Communication Strategy of the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness Among the Internet Service Users

Tine Agustin Wulandari[1], Erik Wirawan[2]

[12]Communication Science Department, Faculty of Political and Social Science,
Universitas Komputer Indonesia, Bandung, Indonesia

E-Mail: [1]tine.wulandari@email.unikom.ac.id, [2]erikwirawan@mahasiswa.unikom.ac.id

Abstract. The communication strategy is a giver of direction in communication planning with communication management to achieve predetermined goals. Brand awareness is one of the goals that requires a communication strategy because brand awareness is related to the brand's ability to provide an imprint in memory. For a company that has just been established in the last few years, of course, it is a challenge to increase brand awareness among internet service users. Moreover, for the company engaged in internet service which has fierce competition. This research aimed to describe the communication strategy of the first digital internet service provider company in Indonesia to increase brand awareness in internet service users. Through qualitative approach with case research on By.U Indonesia, which was founded in 2019 and claims to be the first digital internet service provider in Indonesia. The result showed that By.U Indonesia is in a brand recognition position where users can recognize By.U Indonesia brand by identifying the visual elements used by By.U Indonesia at each stage and part of the communication strategy. Researchers concluded that Communication Strategy of By.U Indonesia as the first digital internet service provider in Indonesia in increasing brand awareness among internet service users has been shown various developments, proven by the increasing number of downloads of By.U application, and also proven by 7 (seven) awards that achieved from 2020 to 2021. This research impact is to provide overview for newly established companies in planning communication strategy that can boost brand awareness in internet service users.

Keywords: Communication Strategy, Brand Awareness, Internet Service Provider, Consumers

1. Introduction

Communication strategy in the business world is a mandatory component for the running of the wheels of a company's activities. The definition of communication strategy according to Middleton in Cangara, is a perfect combination of communication components, such as communicators, messages, media, message recipients to the effects that occur, which are designed in such a way as to achieve the desired communication goals. Cangara also reveals that the need for experts in conducting communication programs is increasingly needed. Not only in conducting public relations programs at government institutions and a company for the purpose of maintaining the image or conflict between agencies and the media, but also as an effort to improve marketing, whether it is social marketing, commercial, or for political marketing purposes [1]. So, basically the communication strategy conducted by the company has various objectives, for example a communication strategy as a step to survive in competition with other business competitors.

Competition in business can occur in various fields, such as competition among digital internet service providers. The rapid development of technology encourages the need for information exchange in the digital era which is increasing, causing competition among internet service providers to face a very tight level. Apart from being required to have a network (signal) that is stable, strong, and has a wide coverage area, every internet service provider company must design various strategies to achieve profits for the company by presenting various innovations owned by the company to be able to compete among other competing brands.

In 2021, Indonesia has some brands of internet service providers, including simPATI, kartuHalo, Kartu As and By.U from Telkomsel, IM3 Ooredoo from Indosat Ooredoo, Tri from Hutchinson 3 Indonesia, Smartfren, and XL Axiata. Each brand will certainly compete with each other to attract public interest. Therefore, internet service providers must be ready to face the challenges of the existing environment, such as by designing a communication strategy. Communication strategy is an action taken by the company to achieve a goal, where planning and goals will be formed if the processes in making the communication strategy are arranged optimally. Therefore, the business world with communication science has an inseparable bond, because in the process of running a business, there are communication activities that are played by each party with their respective goals.

One of the digital internet service provider currently competing is By.U Indonesia. By.U is the newest digital internet service provider released on October 10, 2019 by Telkomsel, the first digital internet service provider company in Indonesia which is a subsidiary of PT. Telekomunikasi Indonesia. By.U is a brand in digital internet services provider that was deliberately developed specifically by Telkomsel to reach the Gen-Z segment in Indonesia, and also as a step and strategy in reaching internet service users who want to feel the convenience of choosing internet and telephone packages according to their needs [2].

Generation Z (or abbreviated as Gen-Z) based on the results of research conducted by Bencsik and Machova in 2016, as quoted by Yanuar Surya Putra that Gen-Z was born and grew up along with technological developments computers and mobile phones, so this generation is called the "internet generation" or iGeneration. This generation who was born between 1995 and the 2010s does a lot of social interaction through cyberspace, because since childhood they have been familiar with smartphones and technology. Gen-Z is categorized as a creative generation, multitasking, very fond of and expert in operating the technology, easily influenced by the environment in choosing a product or brand [3].

Every consumer tries to fulfil their life needs with maximum fulfilment. Consumers play an important role in the sale of goods and services. By.U strives to meet the demand for people's internet needs, especially the younger generation at affordable prices, especially during the Covid-19 pandemic where everything is online. Therefore, it is very appropriate for By.U, which provides all-digital services, from choosing a number, buying credit, choosing a quota that can be adjusted according to your needs, all of these things can be done with just one application. It is important for By.U to make a strategy to provide innovation by following the times and the needs of the community, so that By.U will always be present in the minds of its users.

Even though By.U is under the auspices of the Telkomsel company, By.U as a new provider can't just compete with other competitors because of the shadow of the already big Telkomsel brand. In achieving success and intense competition in the digital internet service provider industry, By.U as a the first digital internet service provider must be able to survive in the competition and bind the hearts of users by designing communication strategies to build brand awareness in its users, so that more loyal users can be created.

