THE INFLUENCE OF IMC IMPLEMENTATION ON THE BRAND AWARENESS OF BLANJA.COM

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Abstract
Integrated marketing communication continues to be an important issue to create brand awareness of a product. This study aims to identify the influence of the integrated marketing communication elements implementation towards the brand awareness of BLANJA.com. The method used in this research is quantitative with an explanatory research approach. Data were collected through online questionnaires spread to the BLANJA.com customers. There were 121 respondents involved in this study who were selected using the purposive sampling technique. The analysis technique used was multiple regression using SPSS 25.0. This research found that advertising, sales promotion, public relation, and digital communication had a significant influence simultaneously towards the brand awareness of BLANJA.com, with the Coefficient of Determination is 80.7%. Further, digital communication had the most considerable impact partially on the brand awareness of BLANJA. Public relations and advertising also had significant influences partially towards the brand awareness of BLANJA.com.

Keywords: BLANJA.com, Brand Awareness, Integrated Marketing Communication

Abstrak
Komunikasi marketing terintegrasi masih menjadi topik yang penting dalam kaitannya dengan kesadaran merek dari suatu produk. Tujuan dari riset ini adalah untuk mengidentifikasi pengaruh implementasi elemen dari komunikasi marketing terintegrasi terhadap kesadaran merek dari Blanja.com. Metode yang digunakan adalah metode kuantitatif eksplanatif. Data responden didapat dengan menggunakan kuisiner terhadap pelanggan BLANJA.com. Sample yang terlibat sebanyak 121 responden yang dipilih dengan teknik purposive sampling. Teknik analisis data menggunakan regresi berganda yang diolah dengan SPSS 25.0. Hasil riset menunjukkan bahwa terdapat pengaruh yang signifikan dari iklan, promosi penjualan, hubungan masyarakat dan komunikasi digital terhadap kesadaran merek dari BLANJA.com dengan determinasi pengaruh sebesar 80.7%. Dari keempat elemen tersebut, yang paling berpengaruh terhadap kesadaran merek dari BLANJA.com adalah komunikasi digital, diikuti selanjutnya dengan humas, iklan, dan promosi penjualan.

Kata Kunci: BLANJA.com, Kesadaran Merek, Komunikasi Marketing Terpadu
Introduction

Recently, a significant contribution to the economic growth of Indonesia came from the digital economy. Indonesian Finance Minister Sri Mulyani revealed that the digital economy is projected to contribute US$130 billion to Indonesia's GDP by 2025 (Setiawan, 2019). One of the digital economy businesses run successfully in Indonesia is e-commerce, including sale, purchase, good and service marketing through internet networks. In Indonesia, e-commerce developments are followed by an increasing number of online marketplaces. In 2019, several online marketplaces were present in Indonesia, such as Tokopedia, Shopee, Buka lapak, Lazada, Blibli, and Bhinneka (iprice, 2019).

This competitive situation has required every company to strengthen its promotion strategy. Indonesia had about 30 million online shoppers in 2017 and will increase by about 9% in 2020 (Mckinsey, 2018). Therefore, it is undoubtedly required a marketing communication activity for every business that can reach more customers (Mckinsey, 2018). Communication holds a vital role in any marketing program (Clow, 2014). It explains that the quality of marketing communications occurs when customers (receiver) understand the message as it was intended by the company (sender).

According to Kotler et al. (2015), marketing communications is a tool to inform, remind, and persuade customers about the product or brand that the company sells directly or indirectly. In order to provide consistent and effective communication impact, a comprehensive plan to integrate marketing communication is needed (Batra, 2016). It is called integrated marketing communications (IMC). IMC is a program that coordinates all company’s marketing communication sources, avenues, and tools, into an integrated program with a consistent message to create a practical impact on customers (Clow, 2014). IMC has a vital role in communicating brands or products marketed to the target market with a broader range. Specifically, it can contribute to customer’s awareness of the company's brand (Ercis, 2011).

