

Peranan brand activation dalam membangun citra positif Uber = The role of brand activation to build positive image on Uber

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20423931&lokasi=lokal>

Abstrak

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Transportasi merupakan sarana vital bagi manusia perkotaan saat ini. Di Indonesia sendiri, khususnya di Jakarta malah terjadi peledakan jumlah kendaraan hingga menyebabkan macet yang tak terhindarkan di setiap harinya. Untuk mengatasi kemacetan seperti ini, Pemerintah DKI Jakarta sedang mengembangkan transportasi massal yang aman dan nyaman seperti Transjakarta, Kopaja AC, Monorail, dll. Disaat masalah transportasi belum terpecahkan, muncul berbagai macam transportasi berbasis teknologi yang mudah dan menawarkan berbagai fitur dan harganya murah seperti misalnya Go-Jek, Blu-Jek, GrabTaxi, Uber, dan lain sebagainya. Diantara transportasi berbasis teknologi ini yang paling kontroversial adalah Uber. Hal ini dikarenakan Uber sangat disukai masyarakat namun banyak melanggar aturan sehingga dikecam oleh Pemerintah. Brand Activation adalah sebuah konsep yang dirasa mampu membedah fenomena ini. Konsep Brand Activation terdiri dari produk, identitas, pegawai dan komunikasi. Dengan membedah ke-empat hal ini, dapat dilihat bahwa Uber telah melakukan Brand Activation. Tetapi sayang, Brand Activation yang dibangun Uber kurang maksimal sehingga timbul banyak masalah terutama dengan pemerintah.

ABSTRACT

Transportation becomes a vital element in the urban age nowadays. In Indonesia, especially in Jakarta, the very huge amount of vehicle causing one of the biggest problem in the daily activities of the citizens, traffic jam. To overcome this situation, the government of DKI Jakarta is now developing the mass transportation which is better than the previous, such as, Transjakarta, Kopaja AC, Monorail, etc. During this critical moment, where the problem has not been solved yet, another kinds of transportation like Go-Jek, Blu-Jek, GrabTaxi, and Uber, appears to be an alternative way. These technology-based transportation brings us a new feature in terms of simplicity, comfortness, and the cost as well. Among many technology-based transportation, Uber is considered to be the controversial one for the reason of infringement of the government regulation, contrary to the fact that Uber is well appreciated by the public. Brand Activation is a concept that regard as a way to dissect this phenomenon. This concept consists of product, identities, employee and communications. By dissecting these fourth elements, it can be seen that Uber has been doing the Brand Activation. Unfortunately, the Brand Activation which has been built by Uber is not maximal and it is impacted to emerge many problems especially with government.