According to Patricia F. Nicolino (in Swasty), a brand is an entity that is easily recognizable and promises certain values. That means, something that has a distinct and distinct existence and easily separates one similar item from another through some means. The promises in question are in the form of things that the product or service provides to customers [4].

Brands are needed to differentiate a product from other products, so a strategy is needed in positioning a brand that can survive in increasingly strong industrial (media) competitions [5]. Like what

distinguishes By.U from other brands of internet service providers, so that audiences can directly reach the level of brand awareness of By.U.

By.U as the first digital internet service provider must at least pass through various levels of brand awareness. As revealed by David A. Aaker in Durianto et al. that brand awareness has several levels that can be described as a pyramid. The lowest level is brand unaware (not aware of the brand), one level above is brand recognition, the next level is brand recall (remembrance of the brand), then the top level is top of mind which is the success of a brand to be recognized [6].

To increase the quality of the research, previous research which is considered relevant is used as comparison materials:

First, research conducted by Melly Maulin Purwaningwulan from Universitas Komputer Indonesia. This research is entitled *Strategi Public Relations Industri Islamic Fashion Indonesia dalam Membentuk Branding "Cantik Islami"*. The research that used qualitative approach with study case research method has the objectives of knowing the facts of the dynamics, the branding strategy that has been conducted, and to find out the Public Relations strategy of the Islamic Fashion industry in Indonesia in forming the '*Cantik Islami*' branding. The conclusion of this research showed that the Public Relations strategy in forming '*Cantik Islami*' branding makes the direct involvement of consumers as those who play a role in optimal utilization of communication media. Consumers need a personal touch from the company as a form of branding. Different company visions and missions cause the 'Naturally Beautiful' Branding to be translated by the company in different forms, so the company will carry out various strategies as well. Islamic teachings and fashion trends will remain a reference in planning the strategy [7].

Second, entitled Pengaruh Brand Awareness, Brand Association dan Perceieved Quality (Studi pada Produk Water Purifiers merek Forbes PT. EURO P2P DIRCT INDO) was conducted by Mohammad Wasil from Faculty of Economics and Business, Universitas Mulawarman, Samarinda. This research using quantitative research method aims to answer the problems of the three hypotheses proposed, including: 1) the relationship between brand awareness and purchasing decisions, 2) the relationship between brand associations and purchasing decisions, and 3) the relationship between perceived quality and purchasing decisions. The results of the analysis show that brand awareness has a positive but not significant effect on purchasing decisions. Then the brand association has a positive and significant effect on purchasing decisions. While the perceived quality also has a positive and significant effect on purchasing decisions. That way, brand awareness, brand association, perceived quality have a positive effect on purchasing decisions for this Forbes brand drinking water filter [8].

Third, *Pengaruh Tagline #SemuanyaSemaunya Terhadap Brand Awareness By.U pada Followers Instagram @Byu.Id* by Najmi Nuzuliya Rahmani and Berlian Primadani Satria Putri from the Communication Science Department, Faculty of Communication and Business, Telkom University which was published in the e-Proceeding Journal of Management Vol. 7 No. 2 of 2020. This research was conducted to determine the effect of the #EverythingSemaunya tagline on By.U brand awareness on Instagram followers @byu.id, using the tagline as the independent variable (X), while brand awareness is used as the dependent variable (Y). The research findings can be concluded that the tagline has an effect on brand awareness by.U. The results of this research can be used as a reference for companies, especially in increasing brand awareness of their products in the eyes of the public, by using the tagline as a component in advertising [9].

Fourth, research conducted by Wawan Prasetia and Anas Hidayat from the Master of Management Faculty of Economics and Business, Universitas Islam Indonesia. The research, entitled The Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty on Purchase Intention, published in the Archives of Business Research Society for Science and Education UK Volume 9 Number 12 in 2021. Research respondents with this quantitative research method came from consumers and potential consumers who will or have bought cement as many as 200 respondents. This research used the planned behaviour theory approach aimed to determine several hypotheses: 1) The positive effect of brand awareness on brand loyalty and purchase intention; 2) The positive effect of brand association on brand loyalty and purchase intention; 3) The positive effect of perceived quality on brand loyalty and purchase intention, and; 4) The positive effect of brand loyalty on purchase intention. Results

of the analysis showed that brand awareness, brand association and perceived quality have a positive influence on brand loyalty. Meanwhile, brand awareness, brand association and brand loyalty have a positive influence on consumers' purchase intentions to buy cement. However, the effect of perceived quality on consumer purchase intention is not proven to have a positive effect, this means that the perception of the quality of cement products does not have a strong reason in the minds of consumers to choose the brand [10].

Fifth, research entitled The Impact of Social Media on Brand Awareness: With Special Reference to Facebook Use in Fast Moving Consumer Goods in Sri Lanka. This research was conducted by Upeksha AS Yapa from the Faculty of Management Sciences, Uva Wellasa University, Sri Lanka. Published at the 2nd Interdisciplinary Conference of Management Researchers at Sabaragamuwa University of Sri Lanka in 2019. Used 200 residents of Sri Lanka's Colombo District who have a Facebook account and use at least one brand of Fast-Moving Consumer Goods (FMCG) as sample. This quantitative research method was conducted through online surveys to collect data by analysing User Generated Communication and Firm Generated Communication, both of which are the two main components of social media marketing as an independent variable and brand awareness as a dependent variable to see the relationship between these two factors. The results of the analysis showed that User Generated Communication and Firm Generated Communication have a positive relationship and influence on brand awareness. Social media has a positive influence on brand awareness among consumers in the Fast-Moving Consumer Goods (FMCG) industry [11].