The marketing communication strategy in BLANJA.com to maintain its existence and compete with other online marketplaces has caught the researchers’ attention. BLANJA.com is one of the Top 12 marketplaces in Indonesia (iprice, 2019). BLANJA.com was established on December 8, 2014, formed by joint ventures between PT. Telkom and eBay Inc. In 2017, BLANJA.com experienced a 50% increase in transactions from the previous achievement with US$100 million (Blanja.com, 2019).
Then, as reported, Blanja.com continued to experience a 43% increase in transactions on an annual basis until the first quarter of 2019. It means that BLANJA.com has continued improving marketing communication activities to get better results even for the years ahead (Blanja.com, 2019).

In order to face the highly competitive e-commerce business in Indonesia, BLANJA.com needs a good IMC strategy to reach a higher level of awareness towards the brand in the minds of customers and prospects. Facing such situations, the marketing communications strategy of BLANJA.com needs to be well-coordinated to support marketing activities and strengthen BLANJA.com brand name further. BLANJA.com through Marketing Communications team program, has implemented integrated marketing communications to their marketing communications strategy (Blanja.com, 2019).

According to the researcher's interview in 2019 with the Marketing Communication Manager of BLANJA.com, Adhitya Insan M, BLANJA.com has implemented IMC strategy through the integration of several the IMC mix strategy such as advertising, sales promotion, public relation, and digital communication, which aimed to increase the awareness towards the brand of BLANJA.com. Brand awareness is the ability to remember or recall a brand or product for its existence in a category. Several items can describe the brand awareness value, which is through the understanding of brand knowledge, brand recognition, brand recall, and brand familiarity in the minds of customers and prospects (Järvinen, 2012).

These IMC mix applied by focusing on sending consistent brand messages and supporting each other. It means that the application of the IMC mix was interconnected and support each other. Meanwhile, personal selling as part of the IMC mix was not used due to internal problems, including lack of human resources and the high cost that was not appropriate for BLANJA.com resources. Therefore, these four IMC mix strategies intended to establish could be more integrated, effective, and efficient.

This research was conducted to analyze the integrated marketing communications implementation of BLANJA.com in increasing the awareness of customers and the prospects towards the brand by investigating the influence of each of the IMC elements used by BLANJA.com, including advertising, sales promotion, public relation, and digital communication. Following the researcher's interview with Adhitya Insan M,
BLANJA.com has not researched line with this topic, specifically in the integrated application of the IMC mix. As a result, this research could find the influence of the IMC mix implementation towards the brand awareness and the IMC mix that are considered most and less effective to be implemented with quantitative analysis, through perspectives of customers and the prospects. Therefore, it is necessary to know exactly what the IMC mix will be improved to achieve higher brand awareness and whether the use of the IMC mix can give positive results to the brand awareness of BLANJA.com. Therefore, this research could help BLANJA.com obtain higher positive results in increasing brand awareness among the customers and the prospects, and the existence of BLANJA.com in the industry will remain stronger.

In conducting this study, the researcher was reflecting on several previous studies. The first previous study used was “Marketing Communications Mix of Universities-Communication with Students in an Increasing Competitive University” by David (2011). This study aimed to identify the activities and forms of the IMC mix applied by related organizations when communicating with their target market. The IMC mix used was advertising, personal selling, direct marketing, public relation, and communication support. By conducting semi-structured interview methods and questionnaire methods, this research has identified and analyzed that IMC strategy can help the organization to select and combine specific IMC mix strategies with the applications as a part of marketing communications strategy optimally for the target market.

The second previous study was from Selvakumar (2014) with the title “Dimensions of Integrated Marketing Communication (IMC) and Their Impact in Creating Brand Equity in the Quick Service Restaurant (QSR) Industry in Coimbatore.” This study has empirically scrutinized the effect of the five IMC tools, namely advertising, sales promotion, public relation, event sponsorship, and word of mouth, towards the brand awareness that are most applicable, especially in the industry. This study has found a relationship between each variable mentioned above through quantitative methods, including the IMC tools. Moreover, it showed a closely related and mutual influence within the IMC tools as a result.

