



Tokopedia and Komunikasi Berasa: The Case of 'Filosofi Pete' Campaign

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ABSTRACT

Komunikasi Berasa (experientially-meaningful communication) is communication that synergizes messages and experiences with messages by creating a supportive atmosphere that creates deep meaning and impressions. This article analyzes Tokopedia's TVC advertising campaign version of "Pete's Philosophy" from the perspective of *Komunikasi Berasa*'s theory with six dimensions: sensorial meaningfulness, emotional, rational, relevant, beneficial, and social. This advertisement is significant because it represents human insights closely related to consumers' problems, instincts, and daily lives, so the messages conveyed are relevant and authentic. This study's results inspire brands to create meaningful campaign messages as an effective way to steal audiences' hearts.

Keywords

Advertising; campaign; communication strategy; experience-based communication; e-commerce

To cite this article (7th APA style):

Saroso, D. A. S., Paramitha, N. A. R., Putra, D. S., Matahari, F. F., Fudholi, A., Senjatiana, F., & Hadinugroho, F. (2023). Tokopedia dan Komunikasi Berasa: The Case of 'Filosofi Pete' Campaign. *Jobmark: Journal of Branding and Marketing Communication* 5(1), 1-17. <https://doi.org/10.36782/jobmark.v5i1.371>

INTRODUCTION

At this time we have begun to be introduced to the phenomenon of the industrial revolution 4.0 and society 5.0 era, namely the fact that the industrial revolution focuses on the aspect of doing work automatically, and the society 5.0 era emphasizes more on expanding job prospects and optimizing the responsibility of working hours in completing work. Basically, these both aim to improve the welfare of human life, but with different approaches. Industrial

revolution 4.0 and society 5.0 are two concepts that are often used to understand technological and social change. Both are related to each other, where in fact the concept of society 5.0 contains attention to efforts to advance human civilization and solve challenges in the era of the industrial revolution 4.0. On the online news site tirto.id states that the relationship between the industrial revolution 4.0 and society 5.0 lies in: both support technology-based applications of IoT, AI, robotics and the like, both support

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the use of technology for human welfare, and finally both support efforts to create a better future with the use or approach of technology.

The rapid development of information and communication technology in Indonesia has brought many changes to people's lives. People are now more likely to live in a practical and modern way and lifestyle. One of the changes that occur can be seen in the field of communication. Technological developments in the field of communication bring many changes to the ways and patterns of communication that are different from before. One of the results of technological developments in the field of communication is the emergence of the internet. According to a report from We Are Social, the number of internet users in Indonesia has reached 213 million people as of January 2023. The figure states that this number is equivalent to 77% of Indonesia's total population of 276.4 million people at the beginning of this year. Trend-wise, the number of internet users in Indonesia has been increasing from year to year in the past decade.

The growth of users on the internet in Indonesia, directly affects the total audience who use mobile phones or better known as smartphones. According to a report from Google reported by the online news site detik.com, October 2023, the latest statistical data at the beginning of 2023, showed that there were 354 million active cellular connections in Indonesia. In fact, the population in Indonesia in the middle of 2023 is 278 million. It can be concluded that there is a possibility that one person can use more than 1 smartphone. Starting from the development of the industrial revolution era, the increase in internet users to smartphone users, this indicates that there are great opportunities from all lines of industry, one of which is the digital marketing industry such as e-commerce. The relevance is also reinforced by a statement from the Ministry of Communication and Information (KemenKominfo) of the Republic of Indonesia from the official website www.kominfo.go.id,

namely Taufik in 2016 which states "This is a great potential for the digital marketing industry to be developed, one of which is e-commerce".

According to experts, namely Laudon in his book entitled e-commerce: Business, Technology, Society, states that e-commerce is a system of buying and selling several products carried out by electronic means by customers and from companies to other companies. Unlike the opinion of Jony Wong, who is an author of a book entitled Internet Marketing for Beginners in 2013, according to him e-commerce or electronic commerce is a purchase, sale, and marketing of goods and services through electronic systems. So from here we can conclude that e-Commerce is a dynamic unity between applications, technology, and business that can bring together companies, communities, and consumers in an electronic transaction where services, information and trade are carried out electronically (Yahya Tanjung, 2019 technology) which makes it easier for the public to access the internet also brings many changes to people's lives such as the emergence of e-commerce which facilitates online shopping activities.

The growth of e-commerce around the world can in fact contribute to the largest digital economy in Indonesia in 2023. This is reinforced by the latest Google, Temasek, and Bain & Company report titled e-economy SEA 2023 listed on the official website databoks.katadata.co.id. It is noted that the gross merchandise value (GMV) of Indonesia's digital economy in the e-commerce sector is estimated to reach S\$62 billion by 2023. This achievement contributed 75.6% to the GMV of Indonesia's digital economy which amounted to US\$82 billion this year. So it is not surprising that the growth of e-commerce in Indonesia is growing rapidly and popping up around Indonesian society, one of which is Tokopedia e-commerce.

Tokopedia.com is one of the companies that focuses on the largest digital-based buying and selling industry in Indonesia today. Since its

official launch, we know that PT Tokopedia has succeeded in becoming one of Indonesia's fastest growing internet companies, by carrying out the business model of an online mall marketplace, Tokopedia provides opportunities for individuals, small shops, and brands to open and manage online stores made by Indonesian children. Not only that, Tokopedia also has a program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their business by marketing products online.

