

Strategi komunikasi untuk meningkatkan brand awareness produk digital "BDB Audio News" = Communication strategy for increasing digital product brand awareness "BDB Audio News" / Kezia Rafinska Soplantila

Kezia Rafinska Soplantila, author

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Abstrak

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BDB Audio News merupakan sebuah aplikasi baru berbentuk berita audio digital yang berisi update berita harian dan dikelompokkan berdasarkan berbagai kategori sesuai minat baca para target audiensnya.

Dibentuk berdasarkan ide inkubasi dari sebuah Digital Production House yang melihat di era globalisasi target pengguna yang disasar melakukan mobilitas yang tinggi namun tetap membutuhkan informasi terbaru setiap harinya . Jenis aplikasi seperti ini merupakan hal yang baru di Indonesia sehingga BDB Audio News sebagai produk digital baru memiliki permasalahan dengan awareness dan positioning dimata target penggunanya.

Serangkaian strategi komunikasi yang mengusung Big Idea ?Faster,Smaller,Better? mencoba untuk memperkenalkan aplikasi berita audio pertama di Indonesia ini sebagai aplikasi dengan kecepatan download berita yang tinggi dibandingkan portal berita konvensional yang sering kali lama untuk diakses karena banyak iklan dan gambar dengan resolusi yang cukup tinggi, memiliki memori aplikasi kecil, yang tentunya menjadikan aplikasi ini lebih baik dan lebih praktis dibanding harus terlebih dahulu membuka portal berita konvensional untuk mengakses informasi atau berita.

Dengan menggunakan strategi digital yang terdiri dari web banner, social media dan web review serta memanfaatkan online forum sebagai alat untuk menjangkau target audiensnya. Biaya kampanye ini sebesar Rp. 118.150.000,00. Proses evaluasi dan monitoring akan dilaksanakan dengan menggunakan instrument digital untuk mengukur tingkat efektivitas dari kampanye ini.

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ABSTRACT

BDB Audio News is a new digital mobile application contains daily update news and grouped on some category based on the target audience interests. Created from an incubation idea by a Digital Production House seeing the condition in globalization era which the targeted user having a high mobility but also need an updated information every day. This kind of mobile application is a new thing in Indonesia, that?s why BDB Audio News as a new product having a problem with brand awareness and positioning for the target audience.

A series of communication strategy with Big Idea ?Faster, Smaller, Better? wants to introduce BDB Audio News as the first Indonesian Audio News with high speed news downloaded compared to conventional news portal which low speed loading because of many online advertising and high resolution picture on that website. BDB Audio News also use small space of phone storage which make this apps better and simple than visit the conventional news website.

This campaign use a digital strategy contains web banner, social media and web review also online forum to reach the specific target audience which cost Rp. 118.150.000,00. The monitoring and evaluation process

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