The third previous study was “Effect of Integrated Marketing Communication Components on Brand Awareness and Customer Loyalty In Beverage Sector” by Khizar, (2016). This study aimed to observe the effect of using the IMC components on brand
awareness. The IMC strategies used were print, banner advertisement, direct mail, organic search, paid search, landing pages, email, and social media. With quantitative methods through questionnaires sent to marketers, the result of this study determines that the use of the IMC components affects the outcomes of the brand. Also, an appropriate integration would create an effective competitive strategy for the company.

The three previous studies above have differences from this research. The first research conducted by David (2011) was using qualitative methods. The second research was conducted by Selvakumar's (2014) using quantitative methods, but he studied the impact of IMC in creating brand equity. Finally, the third research conducted by Khizar (2016) has the same purpose of finding out the effect of IMC on the outcome of the brand, but the IMC strategy studied was different from this study. Khizar used print banner advertisement, direct mail, organic search, paid search, landing pages, email, and social media as the strategies.

From those previous studies, the researcher tried to improve the research about the influence of integrated marketing communications implementation on the brand awareness of BLANJA.com. Those earlier studies gave inputs in conducting this study because they had related topics and methods to improve this research design. The previous research contributes to this research to understand the influence of the IMC, both partially and simultaneously, toward brand awareness. It provides logical justification that IMC plays an essential role in the customers' and the prospects' awareness of the brand or product. In general, this research is expected to help the researcher identify the influence of the IMC implementation on the brand awareness of BLANJA.com. Based on the above research questions, this research aims to determine to what extent advertising, sales promotion, public relation, and digital communication influence brand awareness of BLANJA.com.

**Method**

The researcher used an approach that was also in line with the research problem and the research audiences, quantitative explanatory research. Quantitative research attempts to test the theory by establishing narrow hypotheses, gathering data to support hypotheses, and analyzing numerical data, focusing on the relationship between variables.
At the same time, explanatory research aims to explain the relationship, differences, or influence of one or more variables with other variables (Creswell, 2014).

Variables of the research that examined are Brand Awareness (Y) as the dependent variable, then the independent variables (X) are Advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4). In this research, the population is unknown since the number of BLANJA.com target customers in Indonesia was enormous. The researcher focused on BLANJA.com target customers who are Indonesian people and considered millennials because they are the most significant online shoppers as of November 2018. The sample of the research categorized as a large sample, due to the number of respondents in this research were 120 that numbers come from total items are 24 multiply by 5 (5 x 24 = 120) as Creswell (2014) stated that proportional sample for quantitative research ranged from 5 – 10 times of total item. One hundred twenty-one respondents were selected using the non-probability sampling technique.

A self-constructed questionnaire adapted from previous studies, which are Olejniczak (2015), Tong (2009), Kotler et al. (2015), and Malik (2013), was being used as the primary data. There are three sections in the questionnaire. The first section is screening questions to determine whether respondents were eligible or not. The second section includes respondents’ personal information consisting of gender, living area, and occupation to describe the population and patterns based on similar behavior patterns. The final section consisted of research items. The researcher used the Likert Scale as the rating questions measurement scale, consisting of five response categories that range from strongly agree, agree, neutral, disagree, and strongly disagree (Sekaran, 2016).

Several classic assumption tests were used before multiple regression analysis can be carried out, including Normality Test, Heteroscedasticity Test, and Multicollinearity Test. The multiple regression was used to determine the relationship between the independent variables, advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4), and the dependent variable, Brand Awareness (Y). The multiple regression also aimed to identify the most significant factors from the independent variables affecting the dependent variable.
Results and Discussion

Before doing the classical assumption test, the validity and reliability of the instrument were performed.