Not only focusing on that, Tokopedia also carries out efforts in the use of digital marketing which can be said to be effective, efficient, and flexible. As stated in the online news site *wartaekonomi.co.id*, the advantages of using digital marketing are measurable, cost effective, flexible, and can reach consumers wider and closer. In addition, the advantage of digital marketing according to Kotler, (2013: 5) is that companies or organizations can segment audiences appropriately and determine location factors and create messages that are personalized or specifically designed for the target audience.

In the digital world, companies and organizations can see and know exactly about the performance in various marketing activities such as campaign activities, brand launching, and which channels are the most profitable to use. In the world of marketing, strategies can be designed and implemented on the condition that they must first understand what kind of goals to achieve and what problems the company or organization actually wants to solve. Supported by a statement from a national journal entitled "Digital Marketing: Demographic Segmentation of Social Media Users in Pontianak City" by Budi Susilo, 2018, in carrying out marketing communication through digital is required to have a strategy, so that everything that has been planned and determined can be achieved. An opportunity as well as a challenge faced when carrying out a digital marketing communication strategy in the era of the industrial revolution 4.0 is to be able to form and improve emotional

relationships between consumers through a digital approach, so that this has a significant impact felt by the audience of the brand in question.

Here, the author is interested in the concept of TVC "Filosofi Pete" carried out by Tokopedia, where in its implementation Tokopedia uses an emotional approach to foster communication between the Tokopedia brand and the audience. Therefore, the author tries to formulate and analyze the communication strategy of Tokopedia's TVC "Filosofi Pete" using the concept *Komunikasi Berasa* (experientially-meaningful communication) from Wijaya, B. S. (2011).

METHOD

The research method used is a case study with a qualitative-descriptive approach (Yin, 2018). The data collection methods include: 1) Document search, which involves gathering and analyzing primary documents (advertising materials as professional documents) and secondary documents (media, digital/social media, and scientific documents); 2) Textual observation by observing verbal and audiovisual text in the narrative of Tokopedia TV commercials, followed by coding and categorizing them into themes aligned with the dimensions of experiential communication; 3) Digital documentation, which includes capturing important scenes from the commercial narratives and screenshotting relevant social media posts as secondary documents. The analysis is conducted qualitatively through the methods of selection, categorization, intertextuality validation, theorization, and proposition (Wijaya, 2015).

FINDINGS AND DISCUSSION

Case Description

PT Tokopedia is an Indonesian technology company with a mission to digitally equalize the economy in Indonesia. Tokopedia has a corporate vision to create an ecosystem where anyone can start and discover anything. Tokopedia uses technology to connect and

grow ecosystems, from reaching the unbanked population, to providing more value to producers such as farmers and fishermen.

In its services, Tokopedia provides E-Commerce services through mobile and desktop applications that provide a wide selection of products through marketplaces, official stores, instant commerce, interactive commerce, and rural commerce. In addition, Tokopedia works with 13 logistics and fulfillment partners equipped with same-day delivery services with an integrated system. Sellers can also store products in our smart warehouses located throughout Indonesia.

In advertising and marketing, Tokopedia provides an advertising technology platform to help sellers promote their business, attract more consumers, and increase sales through Pay for Performance "P4P" Advertising, Display Advertising, and Customized Marketing Packages. Tokopedia explains that in their marketplace, the Indonesian economy is moving at a high level; more than 2% of the total Indonesian economy occurs in the Tokopedia marketplace with 1.8 billion products and more than 14 million sellers in it.

In this tvC, the author tries to explain the case and the core message conveyed through "Filosofi Pete" which the author then describes into three levels; namely bridging, conflict, and main message.

Bridging: Nostalgic

Komunikasi Berasa (experientially-meaningful communication) in the video "Filosofi Pete" delivers the stereotypical past experiences of Indonesian people about the taste of Pete. From dislike and even trauma, to feelings that continue to be carried in the present. The nostalgia experienced by the main role in the video becomes Tokopedia's core message to bring its audience back to the feeling of "disliking" something in the past with old habits, in order to dare to be adaptive in carrying out new habits.

The nostalgic narrative that Tokopedia tries to arrange in this tvC, becomes appropriate in depicting the stereotypes of society in reality; someone sometimes dislikes something because they have only tried it once. The change that ultimately requires courage, poured and connected to the current situation, which makes this tvC well wrapped according to the right portion of the message for the audience.

Conflict: Bitterness to Sweetness

Bitterness to sweetness or a bitter taste that becomes sweet, is a manifestation that Tokopedia expects of its audience or commonly referred to as a change of behavior. Change of behavior or changes in consumer behavior, according to Swasta and Handoko (in Adnan, 2019), changes in consumer behavior are changes in the consumer decision-making process, both in terms of mindset, attitude, and behavior.

This change can be caused by various factors, both internal and external. When old habits are faced with new habits, in the case of this tvC, it is the main character who does not like Pete and his brother-in-law is a Pete lover, it can finally indirectly influence, until finally the main character who has been hating at one time turns into liking because of a different modification. The hope that Tokopedia implicitly displays in this tvC also brings us to a message that is clearly conveyed well.

Main Message:

Determining attitudes, is the marketing message that every seller wants to achieve. In the case of this video, Tokopedia as a communicator wants to make its target audience who usually only buys branded products and seems to underestimate local quality, trying to encourage consumers to buy local products. At the end of the video, Tokopedia tries to change the mindset of consumers in positioning MSME products sold by their official sellers as high-quality products.