Based on the description of the relevant research, so that the researchers make a reference for this research. The purpose of this research is to examine Communication Strategy of the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users. Using a qualitative approach with a descriptive study because it is more appropriate and relevant. The novelty of this research is the in-depth description of the communication strategy conducted by By.U Indonesia who claimed as the First Digital Internet Service Provider Company in Indonesia, which consists of several stages. From the explanation above, the following problems are formulated:

1. How is Research and Analysis of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users?
2. How is Strategic Design of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users?
3. How is Development and Testing of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users?
4. How is Implementation and Monitoring of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users?
5. How is Evaluation and Re-planning of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users?

2. Method

This research used qualitative approach with descriptive method because it is more appropriate and relevant, aims to be able to elaborate more deeply on the communication strategy conducted by By.U Indonesia in increasing brand awareness among internet service users. According to Elvinaro Ardianto, qualitative research, as quoted in his book entitled Research Methodology for Public Relations, states that qualitative methods use 5W and 1H as the formula. In addition to the data and facts obtained during the research, it is also known how the process of the data takes place, who can be used as research informants, where and when information can be found, and most importantly by observing and interpreting the facts from the research results [12].

Meanwhile, descriptive methodology is characterized by focusing on observation and natural settings. The researchers act as an observer, by observing the field situation. Then make behavioural categories, observe symptoms, and then the researchers will record them (observation guidelines are the instrument) [12].

Researchers used purposive sampling technique. According to Hamidi, the purposive sampling technique is a step in selecting samples based on individuals, groups, or regions based on certain beliefs that are believed to represent all existing parts of the analysis. These considerations will be found after the researchers observes the research location [13].

Branding Strategist of By.U Indonesia choose as informant because she was directly involved in the preparation of the communication strategy implemented in By.U Indonesia. Besides that, researchers chose users of internet service providers, including users of By.U, former users of By.U, and users of other internet service providers. Table 1 provide the full list of informants in this research which amounted to 8 people (see Table 1).

Table 1. Research Informants

Name and Age	Gender	Age	Information
Evita Purnamasari	Female	28	Branding Strategist of By.U Indonesia
Arkani Adila	Female	22	User of By.U Indonesia
Rida Ayu Pratami	Female	22	User of By.U Indonesia
Parda Halomoan Simatupang	Male	31	User of By.U Indonesia
Satriyo Hutama Putra	Male	25	Former User of By.U Indonesia
Agus Solihin	Male	30	Former User of By.U Indonesia
Ferry Nandriawan	Male	33	User of other internet service provider
Esther Golodya Saragih	Female	23	User of other internet service provider

The data collection technique in this research is literature study, field research conducted with non-participant observation, unstructured in-depth interviews, and documentation. The data validity test on the results of this research was conducted by extending observations, increasing persistence, triangulation, and member checking. The data analysis technique obtained from the results of this research is in several stages. The first stage is collecting data, the second stage is reducing data, the third stage is the process of presenting data, and the last stage is drawing conclusions.

3. Results and Discussion

In this section, the researcher will describe the findings obtained from observations and in-depth but unstructured interviews with research informants based on interview guidelines that the researchers compiled previously. The results of the research obtained regarding Communication Strategy of the First Digital Internet Service Provider Company in Indonesia to Increase Brand Awareness of Internet Service Users. In planning communication strategies, the John Hopkins Bloomberg School of Public Health developed a communication planning model called the "P" Process Model, including research and analysis, strategic design, development and testing, implementation and monitoring, as well as the evaluation and re-planning stages [1] [14].

1. Research and Analysis of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users

Research is used to represent a set of activities that aim to give meaning to something that is not right, so action is needed to be able to provide an explanation that needs to be straightened out. To be able to develop an effective communication program and understand the characteristics of the problem and its obstacles, a research and analysis process is needed where the analysis required is to analyse the situation and its audience [14].

This stage is the first stage in building and designing By.U products, which is called define customer needs. According to Purnamasari as Branding Strategist of By.U Indonesia, "There are stages in making By.U products, which include define, design, develop, and finally deploy. In the define stage, we mix the business model and value proportion of By.U. Basically, for us to find out where we will take By.U" (Purnamasari, Research Interview, April 15, 2021).

At this stage, By.U conducts 3 (three) analyses, including analysis of market conditions and customer voice, analysis of the company's business conditions and competitors, and analysis of domestic and foreign industry trends.

