

Brand Positioning Bukalapak sebagai Marketplace Voucher Game di Indonesia = Bukalapak's Brand Positioning as a Voucher Game Marketplace in Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi brand positioning yang tepat untuk Bukalapak dalam industri voucher game di Indonesia, melalui analisis unique selling point dari produk dan layanan top up voucher game di Bukalapak. Analisis brand positioning ini memberikan insight baru bahwa Bukalapak dapat memposisikan brand miliknya sebagai 'Marketplace voucher game dengan promo terbanyak'. Upaya memperkuat brand positioning Bukalapak juga dilakukan dengan merancang program komunikasi melalui social media marketing, berupa content marketing, influencer marketing, dan social media advertising.This study aims to identify the strategic brand positioning for Bukalapak in the game voucher industry in Indonesia. The determination of the brand positioning is supported by the analysis of the unique selling point of the top-up game voucher products and services at Bukalapak. This brand positioning analysis provides new insight that Bukalapak can position itself as a 'Game voucher marketplace with the most promos'. Efforts to strengthen Bukalapak's brand positioning in the mind of the audience are also supported by communication efforts through social media marketing which is implemented in content marketing, influencer marketing, and social media advertising.