Conflicts will certainly occur for audiences who have experience in buying local products but the quality is not good compared to foreign products. Therefore, this video is here to shift the audience's narrative to dare to try first, then feel the benefits. (Gentile, Spiller, & Giuliano, 2007) explains that customer experience comes from a set of interactions that occur between customers and products, companies, or parts of the organization, which trigger reactions. This experience is truly personal and implies customer involvement at different levels. Customer experience is a new level of creating value not only for companies but also for customers and a good experience generally has to engage with individuals with varying degrees.

Komunikasi Berasa Analysis

Figure 1 illustrates a communication model developed by Wijaya (2009; 2011; 2016), emphasizing the dynamic interaction between the source, message, and receiver in the communication process. The model starts with the source's agenda, which aims to influence (persuasion), and is then converted into a message through the processes of meaning creation and encoding. The message takes the form of a stimulus produced by the source through a combination of sensorial, rational, emotional, relevant, and beneficial elements for the receiver. This message is intended to

encourage the receiver to interpret its meaning through decoding and response. At this stage, the receiver consumes the experience and the message, responding according to their understanding.

Message verification plays a crucial role in ensuring that the message conveyed aligns with the receiver's experience and interpretation. The outcome of this communication process is the establishment of trustworthiness and meaningfulness of the message. The effects of this communication can vary, ranging from concrete actions, sharing, to deeper emotional engagement (love). This model also portrays communication as a synergistic process involving interaction between the source and receiver within a social and sensorial framework, creating an interrelated experience between stimulus and response.

Dimension of Sensorial EM-ness

Experiential marketing has become a hot topic over the past few years and a marketing strategy for many companies (Lacroix et al., 2020). Experiential marketing is a memorable experience that engages consumers personally. In addition, experiential marketing relates to customers' desire to get more than just functional features and benefits, product quality, and a positive image of a brand. Today, consumers are looking for products, messages,

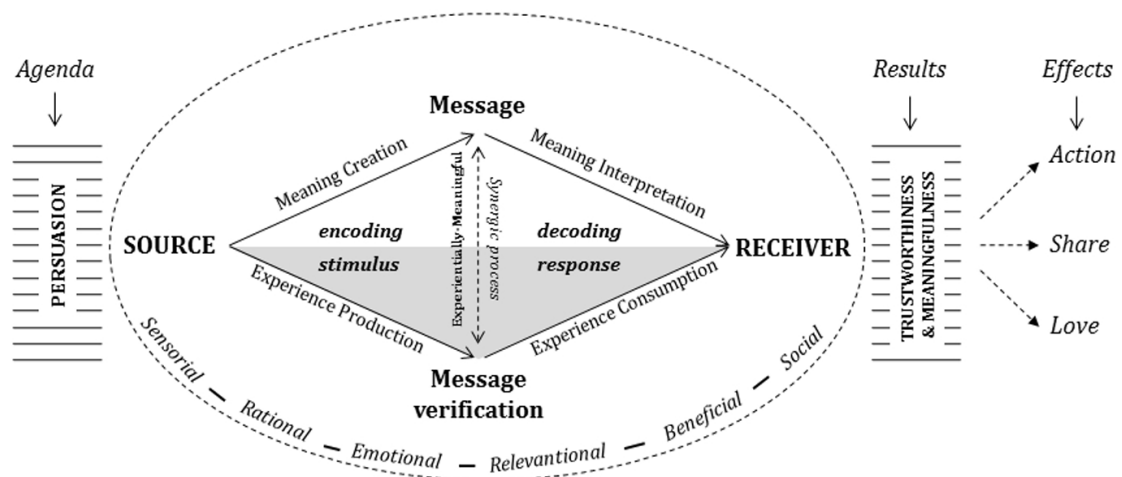


Figure 1. The model of *Komunikasi Berasa* (an experientially-meaningful communication) (source: adapted from Wijaya, 2009; 2011; 2016)

and marketing promotions that are designed to provide a special experience (Pine and Gilmore, 2013; Schmitt, 1999).

Given how important experience is in making consumers interested in a brand, it would be better for a company to focus on the power of the experience felt by consumers in advertising. Experiential advertising shows an impact on several dimensions in consumers, one of which is the dimension of sensory sensibility (Chang and Chieng, 2006). The dimension of sensory sensibility has been shown to significantly influence the formation of consumer experiences through advertising (Rajaobelina et al., 2019; Haase & Wiedmann, 2020). This is because the sensory dimension has been shown to stimulate one or more of the five senses through audio and/or visual media (Haase & Wiedmann, 2020).

Hulten (2011) provides an explanation regarding the senses that are aroused as a result of the sensory dimension. The following is the explanation given by Hulten: *"The sense of sight is considered the most powerful sense because it is able to find, distinguish, and understand an item or service. Meanwhile, the sense of hearing in sensory experience is related to the emotions and feelings felt by the audience (consumers) when hearing information about a brand. The sense of smell is closely related to well-being and pleasure, which also has a significant relationship with emotions and memory. The sense of taste, in this case, produces different emotional sensations when interacting with other senses"*.

One example of an advertisement that implements experiential marketing is Tokopedia's service advertisement. In the ad, consumers are invited to experience the sensory dimension through audio and visual aspects that present an ad with the theme "Filosofi Pete". Tokopedia uses Pete as the main object in its advertisement on the grounds that Pete is green which is representative of Tokopedia's color that has been recognized by the public. In addition, the Pete object in this advertisement symbolizes local products that

are still often overlooked by most consumers. In its advertisement, Tokopedia intends to convey the message that local products have now experienced significant development, with quality that is not inferior to imported products.