In analysing market and customer conditions, By.U conducted research on 10,000 people to find out market needs, by conducting beta testing directly to consumers. Through this beta testing, you will get feedback regarding the use and problems found when using By.U products. From this research, it is known that consumers of the younger generation prefer things that are simple, straightforward, easy, and fun. Purnamasari as Branding Strategist of By.U Indonesia said, "After experimenting with young customers, it turns out that they tend to be critical and prefer personalized services. Basically, after we interviewed about 10,000 people, we still haven't found out in general what kind of young people are. It turns out that they want to be able to organize themselves according to their individual preferences or needs. If it is compared, maybe Person A prefers to watch Korean dramas, while Person B prefers to watch Hollywood box movies" (Purnamasari, Research Interview, April 15, 2021). From the results of the analysis of market conditions, it is found that the results of the analysis of the voice of the customer, that the product must be easy, simple, can be personalized (personalized), and fun.

The research conducted to analyse the market condition aims to research how the behaviour of consumers in Indonesia, where consumers are very diverse as well as consumers in other parts of the world. Such as different cultures or customs, age, education, marital status, occupation, and especially different lifestyles. Consumers also have different hobbies and routines such as preferences in choosing different television shows, tastes in music, and different ways of dressing [15].

The next analysis conducted by By.U at the define stage is an analysis of the state of the company and business. At this stage of analysis, Telkomsel as the parent company has been considered mature for segmenting the older generation, but has not been able to reach the younger generation. Therefore, By.U was developed and segmented for the younger generation (GenZ).

When compared with Telkomsel as the parent company of By.U, Telkomsel has been able to satisfy the more mature segment or the older generation segment, but has not been successful for the younger generation segment. Telkomsel already has an image its own brand. Branding Strategist of By.U Indonesia, Purnamasari stated, "What is the perception of mostyoung people about Telkomsel? Surely the answer is old, expensive, not fun, rigid, just the negatives. This young man cannot be denied seeing Telkomsel like that. That's why we use the new image in By.U" (Purnamasari, Research Interview, April 15, 2021).

Image of the Telkomsel brand has been attached to the younger generation that Telkomsel is already known as a provider that even though the signal is everywhere (good) but the price is expensive, old, and quite complicated, so in this case By.U will be presented as something different (brand)., because By.U is presented to reach the segmentation of the younger generation that has not been achieved by Telkomsel.

In analysing the trend of the internet service industry at home and abroad. In analysing the trend of the internet service industry in the world, it is known that currently other countries have their own digital telco providers. According to Purnamasari as Branding Strategist of By.U Indonesia, "In 2018, we thought why in other countries we could make all-digital telco products, while in Indonesia there was no such thing. Finally, we decided to create a brand that will be the first digital provider in Indonesia" (Purnamasari, Research Interview, April 15, 2021). Researchers described the research process in the Figure 1 which showed from the 3 (three) analysis results that have been conducted, By.U formulated the analysis and obtained 4 (four) value propositions, including all digital, simple and flexible, transparent, and rewarding (see Figure 1).

Figure 1. Research and Analysis Process of By.U Indonesia

According to Kotler and Armstrong in Aji et al., value proposition can generate value for consumers. Consists of a combination of different elements that can meet the various needs of each segment. These values are in the form of quantitative and qualitative values. Quantitative value can be in the form of price or speed in serving, while qualitative value can be in the form of design, experience and consumer feelings when using the product or goods produced. The value proposition can be used as a reason why consumers should buy the product [16].

Audience analysis also conducted by By.U can be obtained from research results on questions, requests for services or complaints on By.U's social media, which are handled by the Customer Care team. During Research Interview, Branding Strategist of By.U Indonesia stated, "Usually for research, we simply look at the situation on social media, on Instagram about what complaints there are, in customer care there is a chat about what complaints, what feedback. That was the most fundamental thing from the start. We rarely start research without a complaint, or without customer feedback. Because we think it's a waste of time. However, if there are customers who complain themselves, it means that it is valid to happen to these customers. Next we will immediately follow up. Usually we do these things on a daily basis" (Purnamasari, Research Interview, April 15, 2021).

From the research conducted, it can be seen feedback from internet service users s to By.U regarding products, features, and services that have been used by internet service users. Feedback is one of the elements in the communication process, it is a response from the recipient due to the message received from the source of the information provider [1].

2. Strategic Design of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users

The strategic design or planning stage is the stage of determining goals, identifying audience/target segmentation, positioning concepts, classifying behaviour change, selecting communication channels, and planning communication between individuals [14].

After doing research and analysing it, 4 (four) By.U value propositions were found, including all digital, namely all features and services must be end-to-end digitally in one application. Simple and flexible is to give users the freedom to be able to choose products and services based on their needs. The third value proposition is that it must be transparent, where the terms and conditions on products and services must be clearly visible to users, and transparent in providing information about obstacles on the technical side. The next value proposition is rewarding, which is the concept of gifts for users.

After researching and analysing various findings at the research stage, then By.U will design a strategy for its products based on the value proposition that has been formulated at the research and analysis stage (define). Branding Strategist of By.U Indonesia on the Research Interview said, "After the define stage, we will enter the design stage. What do you think the journey will be like, then what will the product, its derivative features look like? We will derive it from our value proposition earlier" (Purnamasari, Research Interview, April 15, 2021).

After the value proposition is designed, so that the foundation of By.U brand is stronger, the brand positioning is also determined. Brand positioning is the way a company wants customers to see, think, and feel about what its brand is creating versus competing brands. Brand position has a high subjective perspective because it refers to the perception of each individual customer [17].

