamentally changing and increasing digitally. Originally, people made traditional purchases through the exchange of currencies and goods in open markets or supermarkets, turning into consumption in the digital realm. The consequences of marketing practices have been transformative (Shah & Murthi, 2021). For example, consumers are showing that they find it easier to interact with a brand through online channels. Simultaneously, there has been a sharp increase in corporate investment in platforms that support the digital environment (Holmes & Tuomi, 2022). These factors are very high and contribute to a more widely connected digital universe as a 'metaverse', bringing about the development of an interconnected virtual reality space that will change fundamentally. It is thinking of consumers, brands, and companies transacting and interacting. Many believe that the metaverse has the potential to transform business and social life at a level comparable to the Internet.

Digital marketing can meet the definition and purpose of sales if it is properly implemented on target. Digital marketing can identify, anticipate, and satisfy customer needs efficiently. Data mining is appropriately carried out by companies or organizations in balancing competition as the right marketing strategy in marketing programs (Kumar, 2020). Profiling allows many companies to be able to do data mining to find and anticipate buyer needs. Data mining collection by profiling customers is an old method, where currently cookies on the internet have allowed companies to do data mining cookies have recorded site interests and several companies have found customer wants and needs digitally electronically. Therefore, by doing data mining, data-based decision-making can be carried out and improve organizational performance based on the results of analyzing data in the field.

Customer information in the form of electronic display media can be done dynamically and interestingly. Digital signage can convey information both one-way and two-way using interactive support. The message offered in the digital signage display contains social content that helps people's lives, one of which is that the proposed system can be used to promote green products to customers which of course has a positive impact on sustainability (Alfian et al., 2019). In using digital signage in addition to having the visual power of attracting attention, real-time content is able to update new and useful content. So that customers are confident in purchasing the products offered.

The definitive digital marketing resource for new and veteran digital marketers managing the ever-changing digital marketing landscape, from strategy to implementation. As something to have for every piece of marketing. Digital marketing from a communication point of view explores how multi-stage communication models are moving to web-based community communication models. Brief references are also made to other communication models including viral marketing, affiliate marketing, and permission-based marketing. Then opinion leaders and opinion shapers are identified as important elements in the communication model.

So they are targeted to help encourage the spread of word of mouth. The sender sends the message and some directly to the customer and part of it is taken by an opinion shaper who then conveys the message to the customer. The flow of communication eventually becomes like a communication network between customers and opinion leaders – everything is built around the brand. The company facilitates this as a conversation. Thus, it stays close to the customer because it can see and listen to what is being said. This allows the company to communicate easily with customers and eventually develop strongly customer relationships. Newsgroups, blogs, Facebook pages, and discussion rooms are filled with discussing brands, their applications, problems, issues, ideas, improvements, and a broader array of topics related to some brand value. In a sense, a network of conversations is being built and revolving around the brand so that the promotional media issued becomes useful and efficient.

Endorsements are one part of popular promotional media among teenagers and adults. The use of celebrities as part of a marketing communication strategy is a fairly common practice for large companies in supporting a corporate image or brand. One of them is that endorsements through twitter play a role in expanding the area of product sales and allowing an athlete to develop his own product (Abeza et al., 2017). The more followers of organizational leaders, celebrities, public figures, and people who have recognition and respect from many people, the greater the endorsement tariff imposed.

In addition to endorsements, some producers and brand holders crowdsource to collect ideas, services, or content through the contributions of many people. This idea was first written in an article by Jeff Howe in 2006 with the title "The Rise of Crowdsourcing" everyone uses the environment closest to them to create content, solve problems, and even do research and development (<https://www.wired.com/2006/06/crowds/>, n.d.). The groups involved in transmitting related data through the internet, websites, social pedia, and smartphone applications often they are referred to as paid freelancers but many also do it voluntarily according to the type requested.

All models on the face of the earth are subject to change as well as advertising. An advertising agency is an organization or group that is confronted by another major change in its communication model. They have to move from 'getting attention' to 'paying attention'. This presents a new challenge for agencies that used to win attention and create brand awareness. Now, when a visitor lands on the brand of a site, then it is the brand to be aware of. New sites and apps now share information from Facebook about users so they can tailor offers, features, and services to each individual's interests and tastes. The first impression and loyalty of consumers are made at the opening moments of a website visit and the extent to which such visits may be disrupted by pop-ups, pop-unders, and banner ads (McCoy et al., 2007). This is as determined by any information that the individual has published on Facebook, even if the person has never visited the site before. For example, participating websites such as [www.CNN.com](http://www.CNN.com) display customized information, goods, and services that are relevant to a particular visitor's specific interests – without the visitor even having to log in to that website.

One of the social pedia mobile applications that are able to combine community and opinions with official and responsible is DisCas Indonesia. DisCas is a social network from Indonesia that innovates to turn various issues into digital assets and monetize opinions. The application developer gave the term Social Pedia, and until now there has been no application similar to DisCas. The application user is a real account because the user must go through the

personal data verification stage first. Currently, the DisCas App is still in beta phase in the Play Store app. Another interesting thing, this application can provide economic value for its users, such as: users can buy and sell opinions, and users with interesting comments can have the opportunity to get paid. The DisCas app combines the main functions of several other applications into one application with a simple appearance. Due to the fact that there are often differences of opinion due to biased information and limited perspectives, DisCas App research then found ideas by turning various issues into digital assets and monetizing opinions.

