

Bangga Buatan Indonesia Campaign Perception and Attitude in Tokopedia Consumer

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Abstract:- Covid-19 pandemic affects a lot of people especially in financial aspects, businesses couldn't operate normally that result in people being fired or having to cut some of their salaries in order to keep the business running. Foremost MSMEs that only operated offline, they force to stop the business during Large Scale Social Restrictions (LSSR). Indonesia government launched the Bangga Buatan Indonesia campaign to help small-medium businesses to survive during the pandemic to transform into digital form. Tokopedia is one of the e-commerce platforms that support the initiative. The research is to find out what is the Tokopedia consumers perception and attitude towards the Bangga Buatan Indonesia campaign. With the qualitative descriptive with a semi-structured interview approach, it result that Tokopedia consumers perceive the BBI campaign in a neutral way, and not really interested to explore more about the features due the minim of exposure in the platform.

Keywords:- Bangga Buatan Indonesia, Campaign, Perception, Attitude, Tokopedia.

I. INTRODUCTION

Pandemic COVID-19 has affected thousands of people, who are either sick or are being killed due to the spread of this disease in Indonesia and Global. Local governments with the approval of the Ministry of Health agreed to stipulate Large Scale Social Restrictions (LSSR) to prevent the virus from the spread. The restrictions cover closing public places, restricting public transport, and limiting travel to and from the restricted regions.

LSSR has affected business operations, most of them need to be closed, and others could be open with restrictions including pharmacies, supermarkets, gas stations, and any other essential places. In this uncertain time many businesses have reduced their employees' salary even laid off, and others need to close the business themselves. The Ministry of Finance (2020) explains that the unemployment rate during a pandemic increased to about 2,67 million people. In detail, 29.12 million workforces affected by Covid-19, 2.56 million people were unemployed, 0.7 million people were not in the labor force, 1.77 million people were temporarily unemployed, and 24 million people worked but with a lower hour.

In areas that implement large-scale social restrictions (LSSR), it positively affects the economy. Jakarta, as the first city to apply the regulations, the economic activity doesn't stop totally, about 75% halted for 14 days in the most exceedingly terrible situation, us having an implication of - 2.78% against net Regional domestic product (PDRB), and an abatement in household income of - 2.77% (CNBC, 2020).

SMEs in Indonesia have contributed about 57% of Indonesia PDB. Databoks, an economic and business statistical data portal, published a research that in the 8 years SMEs contributed to PDB increased three times from only 3 quadrillion Rupiah in 2010 and almost 9 quadrillion Rupiah in 2018.



Figure 1 : MSMEs contribution to Indonesia Gross Domestic Product (GDP)

This situation initiated the government to help micro small businesses survive by creating a campaign namely Bangga Buatan Indonesia. Led by the Ministry of Maritime, followed by Ministry of Trade, Ministry of Communication & Information Technology and other government institutions. Presiden Joko Widodo, launched the initiative on May, 14th 2020, the campaign objective is to help digitalize the MSMEs through financial stimulus and facilitating the digital environment.

Suyudi (2020), through this campaign, the government provided a financial stimulus for MSMEs and ultra-micro about 123.46 trillion rupiah of the total national economic recovery program budget of 607.65 trillion rupiah. Data from the Ministry of Communication & Information Technology shows that starting May 14, when *Bangga Buatan Indonesia* was launched, until June 23, there were 599,300 MSMEs and ultra-micro enterprises joining the digital platform.

BBI also conducts some training to educate MSMEs owners to digitise and optimise their business, start by introducing the digital environment, how to find the right channel up to how to use digital tools to promote. This campaign is supported by *idEA - Indonesian E-Commerce Association* and its members such as Tokopedia, Bukalapak, Lazada, Blibli, Shoppe and many others.

Tokopedia, e-commerce from Indonesia named as number one e-commerce from *iPrice* in the 2019 and has created features to promote the BBI campaign. This research is to find out what is the Tokopedia consumers perception and attitude towards the *Bangga Buatan Indonesia* campaign.

II. LITERATURE REVIEW

A. Consumer Behavior

Kotler (2009:190) defined consumer behavior as how individuals, groups, and organizations choose goods, services, ideas, even experiences to satisfy their needs and wants. Schiffman, elaborate that consumer behavior is how consumers' actions during searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs.