Scott M. Davis in Janiszewska & Insch seen the idea of brand positioning in the same way, that brand position is the place in the minds of consumers that a brand wants to have. [17] In order to achieve this, it must be externally driven and relevant, differentiated from other competitors, and most importantly must be respected. Brand positioning of By.U from the value proposition obtained is the "happiness formula for young people" which is easy, free, honest and respectful.

Furthermore, as a differentiator of By.U brand with other competing brands, a brand identity is also determined. In accordance with Purnamasari as Branding Strategist of By.U Indonesia stated, "We want to represent freedom, that's why we use the hashtag 'everything you want'. We also derive this principle from illustration, colour. From the illustration itself. Why the small head, long legs? It represents freedom and dynamism. Yes, you like it, if you have long legs, that's you. If you want to wear colourful clothes, you meet different colours of collision, that's what you like" (Purnamasari, Research Interview, April 15, 2021).

Brand identity is one of the most important factors in shaping consumer perceptions of a company's business. Consumer perception that is formed from brand identity is a value that the company wants to convey by making a brand more unique, which can be a differentiator with brand of competing companies brands [18].

The selection of brand identity of By.U was determined by carrying the concept of "the formula for the happiness of young people" based on brand positioning of By.U. Brand identity will make By.U brand unique, such as from the selection of visual elements such as the selection of logos, illustrations, colours, to hashtags. Because it has to represent freedom, By.U has decided on the slogan "Everything is as you wish", where the slogan is the principle that is applied to illustrations that represent freedom and dynamism.

The first visual element is the selection of By.U logo shape. A logo is an image or letter that has a specific meaning. According to Surianto Rustan, logo is an abbreviated word for logotype, where the term logo appeared in 1937. A logo can use any element, such as writing, images, illustrations and so on. Logos are often said to be an image element or symbol in visual identity [19].

Figure 2 showed that By.U uses a logo concept with a letter mark logo type. This type of logo depicts By.U brand name itself with the use of "By" and "U" while "U" is an abbreviated word for you. The font in the word "by" is a sans-serif typeface, which is a type of letter that does not have a 'hook'. While the "u" was made using handwriting by By.U team (see Figure 2).

Figure 2. Logo and Illustration of By.U Indonesia

At this stage, user experience in using By.U products and features is also determined, with the design of the user interface (UI) and user experience (UX), where the team in charge of designing includes UX

Researcher, UX Designer, UI Designer. and Copywriter. The design is tailored to By.U branding and business needs and team capabilities.

3. Development and Testing of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users

The process of developing and testing concepts, message materials and media that have been determined, as well as conducting trials on planned audiences. The goal is for the communication program to be better before it is disseminated [1] [14].

The next process in designing a communication strategy at By.U is the Development and Testing stage. After the research results have been analysed, formulated and designed at the design stage, the next stage is the development stage and testing. Testing is mandatory before products and features are implemented. Since the beginning of By.U development, user involvement has been very high in the trial, because the results from the trial will be used as validation of the concept created to be able to answer the question of whether the iteration that has been conducted can answer the problem or not.

Before being presented commercially, the prototype was given to beta testers. Beta testers are a number of users who are selected to conduct trials. Beta testers will provide suggestions and input regarding products and features that are being developed, based on the trial experience when using these products and features. Purnamasari told researchers during interview, "By.U has been released since October 10, 2019, but actually from the beta version we have released it to 8000 people on September 17, 2019. So before the release of the commercial version, we did beta testing for them" (Purnamasari, Research Interview, April 15, 2021).

From the trial, it will answer the question whether the iteration conducted by By.U has answered the problem or not, therefore the concept that has been prepared cannot be directly created and released just like that, because must pass a series of trials by users in real-time. The trial process will enter the next stage, namely implementation to a wider audience.

4. Implementation and Monitoring of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users

Implementation is an advanced stage of planning and development; this stage requires maximum participation from all parties. Monitoring is involved to ensure that all activities proceed as planned and potential problems are addressed promptly [1] [14].

At this implementation stage, products and features that are ready to be disseminated to the public must of course be packaged as well as possible before they can be marketed to the wider community. The task of 'wrapping' products and features is given to the Go to Market, Creative Branding, and Digital Marketing sections.

This stage is the stage of implementing the product to internet service users s, which is also called the deploy stage. The deploy stage is the stage of 'wrapping' products and features into communication and promotional materials. It is known that the distribution of media used by By.U is on 3 (three) assets, including owned and paid assets, in-app assets, and other assets.

Owned assets include website (www.byu.id), Instagram (@byu.id), Twitter (@byu_id), Facebook Page By.U, YouTube Channel By.U, LinkedIn By.U (www.linkedin.com /company/by-u/), and paid assets using KOL (Key Opinion Leaders) or commonly called influencers. In-app assets include in-app notifications, e-mail blasts, and U-tainment features. Meanwhile, other assets include Medium Inspired By.U, Ngobras (Ngobrol Santuy Bareng) By.U Online Event, and Retro Disco.

By.U built its brand using the concept of Creating a Human-Like Brand, a concept where By.U places its brand to be like a 'friend' for users, especially the younger generation. This is implemented by presenting to users logically in the mind of users, emotionally, and fulfilling (every desire).

From the research conducted, By.U known that the younger generation has more requests for products and services than the older generation. In its implementation, the products and services provided must meet the 'As long as you are happy' mind-set created by By.U in providing products and services according to the wishes of consumers (as long as consumers are always happy and happy).