Table 1. The Result of the Validity Test

| Variables            | Items | Pearson Correlation | R Table (5%) | Remarks |
|----------------------|-------|---------------------|--------------|---------|
| Advertising          | 1     | 0.654               | 0.361        | Valid   |
|                      | 2     | 0.648               | 0.361        | Valid   |
|                      | 3     | 0.784               | 0.361        | Valid   |
|                      | 4     | 0.794               | 0.361        | Valid   |
|                      | 5     | 0.690               | 0.361        | Valid   |
|                      | 6     | 0.792               | 0.361        | Valid   |
|                      | 7     | 0.878               | 0.361        | Valid   |
| Sales Promotion      | 8     | 0.791               | 0.361        | Valid   |
|                      | 9     | 0.835               | 0.361        | Valid   |
|                      | 10    | 0.461               | 0.361        | Valid   |
|                      | 11    | 0.930               | 0.361        | Valid   |
|                      | 12    | 0.759               | 0.361        | Valid   |
| Public Relations     | 13    | 0.697               | 0.361        | Valid   |
|                      | 14    | 0.359               | 0.361        | Invalid |
|                      | 15    | 0.594               | 0.361        | Valid   |
|                      | 16    | 0.754               | 0.361        | Valid   |
|                      | 17    | 0.676               | 0.361        | Valid   |
| Digital Communications| 18    | 0.690               | 0.361        | Valid   |
|                      | 19    | 0.775               | 0.361        | Valid   |
|                      | 20    | 0.633               | 0.361        | Valid   |
|                      | 21    | 0.412               | 0.361        | Valid   |
|                      | 22    | 0.678               | 0.361        | Valid   |
| Brand Awareness      | 23    | 0.697               | 0.361        | Valid   |
|                      | 24    | 0.874               | 0.361        | Valid   |
|                      | 25    | 0.428               | 0.361        | Valid   |
Table 1 showed that the mix of advertising, sales promotion, digital communications, and brand awareness have correlation coefficients above 0.361. Hence, all items used in this study were valid.

| Variables         | Cronbach’s Alpha | N of Items | Remarks  |
|-------------------|------------------|------------|----------|
| Advertising       | 0.877            | 5          | Reliable |
| Sales Promotion   | 0.969            | 5          | Reliable |
| Public Relations  | 0.851            | 4          | Reliable |
| Digital Communications | 0.897  | 5          | Reliable |
| Brand Awareness   | 0.739            | 5          | Reliable |

Table 2 showed that the value of Cronbach's Alpha > 0.5. Therefore, the instrument was reliable.

In order to determine the independent variables (Advertising (X1), Sales Promotion (X2), Public Relations (X3), Digital Communications (X4)), and the dependent variable (Y) in the regression model were normally distributed or not, the existing variables were tested on the resulting regression equation. A good regression model occurred when the independent variables were normally distributed. To test the regression model residuals, the normality test was calculated using Kolmogorov-Smirnov. The Kolmogorov-Smirnov Normality test showed that the regression model met the assumption of normality due to the p-value calculated as 0.2 > 0.05.

A good regression model occurred when heteroscedasticity is not occurred, called Homoscedasticity. To test the Homoscedasticity, the researcher used the Scatterplot test. The regression model met the assumption of Homoscedasticity. In other words, there is no heteroscedasticity assumption.

Multicollinearity test was used to verify the regression model found correlations between the independent variables Advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4), where the model with no correlations between the independent variable is said as a good model. Multicollinearity in the
regression model was indicated from Variance Inflation Factor (VIF) value and the value of tolerance. When the value of tolerance close to 1, the value of VIF around the number 1 and not more than 10, it could be concluded that there is no multicollinearity between the independent variables in a regression model. The multicollinearity test showed no variables with tolerance value more than 1, and there were no variables with VIF value more than 10, which indicated no multicollinearity. Thus, the Classical Assumption test such as Normality test, Heteroscedasticity, and Multicollinearity was met in this research.

F-test was used to determine the influences of independent variables on the dependent variable. Table 3 showed that the significance value is 0.000, which is less than 0.05. It can be concluded that Advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4) have a simultaneously significant influence on Brand Awareness (Y).