B. Perception

Oxford Dictionary defined perceptions as an idea, a belief or an image you have as a result of how you see or understand something; b) the way you notice things, especially with the senses; c) the ability to understand the true nature of something. Perception is divided into three stages, Schitman & Joseph (2015) explain perception is the process by which people select, organize and interpret information to form a meaningful picture of the world. Perception is a series of consumer exposure and attention which is stimulated and interpreted individually in marketing processes (Hawkins, & Mothersbaugh, 2010). Subsequently, perception is the first and the most practical step in consumer buying decision processes to select stimuli from their atmosphere. Stimuli are any units of inputs from objects that are perceived by any one of the five senses- vision, sound, touch, taste and smell (Wells & Prensky, 1996).

The process of perception consists of three elements which are exposure, attention and interpretation within four steps: begin with receiving information from outside, selecting information, organizing information and end with interpreting (Kotler, 2005 in Alcheva et al. 2009).

Stages of Perception

1. The first stage of perception is exposure (receiving information). It occurs when a stimulus is placed within a person's relevant environment and comes within range of their sensory receptor nerves. (Hawkins & Mothersbaugh, 2010). Exposure provides consumers with the opportunity to pay attention to available information but in no way guarantees it. An individual can be exposed to only a minuscule fraction of the available stimuli. Generally, people pursue information that they consider will help them achieve their goals.
2. Attention (selecting information) occurs when the stimulus activates one or more sensory receptor nerves, and the resulting sensations go to the brain for processing. Individuals will perceive information differently in accordance with their needs, expectations and previous experiences. These help them designate meanings to the stimuli and distinguish services or products that will offer particular benefit to them.
3. Interpretation (interpreting information) is *the assignment of meaning to sensations*. Interpretation is related to how we comprehend and make sense of incoming information based on characteristics of the stimulus, the individual, and the situation. Individuals will interpret the chosen stimuli once the selection and organization processes have been completed, the process will work based on their expectations & past experiences. Interpretation results could be cognitive "thinking" processes or an affective "emotional" process. Cognitive interpretation is a process whereby stimuli are placed into existing categories of meaning, and affective interpretation is the emotional or feeling response triggered by a stimulus such as an ad.

C. Attitude

An attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of the environment (Hawkins & Mothersbaugh, 2010). The attitude can be anything that people discriminate and hold in mind and thereby express in either positive or negative way (Bohner & Wanke, 2002 cited in Alcheva et al., 2009). The tri-component attitude model maintains that attitudes consist of three components: cognitive (beliefs), affective (feelings), and conative (response tendencies).

Attitude elements : cognitive, affective, behavioral.

The cognitive component consists of a person's cognitions, that is, the knowledge and perceptions of the features of an attitude object that the person acquired from direct experience with the attitude object and information from various sources. This knowledge and perceptions commonly are expressed as beliefs; that is, the consumer believes that the attitude object possesses or does not possess specific attributes. (Schiffman, 2015). The affective component refers to individuals' emotions and feelings regarding the attitude of the object or issue, which are considered evaluations, that could be negative or positive in the specific context.

The behavioral component of an attitude is an individual's tendency to respond in a certain manner toward an object or activity. In the consumer fields, the conativ component is considered as consumer intention to buy.

In fact, these three stages have been developing an attitude about a product as well as have influenced each other. In the process of formulating attitude, these elements do not need to be in respect that might start with any of these three and afterwards will play together as Blythe (2008) referred in Alcheva et al. (2009).

III. METHOD

This research uses a qualitative approach. The nature of this research is descriptive exploratory, meaning that we tried to describe the characteristics and concepts of perceptions and attitudes towards the Bangga Buatan Indonesian campaign in the context of Tokopedia e-commerce customers. Qualitative research is the process of gaining an in-depth understanding of problem solution and obviously concentrates on finding the meaning of particular circumstances.

This research is limited to the audience's point of view, whether the audience sees the campaign attractive to their perception and attitude in the Tokopedia platform.

The object of research in this journal is the Bangga Buatan Indonesia campaign. The researcher immediately acts as the main researcher who carries out the research process directly, and collects data using primary and secondary data collection techniques. Primary data conducted is in-depth interviews. Secondary data used were observation and literature study.

1. Interview

Primary data obtained by conducting interviews. The type of interview conducted was a semi-structured interview. Audiences were selected using purposive sampling technique with criteria, spending at least 5 times a month in Tokopedia platform. Five people were interviewed for data collection. We recorded conversations during the interview for data transcription.

2. Observations

Observation is interpreted as an activity to observe directly without an object mediator to closely observe the activity to the object. This technique requires observations from researchers either directly or indirectly on research (Kriyantono, 2014). Researchers conducted participant observations in November-December, 2020. The observations were made through the Tokopedia e-commerce platform, which is accessed either via mobile or website.