By.U methods are (1) to become a youth daily hero (a hero of young people every day), humble and relevant to users, both in terms of communication (customer service, messages and information on social media) and application to its products and services, (2) always honest, honest and transparent, and (3) provide rewards.

The use of the variety of language used by Customer Care By.U is casual, or non-standard. The use of familiar and friendly sentences like friends, is one part of the derivative of By.U branding strategy. According to Branding Strategist of By.U Indonesia, "We have to position ourselves as their friend. Don't act as if we feel superior, for example, 'we are a telco provider ', but like 'Hey, I'm your friend, how come can I help you?' So the language is made as human as possible. Yes, as much as possible, we talk as a friend, not a telco provider" (Purnamasari, Research Interview, April 15, 2021). The use of relaxed language is also applied to the form of communication, sound (audio), and visual, this is one of By.U creative executions that is implemented into the products, promos and features that are presented.

We can find a variety of languages that contemporary and casual. At a glance, we can distinguish the intimate variety from casual language that is characterized by non-standard forms. Casual variety is used in informal situations, can also be used by people who do not necessarily know/intimate with each other [20].

Uploads on several owned assets such as Instagram, Twitter, Facebook Page, and several other assets also apply casual language. Consistently, By.U uses sentences that seem exaggerated. The consistency of the upload is intended for Generation Z who had better understand the intent and meaning conveyed through the upload.

The concept of reward is applied by By.U to its users, starting from an internet quota bonus every 3 (three) months which is called a monthiversary quota, a quota bonus when a user invites someone to register and join By.U, and apart from a quota bonus the concept of rewarding is also given to features in the application by presenting entertainment features, such as Mixtape, podcasts, games, discover and so on. This concept has never been applied to other cellular operator brands in Indonesia, so this can be a differentiator for new brands such as By.U from other brands that have existed in Indonesia first.

Still related to the concept of prizes (rewarding), By.U often holds giveaway programs by involving user participation in various activities. Giveaway is a word in English which means something that is given to the public for free. The promotional strategy through the giveaway program is made to retain consumers when the business is increasingly modern and sophisticated, which is the centre of all challenging activities in business activities [21].

Marketing strategies with giveaway programs are currently widely used in addition to online advertising marketing in general. Revealed by a research conducted by the Advertising Specialty Institute in 2016. The findings of this research are that most of the public prefer to use promotional products, with an average usage of 8 (eight) months, the time span is longer than regular online ad.

Implementation to increase user awareness of By.U products and services is often done through uploads on social media. Such as information regarding the introduction of the 5th generation (5G) wireless internet network service which was recently launched by Telkomsel. By.U consistently introduces the 5G service by inserting a combination of the numbers "5" with the letter "G" to form a sentence, for example in uploads with the words "5G fun fact cheGGGG. The combination of the number "5" and the letter "G" which is inserted and uploaded repeatedly will at least be easy for users to remember, because it goes through their subconscious and subconscious with repetition, consistency, and continuous steps in a product or service campaign. Repetition is the more routine the information is seen by the same user over and over again. Consistent posting of providing at least the same information but packaged in a different way is better than changing messages too often during an advertising campaign will make the information difficult for users to remember. Continuous means that a campaign conducted over a long period of time will make a product or service easier for users to remember.

To attract potential users, By.U has created a product campaign execution, such as the "Mayor" campaign and the "Billboard, do your magic!" campaign. The use of billboards as promotional media is commonly used by many brands, including By.U. By.U uses a combination of billboards with social media to make its marketing movement bigger and more widely known by the public. Marketing strategy

"Billboard, do your magic!" is one of the Viral Marketing techniques, which is a marketing phenomenon that can encourage the public to forward marketing messages to other people in a chain so as to increase brand awareness of By.U brand. Because of the importance of implementing communication in sustainable marketing between various media, for example conventional media and internet media.

To build relationships with the mass media, By.U will use the Digital Marketing team to do placement-related publications, such as publishing advertisements or using banners. However, if it is related to press releases such as releasing about crisis management or releasing new features, it will be conducted by the Telkomsel Corporate Communication team. Purnamasari during Research Interview stated that, "If the placement is like advertisements or save banners, it will be done in house by By.U and friends in Digital Marketing. If the press release is mandatory from Telkomsel, because the press release that comes out of Telkomsel must come from the Telkomsel Corporate Communications team, for example someone wants to increase the press release, for example regarding crisis management or the release of new features. The point is that I drafted what the target media would be, then Corporate Communication team of Telkomsel would execute it. It's like a corporate action, it can't be done by brand, it has to be done by the corporate" (Purnamasari, Research Interview, April 15, 2021).

Monitoring is required when the product or service has been implemented. As a brand that wants to carry the concept of a human-like brand, By.U always satisfies its users by always listening to what they want. Moreover, segmentation of By.U is the younger generation who has more desires than the older generation. For example, the desire for a quota package that has not been provided, By.U must listen to the wishes of users in a simple way, by holding questions and answers or polls on social media.