How can the marketing communication of the DisCas Indonesia mobile application be known by the wider community? So that people can be smart in giving opinions and there is an appreciation for the opinions expressed. This article discusses some *of the marketing communication* carried out by DisCas in clarifying the *branding position* of DisCas Indonesia as the only social pedia in Indonesia. In line with the goal of DisCas Indonesia, which is to become a forum for smart discussions and find solutions to the latest topics that are often debated in the community.

Discas aims to maximize blockchain implementation for social impact. Discas collects the basic functions of several platforms and packages them into simple applications. For the first in the world, DisCas Indonesia gave the term "Social Pedia" to its mobile application. Social Pedia is expected to be a quantum leap that can make a major impact on the media industry, social development, and political polarization. Discas also simplified the concept and implemented blockchain gradually to penetrate millions of users. The ecosystem brings communities, students, investors, buyers, e-commerce, travelers, tour agents, property agents, businesses, media, institutions, and even governments together to connect.

Discas is an innovative discussion ecosystem that aims to solve controversial issues and monetize opinions. Social Pedia is a new term that was created, which has a system similar to social pedia, but without creating a "filter bubble" and also has ads. The unique advantage of Discas is that it makes the issue an object of investment and everyone has the opportunity to cash in on their opinion, providing the community with the best solution. Discas creates a platform to educate users and take on real social responsibility for a more knowledgeable society; supported by a strong will and collaborative mindset aided by the most advanced DisCas community and intelligent system capabilities of an application. The ecosystem brings communities, students, investors, buyers, e-commerce, travelers, tour agents, property agents, businesses, media, agencies and even governments together.

## **METHOD**

This research was conducted at DisCas Indonesia based on the interview results of the CEO of DisCas Indonesia, Deni Agus, then reviewed and reviewed the findings of several research results in the journal as well as theories of each variable in previous studies. Studies and studies are carried out in order to obtain in-depth results that become a reference for stakeholders and companies in implementing marketing communications so as to create SocialPedia brand awareness for customers. The data collection method in the study was carried out with interviews (in-depth and semi-structured) and document studies. The data analysis carried out is data analysis that follows Gillham (2000), namely by the method of categorization of themes and content analysis Miles & Huberman (1994) with general methods such as reducing data, exposing data, and drawing conclusions.

## **RESULTS AND DISCUSSION**

The Discas platform provides users to participate in intelligent discussions. Every user who wants to register for the Discas Application is required to do KYC and must fill in an invitation code from another user to avoid account forgery. Users can be Moderators, Investors, Commentators, or Appreciators. Contributions are beneficial to readers and active participants in the discussion. Moderator or Publisher is a medium that has been granted permission to publish breaking news on Request. Moderators certainly get a revenue share on issues or topics they create to share but they are not allowed to participate in discussions. An investor is a person who embeds their DISC into a topic. There will be a value on each raised topic depending on the market. Again popularize the topic, more DISC and black applause they gain. A commentator is a user who participates to solve a problem or shares an Appreciator is a user who supports an opinion, idea, or solution on a topic by clapping hands in various colors and must follow the rules. Each user can only give one applause for each comment. Appreciators also have the opportunity to benefit from the topics they are involved in. Facts from various sources of information. It can also provide ideas, opinions, or solutions based on their perspective and knowledge. Each comment has the opportunity to get various colors of applause that different scores have. The applause they get accumulates in their public profile and can be converted into a DISC.

*Black Claps* can be purchased on the platform as the second balance of DISC, the function of applause is to appreciate commentators, news, and votes. The voting method on DiscCas uses the vote slider for voting. Period voting can be done at any time after the topic is published. The price of a topic is determined based on the popularity of the issue. The more popular the problem, the higher the problem score.

According to Morrisani (2015), marketing communication activities include 1) advertising, 2) direct marketing, 3) sales promotion, 4) personal selling, 5) interactive marketing; and 6) public relations. Of the six things, marketing communication can take place by combining these things so that marketing communication can run up and effectively. According to Limakrisna & Susilo (2012), marketing communication indicators are: 1) Accuracy of marketing communication objectives, 2) Accuracy in choosing the target market, 3) Consumer costs in seeking information, 4) Media accuracy, 5) Clarity of information, 6) Effectiveness of marketing communication, and 7) Accuracy of measuring marketing communication activities.

Basically, the communication process of delivering brand messages that have been created to become perceptions or be in the minds of consumers, can not go fast. Likewise, building a global brand image is often slow, given the various differences in the global market, namely: there are differences in product life cycle and differences in the level of understanding of what a brand is and the emotional level that exists between different cultures. Another obstacle exists that corporate organizations may still rely on corporate systems and culture, and do not or have not taken an integrated global approach (Schultz et al., n.d.). Thus, in spreading sales messages on a global approach, an understanding of global media is also needed, especially online media traitor patterns.

## CONCLUSION

DiscCas technology enables our users to impact their country or society by reducing polarization and wealth and income inequality, measured using the Gini ratio. Political stability directly affects the trust given by the international community and investors. Foreign investors consistently reward countries that support the rule of law, the protection of human rights, and policies that prevent high levels of corruption. In the future, Discas is expected to produce many smart influencers who are able to spread a positive impact on society. However, it not only addresses heavy topics but is also geared toward fun topics for entertainment purposes. It is also expected that the results of the discussion of marketing communications in Discas will become a reference for decision-makers.

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