Table 3. F-test

| Model      | Sum of Squares | df | Mean Square | F      | Sig.  |
|------------|----------------|----|-------------|--------|-------|
| Regression | 2088.889       | 4  | 522.222     | 121.227| .000  |
| Residual   | 499.706        | 116| 4.308       |        |       |
| Total      | 2588.595       | 120|             |        |       |

a. Dependent Variable: Brand Awareness
b. Predictors: (Constant), X1, X2, X3, X4

To what extent the independent variables can explain the dependent variable can be seen in Table 4 below:

Table 4. Coefficient of Determination

| Model Summary                                      | Adjusted R | Std. Error of the Estimate |
|---------------------------------------------------|-------------|---------------------------|
| Model                                             | R           | R Square                  | R Square |                |
| 1                                                 | .898        | .807                      | .800     | 2.076           |

a. Predictors: (Constant), X1, X2, X3, X4
Table 4 demonstrated that $R^2$ value is 0,807 (80,7%), meaning that there is a quite strong correlation between the independent variables (X), Advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4) and the dependent variable Brand Awareness (Y). $R^2$ is used to show how much independent variables could affect the dependent variable. This $R^2$ value indicated that the independent variables (X), Advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4) could describe and affect 80,7% of Brand Awareness (Y). The rest of 19,3% is explained by other factors which are not discussed in this research.

Moreover, t-test is used to understand how much the influence of the independent variables, including Advertising (X1), Sales Promotion (X2), Public Relations (X3), and Digital Communications (X4), partially to the dependent variable Brand Awareness (Y). The result of the t-test can be seen in Table 5:

Table 5. t-test

| Model         | Coefficients | Standardized Coefficients | t   | Sig. |
|---------------|--------------|---------------------------|-----|------|
| (Constant)    | B            | Std. Error                | Beta|      |
|               | .690         | .836                      | .826| .411 |
| Advertising   | .153         | .062                      | .166| 2.449|.016 |
| Sales Promotion| .079        | .075                      | .080| 1.056|.293 |
| Public Relations| .399       | .097                      | .340| 4.129|.000 |
| Digital Communications| .418 | .084                  | .400| 5.001|.000 |

a. Dependent Variable: Brand Awareness

Table 5 illustrated each significance value of independent variables. Firstly, Advertising (X1) has a significance value of 0,016, which is lower than 0,05. It means that Advertising (X1) has a significant influence on Brand Awareness (Y). Secondly, Sales Promotion (X2) has a significance value of 0,293, which is greater than 0,05. It means that Sales Promotion (X2) has no significant influence on Brand Awareness (Y). Thirdly, Public Relations (X3) has a significance value of 0,000, which is less than 0,05. It means that Public Relations (X3) has a significant influence on Brand Awareness (Y).
Fourthly, Digital Communications (X4) has a significance value of 0.000, which is less than 0.05. It means that Digital Communications (X4) significantly influenced Brand Awareness (Y).

According to Table 5, it can be concluded that the most significant factor is Digital Communications (X4) among four independent variables. It can be seen at t-value where the value of Digital Communications (X4) is 5.0001. It is the highest value compared to other independent variables. Therefore, Sales Promotion (X2) has no significant influence on Brand Awareness (Y). However, those independent variables, including Advertising (X1), Public Relations (X3), and Digital Communications (X4), partially still gave influences towards Brand Awareness (Y), as it showed on t-values in the t-test table.

The results of this study revealed that advertising has a significant influence on the brand awareness of BLANJA.com. According to the results of t-test and t-value, advertising is categorized as a variable that can significantly influence the brand awareness of BLANJA.com. This indicates that every increase in advertising, such as improvement on broadcast ads, outdoor ads, and online ads, where these three tools are concluded as the indicators of advertising variable, would positively and significantly influence the brand awareness of BLANJA.com. This is because BLANJA.com used sufficient advertising tools with pervasiveness, amplified expressiveness, and impersonality characteristics (Kotler et al., 2015).

The research results also showed that customers and prospects were concerned about how advertising of BLANJA.com was applied. According to Buil (2013), advertising will positively and significantly influence brand awareness depending on its content, how the message is transmitted by the advertising and the frequency with which the advertising is perceived by the target consumers. It means that the intensity and interest of the ads serving conducted by BLANJA.com were able to effectively catch the attention, provide information, and significantly influence the brand awareness of BLANJA.com. Therefore, like an evaluation, the customers and the prospects were interested in and suitable with the advertising contents. Also, Advertising has a strong influence on brand awareness (Bakic, 2014). Therefore, high intensity on the advertising conducted by marketers in BLANJA.com would result in brand awareness. Also, advertising is one of the elements that aims to provide information about products, give a positive image in the eyes of target consumers and help to instill brand awareness (Bakic,
Hence, it can be concluded that advertising has significantly influenced the brand awareness of BLANJA.com in the minds of customers.