At seconds 0.31 to 0.50, there is a depiction that the Pete consumed has a strange taste and a strong, unpleasant aroma. In addition, at 1:43 to 1:55, there are audio and visual depictions related to the taste of Pete dishes that describe the savory taste, crunchy texture, and fragrant aroma of cooking. These depictions can stimulate the senses of taste and hearing of the ad audience, without actually feeling the associated sensory stimuli (Elder et al., 2017). Pete is known as a food that is characterized by a strong aroma and distinctive taste, therefore the audience will easily recognize and evoke memories of the aroma and taste of the Pete depicted in the advertisement. Therefore, Pete with its distinctive characteristics has the potential to shape experiences that can significantly impact the audience.

Tokopedia, utilizes the YouTube platform as a medium for advertising distribution, so that potential customers can engage directly and interact easily. This approach is in line with the view expressed by Wang et al. (2013) that the use of sensory-based technology and audio-visual in Filosofi Pete advertisements is not just communicating information, but presenting a dimension of sensory experience that can be felt by the public more intensely. Thus, this advertisement is not only a source of information, but also a medium that facilitates direct interaction and engagement from the audience.

Therefore, it can be concluded that in Tokopedia's "Filosofi Pete" advertisement, the experience of the sensory dimension is conveyed through audio and visual aspects. The depiction of Pete in the ad, despite its strong aroma, tries to evoke the audience's sensory experience, especially through the senses of taste and smell. This ad is not only a source of information, but also a medium to create

experiences that can influence consumers' positive perceptions of Tokopedia, which tries to change the perspective of local products that were previously underestimated.

Dimension of Emotional EM-ness

The message in Tokopedia advertisements that can be seen in the Pete Philosophy: "What we didn't like a long time ago, maybe now it makes us fall in love". Pete is described in this video as a food with a pungent odor so that not everyone can enjoy it. The depiction in the video with a duration of 3 minutes 30 seconds begins with the role of a child who tries Pete and it turns out that the child does not like it so that only bad experiences he gets.

This video aims to make the audience feel the message conveyed more realistically, that there are still many people out there who don't like pete, not only small children, there are often many adults who don't like this type of food. It is hard to deny that up to now, pete has always been positioned as a marginalized food ingredient. His presence is isolated by the label of "prestige" by most people who don't like him. A person's dislike of pete is quite difficult to identify. Does someone really not like it (not fond of it) or is it just because of the "image" role of pete itself which is famous and labeled as a "smelly", "dirty" food and some even call it "embarrassing" food.

Starting from the discussion about Pete explained in the TVC Pete's Philosophy, Tokopedia was able to relate it to current conditions and realities where this philosophy implicitly illustrates that sometimes someone has decided not to like something just because they have only tried it once. In this video, the bad and unpleasant experience when eating pete for the first time will be a trigger and remind someone that he will never try again, which emotionally can be said to be trauma.

Through this video, Tokopedia analogizes the position of local goods (MSME products) to Pete, where there are still many people who prefer foreign products rather than buying local

products from their own country's MSME. This, as has been conveyed from the analogy above, is that many people do not want to buy local products owned by MSME, perhaps because the "prestige" or "image" of local products is still inferior to other foreign products or they have bought them but are not satisfied. or even bought one but had a bad experience so decided never to buy again.

In the Emotional EM-ness dimension of this advertisement, which is represented by each narrative which is persuasive and full of empathy, it can indirectly evoke positive feelings and build emotional bonds (trust) and is able to arouse our deepest feelings so that it reminds us that Indonesia currently also has local products that are worth trying. This video implicitly encourages the audience to act more fairly that we as a "buying" community have nothing wrong with trying to provide the opportunity to buy local products produced by Indonesian MSME.

Local products are still struggling to gain their existence in the world of trade. This can be seen when a small child who has grown up begins to try again "Pete" which previously only gave a bitter taste and bad experience at the beginning. This scene represents that even though she is forced to, the woman also wants to know whether the experience she will get will remain the same or will it be different?

The Emotional EM-ness dimension discusses how strong the public or audience's positive feelings are towards the message and the public's or audience's positive feelings towards the message and the evidence of the message conveyed; how positive the audience feels in appreciating, how honest the audience's heart is in expressing recognition of the meaning and evidence of the message; how empathetic and sensitive the audience's feelings are in placing themselves as communicators to feel the sincerity, honesty and even lies implied in the message and the evidence of the message; and, how deep the public or audience's trust and

confidence is in the meaning and evidence of the message conveyed (Wijaya, 2016).

The reality of the depiction of each scene and the delivery of a persuasive narrative is adjusted to the existing reality where local products are still not the main choice in society. The reality presented is truly adapted to the current conditions of society. Reporting from <https://ukmindonesia.id/baca-debisnis-posts/mengapa-produk-lokal-belum-jadi-besar-konsumen>, if we look at the quality, local products are no less competitive than foreign products, but unfortunately local products are superior. It seems that it has not received full support from domestic consumers.

Proof of the message at the end of the video, Tokopedia provides testimony that local products are currently no less competitive than foreign products. Starting from the many types of products produced by Indonesian MSMEs so that the public (society) has many choices, using raw materials and local labor which has a direct impact from an economic perspective so that it can be felt directly by our nation.