According to William Albig as quoted by Wisnu Martha Adiputra in the journal Polling as an Expression of Public Opinion, Fifth Pillar of Democracy, that polling has a definition "Polling is a partial quantification of several aspects voiced by the community regarding the issues that are asked of them. These statements are recorded and counted, similar to voting, and individuals are also considered to represent the public as a whole" [22]

5. **Evaluation and Re-planning of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users**

As a means of evaluating the results of the communication strategy that has been conducted, By.U implements various routine sessions that can facilitate communication between the team, including daily stand-ups and sprint retrospectives. Daily stand-up is a daily activity where the team gathers and then shares their progress in conducting tasks the day before. While the sprint retrospective is an opportunity for the team to inspect itself and make plans regarding improvements to be made in the next sprint.

Stated by Purnamasari as Branding Strategist of By.U Indonesia, "For our evaluation, there are daily or every two weeks. If it's daily, we call it daily stand up. We will discuss with the team how far the progress was yesterday, and what will be done that day. So we in the team know each other's progress and developments. At the end of the sprint there is a sprint retrospective session. So we can confide in the team, evaluate what needs to be improved, what problems are in the team, so that we are both more comfortable" (Purnamasari, Research Interview, April 15, 2021).

This step is needed in a scope of work, because by exchanging ideas with each other, mutual understanding will arise, then the bond of each team member will be even tighter. If the bond of each team member is close, it will have an influence on the happiness of the team which will be in line with the quality of the work obtained later (Purnamasari, Research Interview, April 15, 2021).

One example of evaluation can be seen from the process in completing a work project at By.U. Moreover, in a company using the agile concept at work, everything must be flexible, not rigid as in an ordinary corporate environment. As stated by Purnamasari, "…For example, there are users who say that this feature keeps getting errors, that's why our sales are not high enough. I will go down to the product team, I will give input, this is what this ABCD customer said, please fix it. So we work in a circular manner, we don't wait for each other" (Purnamasari, Research Interview, April 15, 2021).

Evaluations related to products and services of By.U can be obtained from user voices, in this case questions, requests for certain services or complaints from users can be used as evaluation material. It

can also be obtained from user participation on social media, for example from the comments column, or participation through simple polls on Instagram stories. Purnamasari also stated, "Like what I said earlier, evaluations can be obtained from looking at the situation on social media, going to Instagram about what complaints there are, what feedback is in customer care. We will definitely follow up for evaluation to the team" (Purnamasari, Research Interview, April 15, 2021). Figure 3 is the overview of the evaluation and re-planning process (see Figure 3).
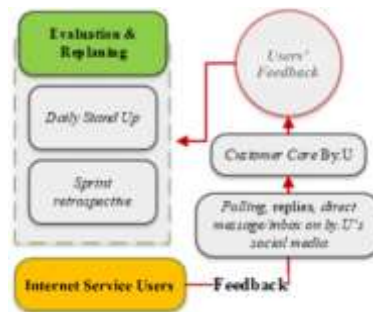
Figure 3. Evaluation and Re-Planning Process of By.U Indonesia

6. Communication Strategy of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users

Communication strategy is a giver of direction in communication planning with communication management to achieve the goals that have been determined. Communication strategies can also determine the success of a communication activity, through various messages and information conveyed through the media itself [23].

By.U uses an agile work system. Agile is a way of working with small iterative processes or what is often called iteration. This is different from the Waterfall methodology or traditionally, where the way it works must have a linear flow from start to finish, it cannot be cut or changed in the middle of the process. In producing its products and services, By.U has a step that differentiates its brand from other mobile operator brands. As explained in the previous section, By.U has its own value proposition, such as all-digital, simple and flexible, transparent and rewarding. The value proportion is implemented by presenting products, features and services that are packaged through communication and promotional materials. To reach its users, By.U has media distribution through 3 (three) assets, including owned and paid assets, in-app assets, and other assets.

Furthermore, from the research results, By.U users also obtain By.U product information through several ways. For example, from advertisements on the internet, social media, or seeing from advertisements displayed at minimarket outlets, by placing the product (displaying) in front of the screen or display in front of the cashier using the COC (Check Out Counter) method. In addition, the marketing technique used is direct selling or direct sales conducted by Sales Promotion Girl or Sales Promotion Boy. Sales technique using door-to-door marketing concept (door to door). In addition, users also use word of mouth strategy. This strategy is a strategy to promote a product or service from one person to another, usually without coercion from any party. This strategy is in the form of a recommendation from someone who has felt satisfaction with certain goods or services, so they don't hesitate to share their experiences with relatives or family.

Research identifies informants by proposing a keyword "good signal". The majority of informants answered Telkomsel, where the Telkomsel brand has long been known as a cellular provider that has good signal quality. Meanwhile, if the informant is given the keyword "By.U", then the informant only remembers it as a new cellular provider. Based on the identification results, it shows that the informants are not fully aware of By.U brand.

The results of the research also found that the informants were able to identify the visual elements contained in By.U products, such as colors, font types, logos, image illustrations found in various

distributions of By.U media. This is also because By.U has its own brand identity that distinguishes it from other cellular operator brands in Indonesia.

According to Keller in Swasty, brand awareness is related to the brand's ability to provide an imprint in memory, which can measure the extent to which customers identify the brand in uncertain conditions [4]. As also expressed by Aaker in Rahman, brand awareness is the ability of a potential buyer to recognize or recall that a brand is part of a particular product category [24].