The results also indicated sales promotion has no significant influence on the brand awareness of BLANJA.com. This result suggested that every increase in the sales promotion, such as improvement on discounts, rebates, and prizes, where these three tools are concluded as the indicators of sales promotion variable, would not affect brand awareness of BLANJA.com. As stated by Mulhern, sales promotion can boost brand awareness since sales promotion involves establishing solid brands and developing competitive advantages (Allaham, 2015). However, the results explained that sales promotion did not significantly influence the brand awareness of BLANJA.com. These sales promotion tools did not help BLANJA.com establish strong brands that could give a competitive advantage.

Previous research also found a negative relationship between sales promotion and brand awareness (Allaham, 2015). Then, several studies also stressed the adverse effects of sales promotion due to the sales promotion would diminish the internal reference price and resulting in lower brand equity, specifically brand awareness (Allaham, 2015). In general, the sales promotion could not catch the attention of customers, and the tools were not able to meet the needs of customers adequately, as corresponds to the characteristics of sales promotion (Kotler et al., 2015). The characteristics included communication, incentive, and invitation. According to the interview with the marketing communication manager of BLANJA.com, the sales promotion application in BLANJA.com was less able to influence brand awareness due to internal factors such as internal communication within departments and lack of promotion variations. The sales promotion aimed by BLANJA.com to communicate with customers and the prospects through various sales promotion tools were less able to catch the attention and less suitable to target consumers' needs. Hence, the sales promotion did not significantly influence the brand awareness of BLANJA.com in the minds of customers.

Furthermore, public relation has a significant influence towards the brand awareness of BLANJA.com. According to the result of the t-test and t-value, the public relation has a significant effect on the brand awareness of BLANJA.com, meaning that every increase of the public relation tools, including publicity, sponsorship, and social service activities, would lead to a rise of the brand awareness of BLANJA.com. This
result is in line with Prindle (2011), public relations can raise awareness, promotes and protects the reputations, also impacts public opinion towards the company. This study showed that the better quality of public relations, such as publicity through the news coverage, sponsorship, and social service activities, offered to customers and the prospects by BLANJA.com led to increasing brand awareness. BLANJA.com did it as continuing efforts to achieve positive perception towards the brand, which aligns with the definition of public relations by Kotler et al. (2015).

The public relation made a considerable contribution towards the brand awareness of BLANJA.com. There was an attempt to create a harmonious relationship between BLANJA.com and its customers and prospects by giving or instilling a pleasant impression through the activities. Hence, there will be favorable public opinion for BLANJA.com through sponsorships and public service activities. In addition, activities that were publicized could also affect the image of BLANJA.com. It was related to the use of mass media to disseminate information on the activities carried out by BLANJA.com in creating brand awareness. These activities were in line with characteristics of Public Relations by Kotler et al. (2015), namely high credibility, catch buyers off guard, and dramatization carried out by BLANJA.com effectively and efficiently. As a result, public relations can significantly influence the brand awareness of BLANJA.com in the minds of customers and prospects.

Moreover, digital communication has a significant influence on the brand awareness of BLANJA.com. It is the most significant IMC element towards the brand awareness of BLANJA.com. It was evident in Table 5, where there is a considerable influence of digital communication towards the brand awareness of BLANJA.com through websites, social media, and mobile applications.

According to the result of the t-test and t-value, digital communication has a significant influence on the brand awareness of BLANJA.com, meaning that every increase of digital communication, including websites, social media (Blogs, Instagram, Twitter, Facebook, and YouTube), and mobile application, would lead to increase the brand awareness of BLANJA.com. This result is in line with Mulhern (2009), digital communication has a role to help the company to acquire brand awareness in the minds of customers through an integrated, targeted, and measurable communication.
process. Also, as stated by Järvinen (2012), the main objectives of digital marketing are creating awareness, enhancing brand image, and acquiring new customers.