Dimension of Rational EM-ness

In the dimension of rational feeling (Rational EM-Ness), what we can dissect and analyze through this advertisement that Tokopedia broadcasts on YouTube, is how the message in "Pete's Philosophy" has logical reasons and is very reasonable, and brings sufficient evidence of the message. The truth in a message will be more pronounced when the meaning makes sense, in other words, what is presented and proven will be better if the audience's cognition can receive it well. (Wijaya, 2016).

In response to the phenomena occurring in the current reality, Tokopedia's steps in creating advertisements; by presenting Pete's Philosophy - with all the messages it contains, it becomes an answer with deep meaning for the audience. The message or meaning embedded in a communicative action must be able to appreciate and consider the logic of the audience, because the audience is not passive

(Alasuutari, 1999). Therefore, it is important to maximize the audience's cognitive experience of the message conveyed so that it can be felt better and generate high trust (Wijaya, 2016).

Rationally, Pete's philosophy in this advertisement is a response to the problem; community stereotypes, judging statements, as well as breaking a public perception of bad and outdated opinions about local products, and at the same time as a follow-up action to the creation of public trust. Indicators of perceived rationality are: how logical or reasonable the message and the evidence of the message are, and how realistic a promise or claim in a message is and the predicted causality of its truth (Wijaya, 2016). The steps in making this advertisement are felt to be very appropriate and full of rationality itself, namely "what is logical, and how reasonable is the message and evidence of the message" that Tokopedia is trying to convey through the advertisement.

In this advertisement, Tokopedia succeeded in showing a rational message - relating to the comparison between local products and foreign products - by using the right strategy, creating the message of this advertisement, and the communication felt like it could be conveyed well. There are several dimensions of rational feeling that Tokopedia tries to embed in this advertisement

1. **Product and Service Quality:** Tokopedia tries to explain that now the raw materials for local products use quality and superior raw materials in the production process.
2. **Support for the Local Economy:** Tokopedia tries to support local job creation, use of local resources, and have a positive impact on the economic sustainability of local products.
3. **Competitive Price:** Tokopedia tries to compare the prices of local products with foreign products and provide rational arguments regarding the added value provided by local products, such as better quality or better sustainability.

4. Reliability and Availability: Tokopedia tries to explain the reliability of local products and their availability. Factors such as stable supply and ease of obtaining products are strong rational points.

Apart from that, the rationalization in this Tokopedia advertisement is the immediacy of the right steps in making this advertisement which is very important in its immediate feeling, in responding to existing phenomena; how this factor becomes very crucial and important which is the determining factor in communication of feelings. The hope is that the message in this advertisement will be very clear, Tokopedia wants to build public trust in local products, by using Pete's Philosophy, they hope that the public will pay more attention to local products - MSME in Indonesia. Furthermore, in dissecting advertisements that contain messages about emotional communication in a rational dimension, there are also several aspects that need to be looked at. The following are several points obtained in this Tokopedia advertising analysis:

1. Advertising Objectives: In this case, Tokopedia's goal is very clear, apart from increasing sales and building a brand image, Tokopedia tries to build public trust in local products, by using Pete's Philosophy, they hope that the public will pay more attention to local products - MSME in Indonesia.
2. Target Audience: In this case, the target audience for this advertisement is everyone who already uses the Tokopedia application, people who often shop for foreign products, and at the same time trying to reach a wider audience.
3. Rational Element: In this case, Tokopedia tries to convey information clearly, supported by data and facts, as well as the benefits of their products and brands.
4. Product Advantages: In this case, the product's advantages and services have been explained informatively in the advertisement, while being connected to the rational needs

and desires of the audience, consumers and potential consumers.

5. Influence on Consumer Actions: In this case, Tokopedia hopes that the action will influence consumers; such as paying more attention to local products, changing people's stereotypes about local products, and being able to provide opportunities for local products.

Dimension of Relevant EM-ness

An advertisement is a media/communication tool to convey a product message so that the audience can receive the message. However, nowadays messages alone are not enough. Because if it's just a message, the impression and message conveyed will only be remembered for a moment and then it will just disappear. Therefore, an advertisement needs to have a meaning that touches the audience. Touching in this case is the aspect of the relevant dimension. Relevant means the similarity of a condition experienced, which can be in the form of cultural, social background, problems, desires, hopes and dreams. So when an advertisement is relevant to the audience, it will give meaning and feeling to the audience.

Meaningful advertising can make the audience, when they receive the message from the advertisement, indirectly give feedback: "oh this really relates to me." And this will continue with personal awareness and the formation of attitudes among the public towards a product. A relevance that is created to target the target audience, of course cannot be separated from determining the target market for an advertisement. This target market needs to be adjusted to the persona of Tokopedia users (user persona). User persona is a description of the user, in this case the Tokopedia application, which includes the user's age, occupation, gender, nationality, place of residence, product preferences, transaction list, user wishlist, purchase frequency and purchasing power. These data must be owned by Tokopedia as the application owner. This data is then processed

to become a tool for considering the chosen advertising theme so that it has relevance to the average majority of Tokopedia users.

Apart from the target market which is tailored to the user persona. The choice of advertising theme also greatly influences the success or taste of communication. Choosing a theme that is close to everyday life with a depiction of Tokopedia's user persona will certainly have a good level of acceptance both from the informational and emotional side of the user. A close theme will more easily arouse the emotional side of users. As this Tokopedia advertisement has the theme Pete's Philosophy, where not everyone likes Pete. This theme is then elaborated into a narrative flow that influences the thoughts, visuals and emotions of the advertising audience.