Brand awareness has different roles depending on the extent to which the level of awareness is achieved by a brand. According to Bilson Simamora as quoted by Robbi Saepul Rahman, the levels of brand awareness sequentially, including unaware of the brand (not aware of the brand), brand recognition (brand recognition), brand recall (recall of the brand), and the highest is top of mind (top of mind) which includes the brand that first appears in the minds of consumers in general [24].

From the results of the research conducted, even though it is a fairly new brand, By.U is said to have reached the stage of brand recognition or brand recognition to its users. This stage can be achieved if the user recalls the product brand using aided recall. Users can get to know the brand if it is helped by identifying the visual elements used by By.U, such as the use of social media, advertisements on streaming music services, billboards, offers made by Sales Promotion Girl or word of mouth.

Researchers try to describe the results of the research into a model in the Figure 4 as the illustration of Communication Strategy Model of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users (see Figure 4).
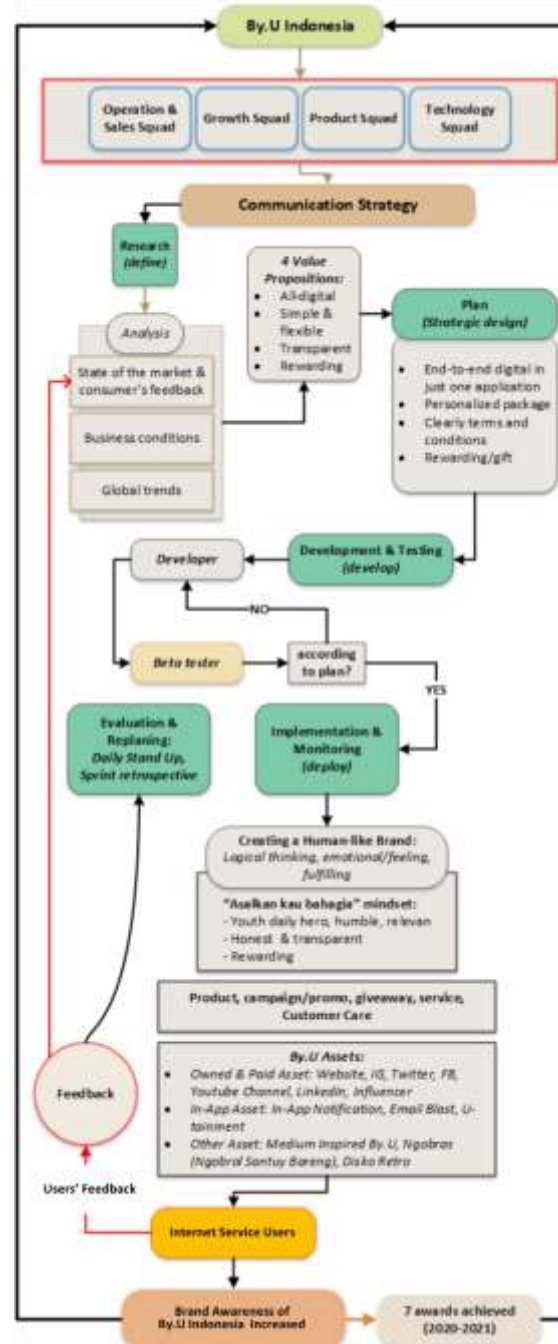
Figure 4. Communication Strategy Model of By.U Indonesia as the First Digital Internet Service Provider Company in Indonesia in Increasing Brand Awareness Among Internet Service Users

The results also showed that there has been an increase in the number of downloaders of By.U application since its launch until early 2021, which has reached a total of 5 (five) million downloaders when compared to the first 4 (four) months which was only in the range of 1 (one) million application downloaders. By.U. This indicates that communication strategy of By.U Indonesia to increase brand awareness among internet service users was improving from time to time.

Based on the results of research and observations, it can be seen that in conducting a communication strategy, some stages are need, from a research and analysis process, strategic design, development and

testing, implementation and monitoring, to evaluation and re-planning. These stages is to achieve a goal that has been set by By.U Indonesia.

4. Conclusion

Based on the results of the research that has been described, it can be concluded that Communication Strategy of By.U Indonesia as the First Digital Internet Service Provider in Increasing Brand Awareness Among Internet Service Users has been shown by various developments from the beginning until now. Several communication strategies to increase brand awareness among internet service users including social media, uploading creatively packaged that are tailored to their brand positioning for the younger generation. The use of conventional media as promotional media is also conducted, such as the use of billboards for promotional campaigns that combine massive movements on social media to make the campaign viral. In addition to social media, internet service users noticed By.U brand from direct selling by Sales Promotion Girl and based on recommendations from people around them or what is called word of mouth. The results showed that By.U has reached the stage of brand recognition among internet service users, because internet service users can recognize the brand if it is assisted by identifying the visual elements used by By.U, such as logos, colours, illustrations on uploads on social media of By.U, advertisements on streaming music services, or conventional media such as billboards. There has been an increase in the number of downloads of By.U application, which in April 2022 recorded more than 5 (five) million downloads, so it can be said that By.U Indonesia quite successfully increase their brand awareness among internet service users, it is also proven by 7 (seven) awards that achieved from 2020 to 2021.

Acknowledgment

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