BLANJA.com did several online activities with a digital form to engage with customers and the prospects to directly or indirectly raise awareness. Firstly, company websites, customers, and prospects could immediately get the information needed. Jevremović (2016) stated that a website could increase brand awareness when it affects users based on their purpose and has interesting features. According to the research results, the website can be said as attractive and giving information needed by customers and the prospects and affected the brand awareness. Then, social media also made it possible to form interactive relationships with customers and prospects. Hence, target consumers would be more aware of the brand. Also, the existing and target customers could enjoy the ease of getting information via mobile such as mobile applications.

In addition, according to F-test, there is a significant simultaneous influence of the advertising, sales promotion, public relation, and digital communication towards the brand awareness of BLANJA.com in the minds of customers and the prospects. It means that every increase in advertising, sales promotion, public relation, and digital communication simultaneously will positively influence the brand awareness of BLANJA.com.

Also, according to the $R^2$ value, the IMC mix used has a pretty strong correlation with the brand awareness of BLANJA.com. Based on the test, the IMC elements such as advertising, sales promotion, public relations, and digital communications simultaneously affect 80.7% of the brand awareness of BLANJA.com. A proper application of the IMC mix simultaneously can significantly influence brand awareness by using these IMC mix combinations that have mutual influence and are closely related (Selvakumar, 2014). The application of advertising, sales promotion, public relations, and digital communications through each tool to send a consistent brand message will influence brand awareness. A message that was broadcasted by the advertising would be supported by another IMC mix and it could reach wider customers and increasing the brand awareness to the deeper. The more tools of the IMC mix used that was sending a consistent message, the easier customers meet the brand in their daily life. Therefore, a simultaneous increase in the use of four IMC mix programs is also needed to be done and taken into account to make a
significant increase for the brand awareness of BLANJA.com in customers' minds and prospects.

Furthermore, as Selvakumar (2014) stated, IMC mix has a positive effect on brand awareness. Moreover, the IMC mix, which is applied properly in the market, will significantly influence brand awareness (Ercis, 2011). Therefore, as the result of research, a simultaneous increase in the use of four IMC mix programs is also needed to be done and taken into account to make a significant increase in the brand awareness of BLANJA.

**Conclusion**

BLANJA.com has implemented integrated marketing communications by integrating several IMC mixes such as advertising, sales promotion, public relations, and digital communications. The use of these four elements aimed to increase brand awareness towards BLANJA.com. Moreover, brand awareness was one of the objectives in planning an integrated marketing communications strategy, which becomes the basis for BLANJA.com to create an effective strategy. The IMC mix such as advertising, sales promotion, public relations, and digital communications affect 80.7% of the brand awareness of BLANJA.com. Thus, a simultaneous increase in the four IMC mix programs is also needed to be done and taken into account to make a significant increase for the brand awareness of BLANJA.com.

When viewed partially from the four independent variables: advertising, sales promotion, public relations, and digital communication, the strongest influence on brand awareness is digital communication, followed by public relations and advertising. Meanwhile, sales promotion is not proven to have a significant effect on brand awareness.

The analysis of the IMC mix such as advertising, sales promotion, public relations, and digital communications showed that digital communication is the most significant influence element towards the brand awareness of BLANJA.com. Hence, the digital communication application could be more focused and maximized to get higher and deeper brand awareness, such as creating and improving the quality of websites and mobile applications to make them easier to use. In addition, it could be done by increasing the interest of customers and the prospects for social media through sharing more interesting and interactive content.
Then it could be followed by an increase in efforts of the public relation and advertising. The action for public relations could range from conducting intensive publications, spreading the good news, working together through sponsorship with related activities, and conducting social service activities that can attract sympathy and gain public trust to BLANJA.com. Then, advertising could range from increasing the intensity of ads serving and creating and maximizing exciting content.

By focusing on these three factors, brand awareness towards BLANJA.com in the minds of customers and the prospects will also increase and help the company reach the top-of-mind level and even in the brand name dominance. Specifically, companies should focus more on growing digital communications, public relations, and advertising rather than spending money, time, and efforts on sales promotion.

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