The themes that have been determined are then made in more detail into a narrative. Narratives are built or constructed with a flow that makes it easier for the audience to understand the content/message of the advertisement being created. Starting from not everyone likes Pete, then the main character who doesn't like Pete then tries to eat Pete and it turns out it doesn't taste good at first.

However, there is a situation where the main character's sister-in-law always cooks food using Pete as the basic ingredient. The main character is depicted as finally wanting to eat the food, but this time the response is different. Pete, which previously didn't taste good, when he tried it again, tasted better and the main character finally liked Pete. Pete, which was originally not delicious, becomes a very delicious dish and in the end the main character really likes it. This narrative will certainly feel bland if it is not linked to the goals and objectives of the advertisement. Therefore, the narrative construction that is formed must be linked to the goals or objectives of the advertisement.

The narrative will be more interesting if it has goals or purposes for publishing an advertisement. The goals and objectives of advertising in this case are a campaign to try and

love local products. Just as Pete is described as a local product, according to Ramli (2021), Indonesian people generally prefer foreign products to local products. Due to various reasons, including low quality products, unattractive packaging, lack of product innovation, and inadequate location.

However, this is denied by Laras, A. & Dinisari, M. C. (2022) that there are local products with product quality that is recognized by the world. Among them, there are 10 local product brands, including food, bicycles and clothing products, which have gone global: Indomie, J.CO, Erigo, Cotton Ink, Polygon Bikes, Eiger, Lea Jeans, Terry Palmer, Wakai and Tolak Angin. With developments and progress in terms of the quality of local products as well as in terms of brands that are known worldwide, it is time to raise a narrative with goals and objectives to try and love local products. Based on this background, Pete, which was associated as an unpalatable, bad, low-quality product, was then campaigned as a high quality, global product.

This campaign is relevant to audiences because they still have a preference for foreign products. Tokopedia as a marketplace, is trying to change the paradigm of audiences who previously liked foreign products to switch to loving local products, namely Indonesian products.

According to Salim, M. P. (2023), this is also encouraged by the government's appeal to continue consuming MSME products, because it can improve the local economy, namely MSME can earn income from selling their products, opening up jobs in the local area, as well as couriers who deliver products to consumers benefit, so that the economy turns around in the country. This provides benefits for all parties (stakeholders) involved. When quality products can be produced domestically, at a macro level, the country can prevent dependence on imports from other countries, even though local Indonesian products are quality.

Dimension of Beneficial EM-ness

Beneficial communication is a form of communication that produces positive benefits for all parties involved. It involves exchanging information that is clear, understanding, and has a positive impact on interpersonal, organizational, or societal relationships. This concept emphasizes the importance of creating relationships that enrich, support, and provide added value to individuals or groups (Papeo, 2018). This is in line with theory (Kotler, 2007), namely that exchange is the process of getting a desired product from someone by offering something in return. In other words, exchange is someone's action to obtain the desired product by offering something in exchange.

In the context of beneficial communication, there are several main aspects that can be recognized, namely Mutual Understanding; namely beneficial communication that creates mutual understanding between the parties involved. The message conveyed must be clear and understandable, thereby reducing the risk of misunderstanding and conflict. Next there is cooperation and collaboration, namely communication which is considered useful in encouraging cooperation and collaboration. This creates an environment where people feel encouraged to contribute, share ideas, and work together to achieve common goals. Then there is Constructive Feedback, which is an important aspect of useful communication is providing constructive feedback. This helps people to learn, develop, and improve their performance.

Furthermore, Individual Empowerment is communication that is useful for empowering individuals. This involves providing support, building trust, and creating an environment where people feel valued and given responsibility. Then Creating a Positive Environment, namely communication that is considered useful, contributes to creating a positive environment. Optimistic and motivating messages can inspire people to perform better. Then there is Openness and Honesty, which is useful communication that encourages

openness and honesty. This openness creates the foundation of trust necessary for a healthy relationship. Then Adaptability and Flexibility are situations and communication needs that can change, and useful communication includes adaptability and flexibility. The ability to adapt to change and communicate effectively in various contexts is very important (Salman, 2022).

According to (Enjelita, 2013) Encouraging Joint Growth is useful communication that does not only focus on achieving goals, but also on individual and group growth. This includes providing support and opportunities for people to learn and develop. Then the Importance of Cultural and Contextual Context is communication that is useful for understanding and respecting cultural and contextual context. This helps in avoiding misunderstandings and conflicts that may arise due to differences in backgrounds and values, and finally compliance with ethics is that useful communication must be in accordance with ethical principles.

Maintaining integrity, respecting human rights, and avoiding deception or manipulation are integral parts of communication that is considered beneficial. In an increasingly complex society and business world, useful communication is the key to creating healthy relationships, building trust, and achieving common goals. Therefore, understanding the principles of useful communication and applying them in every interaction is essential to creating a positive environment and supporting mutual growth.

In the context of Tokopedia's brand activation with the title Pete's Philosophy, it is seen from the Beneficial Dimension which means the message provides real benefits and creates a sense of 'social', in the sense of being able to intrigue consumers to share their experiences regarding the brand message. The application of this theory in a business context such as Tokopedia can refer to effective communication between various parties involved in the business ecosystem, such as customers, sellers and internal company parties.

