

Program perencanaan komunikasi pemasaran terpadu limitless life with mocash = Integrated marketing communication planning limitless life with mocash

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Abstrak

MoCash adalah salah satu fitur mobile payment yang disediakan oleh mobile banking BRI. Pada periode Maret hingga Agustus 2014, Limitless Life with MoCash diajukan sebagai ide utama kampanye promosi MoCash. Hal ini didasari oleh value hidup para khalayak sasaran yang selalu ingin meningkatkan kemampuan hidup dan merasakan keleluasaan dalam mendapatkan apa yang diinginkan. MoCash ingin mengukuhkan posisinya sebagai salah satu mobile payment berbasis handphone yang mempunyai jangkauan transaksi terbesar dibanding para kompetitor sehingga mampu mewujudkan keinginan khalayak yakni bebas mendapatkan apa yang ia inginkan tanpa terhalang batas transaksi.

Kondisi pasar di Indonesia sendiri saat ini adalah ramainya promosi produk pembayaran elektronik yang membuat khalayak sulit membedakan produk satu dan lainnya. Tantangan lain yang dihadapi MoCash menurut data riset yang diperoleh adalah, kurangnya awareness, serta masih adanya citra ketinggalan jaman yang melekat di brand induk, BRI. Untuk itu dalam kampanye ini, disusun strategi yang terbagi ke dalam tiga tahap untuk menjawab tantangan tersebut, yakni tahap 1 untuk product knowledge, tahap 2 untuk product contact, dan tahap 3 untuk product acquisition. Kampanye dengan strategi 3 tahap ini memerlukan total biaya kampanye sebesar Rp. 47.096.810.930,- selama enam bulan.

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MoCash is a mobile payment feature which is provided by BRI mobile banking. MoCash wants to strengthen its position as the widest reach payment among its competitors. So for March to August 2014 campaign, Limitless Life with MoCash has been chosen as The Big Idea based on its target markets' life value. They are people who always want to upgrade their lives and be able to get whatever they want with less boundaries. With this big idea, MoCash comes up as a mobile payment which enables people to buy anything they want to upgrade their lives without being stopped by the existing transaction limits.

The status of Indonesia's mobile payment market today is very cluttered. There are so many mobile payment products have been launched at the same time, and this situation makes the audience confused to differentiate one product to another. Besides that, MoCash still has to face awareness and old brand image issues. As a consideration, this campaign have divided its communication strategy into three levels. The first level is product knowledge, the second is product contact and the last one is product acquisition. With those 3 levels strategy, this campaign costs Rp. 47.096.810.930,- for six months.