3. Literature Review

Secondary data in this study was conducted through literature studies. This secondary data can be collected by studying the literature, both documents and documentation. Researchers take secondary data from journals, press releases, conferences, or other sources that directly explain the Bangga Buatan Indonesia campaign.

IV. RESULTS AND DISCUSSION

A. Perception

The BBI campaign information distributed through different channels included mass media and online media. Our respondents have different ways to find out about the campaign, only 1 respondent that knows the campaign through Tokopedia platform, where others knew from the external factors such as colleagues, friends, and through the outdoor banners. Respondents also understand about the big ideas of the campaign that promote local business, only the one who get information through outdoor banners that mix matched the campaign and the Indonesia independence day campaign due the flag ornament that filled the banners space.

For the BBI features in Tokopedia, our respondents have a similar response that they noticed the feature in the platform through the campaign logo. But they also think that the campaign logo size was too small, just a thumbnail rather than a section, compared to the campaign that was owned by Tokopedia. It is not directly put in the first page, but we have to move a little to the right to find the BBI features. One of the respondents found out the feature when he wants to pay the bill, because the section is right beside top up/bill features.

They appreciate the participation of Tokopedia as an e-commerce platform to contribute to support the government campaign BBI that helps SMEs business during pandemic.



Figure 2 : Bangga Buatan Indonesia Logo



Figure 3 : BBI Features in Tokopedia

To recognise the campaign in the Tokopedia platform, almost all our respondents notice the campaign logo that becomes the thumbnails image. One respondent recognised the campaign through the products catalogue, where she found the products with the campaign logo. The logo classified whether the online shop is part of the BBI campaign or not. Thus the products the online shop has will be embedded with the campaign logo.

In order to gain more attention to the BBI campaign, they suggest that Tokopedia should give more spaces for the campaign in their platform. Bigger spaces seem to be more interesting for them because it is easier to get their attention on the bigger banners rather than small thumbnails. On the other hand, they suggest using the searching features to only find the products in the BBI campaign, for example people want to buy masks, only for the shop that participates in this campaign thus searching features. They also recommended Tokopedia to be more active promoting the campaign in a creative and attractive way, so more people will see how Tokopedia really put effort promoting the national campaign that helps SMEs business owners.

In their point of view, Tokopedia as e-commerce only passively supports the government *Bangga Buatan Indonesia* initiative by enabling the logo and thumbnails features in their platform. This led to our respondents' perception that this campaign it's not enough to persuade them, as potential buyers, to support this campaign. Even though they agree that this initiative is a good movement, especially during this pandemic, and appreciate Tokopedia support, they think it was just a formality campaign.

B. Attitude

Most of our respondents gave neutral impact regarding this feature, they knew and understood the initiative of BBI but didn't feel motivated to do so. One respondent feels that the platform is not giving enough effort to promote the local products, and prefer other channel, social media to find out local brands and products. Others respondent impression to this campaign's lack of emotional message, that's not triggering her to do the action, buying the local products from local brands. Others feel that the shop performance and reviews are more important for her in deciding whether or not to buy a product, it will be great if the product is sold by MSMEs that participated in the campaign, but it was okay if it was not. Only one respondent that thinks this campaign influenced her to buy the product that has BBI logo on the pictures, she thinks this Tokopedia features help her to be more aware of Indonesia MSMEs and curiosity to try the local products.

In order to convince them to take action toward the campaign, the platform should give more considerations to promoting the campaign. Currently there are rising content creators platforms that could be used, which make it more interesting even inspire the idea to them. The second one is to give bigger spaces and front spaces to the campaign, so more people will notice the campaign, also enabling a searching feature that will help Tokopedia consumers to find a product in the BBI campaign.

V. CONCLUSION

Bangga Buatan Indonesia features that were created by Tokopedia in supporting the government initiative are known and understood by the Tokopedia consumers. But the lack of exposure, from the small size features that hardly to recognise if we didn't move the thumbnails, the locations that not in the front pages it's perceived as only ordinary features and it is less obvious that Tokopedia is not really serious about promoting this campaign, just for formality.

To gain more people to participate in this campaign through their platform, Tokopedia should do some improvement regarding the BBI sections. The most important thing is to give a bigger space for the BBI campaign, so people will easily see the logo and take action from it. The same is to move the features in the front page, other suggestion to create a search feature that will help people to searing specific products that only from the participants of BBI campaign.

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