Good communication can increase customer satisfaction, strengthen partnerships with sellers, and create a collaborative work environment. The following are several points obtained in the analysis of Tokopedia advertising, as an e-commerce platform, in the dimension of perceived benefits:

1. **Customer Service:** Effective communication in response to customer questions, complaints, or feedback can increase customer satisfaction and strengthen business relationships.
2. **Internal Communication:** Within the Tokopedia organization, good communication between internal teams supports collaboration and achieving common goals. Openness, transparency and clarity of messages can improve efficiency and performance.
3. **Relationship with Sellers:** Effective communication with sellers on the platform can help build strong partnerships. Providing constructive feedback, conveying clear information regarding policies or changes, and training support can strengthen the relationship between Tokopedia and sellers.
4. **Campaigns and Product Information:** Useful communications also occur in a marketing context. Through clear and interesting information campaigns, Tokopedia can communicate with potential customers to provide useful information about products and services.
5. **Customer Understanding:** Collecting and analyzing customer feedback and user data can help Tokopedia understand customer needs and expectations. Ongoing communication can help adapt services or offer better solutions.

The importance of beneficial communication in the context of Tokopedia in Pete's Philosophy or other e-commerce platforms is to build trust, ensure customer satisfaction, and create a sustainable business environment. Tokopedia as a company can create communication policies and practices that support these values to

ensure positive relationships with various parties involved in its business ecosystem.

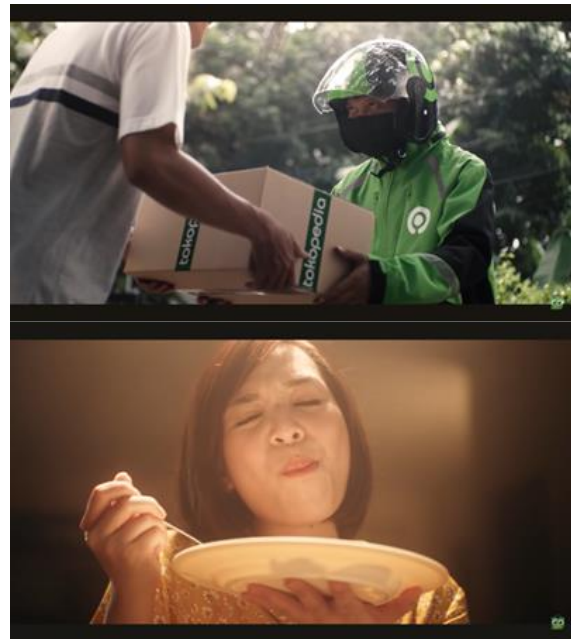


Figure 2. Tokopedia TVC Scene "Pete's Philosophy"
(Source: Youtube Tokopedia, 2023)

Dimension of Social EM-ness

The dimension of social feeling according to (Bambang, W. 2016) is that the message conveyed by the brand or communication actor is truly felt as evidence of the message by the audience. The more the message conveyed can be felt by the audience, the stronger the feeling of the message. In this case, the meaning and experience of a message is no longer owned exclusively by an individual, but has entered the inclusive and collective realm, meaning that the message conveyed and interpreted is indeed confirmed by many audiences so that the audience feels represented by its existence. The message. Still using the same source, not only that, this indicator of social belonging refers to how strong inclusiveness and evidence are truly felt and justified by the public, community, environment and even the general public. The goals or objectives of this social awareness message will reach the stage where the audience consciously has a desire or desire to disseminate the message to significant others so that the message truly has a perceived meaning in terms

of the meaning of the message or the experience of the message contained in it.

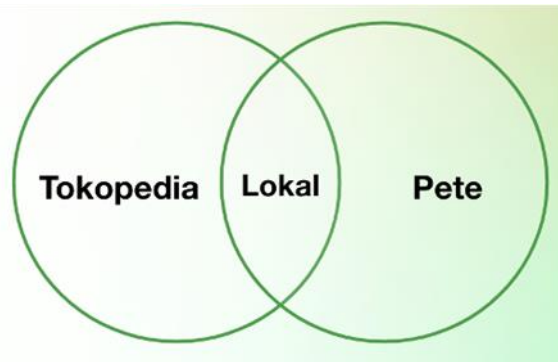


Figure 3. Framework for Social Belonging to the Tokopedia TVC Brand "Pete's Philosophy" (source: Authors' analysis)

In accordance with the framework above, we can see that the social feeling that can be seen from Tokopedia's TVC "Pete's Philosophy" is that Pete, which is the main object of this TVC, means that Pete is a complementary food attribute that is usually cooked by local Indonesian people from various regions, so this symbolizes the local culture of Indonesian food itself. Not only that, the reason why Pete is used as the main object in this TVC is because Pete has a color tone that is in harmony with Tokopedia's green color, so the relevance between Tokopedia and Pete here is that they are both local. In the online news Liputan 6, 2023, it was explained that PT Tokopedia here is one of the largest electronics companies in Indonesia which focuses on creating an electronic trading marketplace that also sells goods made by Indonesian children.

In the dimension of social taste, the author divides the dimension of social taste into categories, namely, social taste from the brand imagery side, social taste from the experience side and social taste from the economic side.

Quoting from Elementor, brand imagery is a visual representation of the message the brand wants to convey to the audience. The purpose of imagery itself is to communicate messages accurately to the target audience, so that the audience has significant feelings about the visuals displayed. In other words, brand imagery here is

a strategy or effort to communicate with the audience and emphasize consumer prospects visually.

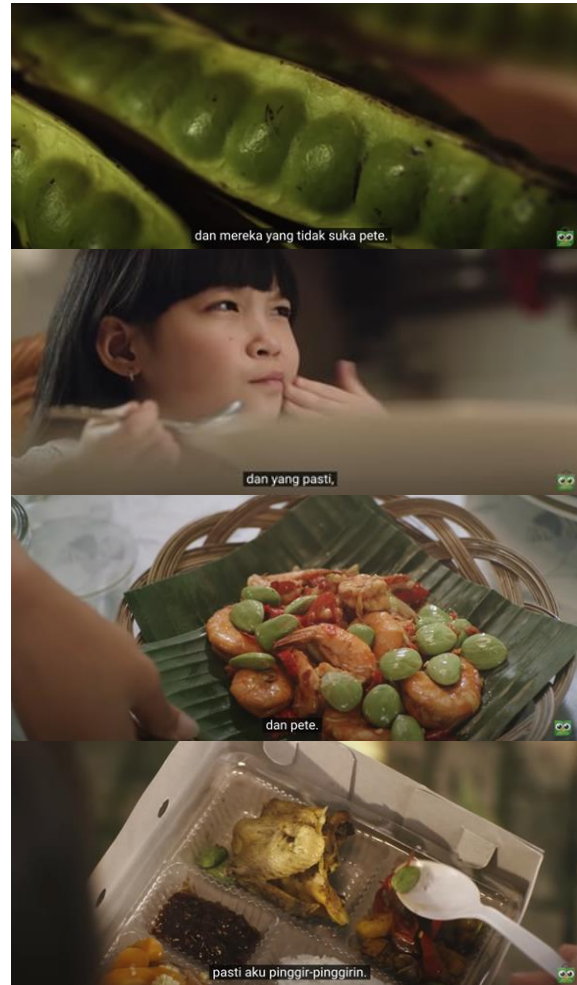


Figure 4. Tokopedia TVC Scene "Pete's Philosophy" (source: Youtube Tokopedia, 2023)

From the explanation above, it can be concluded that the communication carried out by a brand does not only focus on the message or experience of the audience, but also focuses on the visual concept that represents the message itself. This is reinforced by the online site moxels.com, which states that humans are always dominated by visuals and instinctively respond better to images or visuals compared to words. This evidence is also found in our physiology, namely 70% of our sensory receptors are located in our eyes, we can process information visually and can understand



Figure 5. Digital Conversation Audience on Twitter About Tokopedia's TVC "Philosophy Pete" (source: Twitter, 2023)

visual scenes in less than 1/10 of a second. This is proof that we live in a society dominated by visuals because, simply put, humans are visual creatures.

There are several reasons why the social feeling of this brand imagery is felt by the audience which can be seen from the storyboard or scene on Tokopedia's TVC like the picture above, namely the visual of food equipped with pete, food served on banana leaves, visuals of wedding events, or pictures of Pete itself is food or visuals that support the localization side that we often encounter when we are in Indonesia. It can be concluded that this visual truly represents the Tokopedia brand

which has a green color tone, and is a local brand made by Indonesian children.

Furthermore, if we look at social feelings from an experiential perspective, we can see that there are people closest to us who definitely don't like Pete. An example of an experience that we often encounter is when we were teased by our uncle or aunt when we were children for tried Pete which he thought was delicious but in our opinion turned out to be not tasty and tasted bitter, then there are those who at every family event or celebration there must be one or two foods that use the complementary food attribute, namely Pete; or even when we get boxed rice, which is a unique

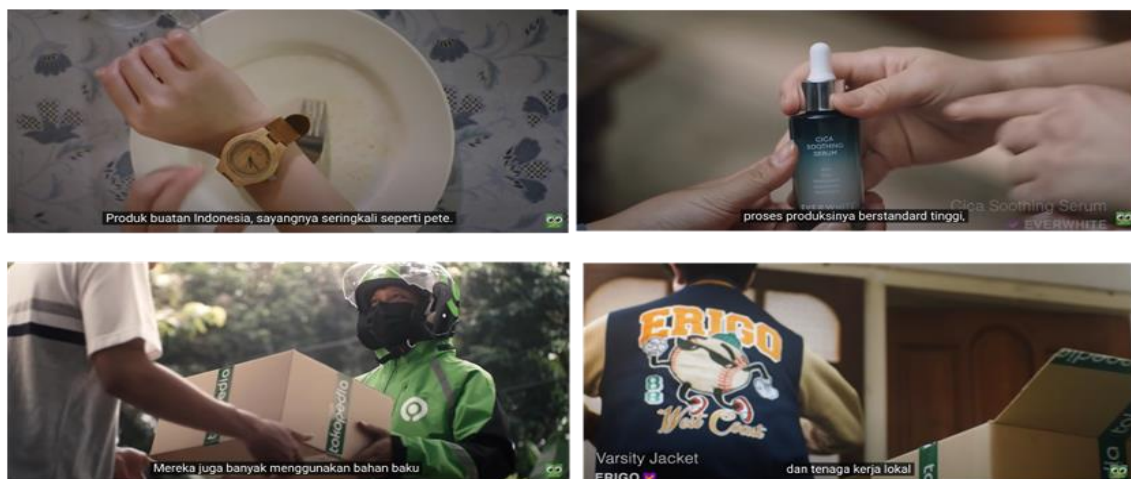


Figure 6. Narrative of Tokopedia's TVC "Pete's Philosophy" in an Economic Perspective (Source: Youtube Tokopedia, 2023)

social culture in Indonesia, we get a side dish that contains Pete and before we eat the dish, we must set aside the Pete first so that it doesn't get eaten. This is supported by the audience's expression that this is indeed felt by them if they are in the social sphere, so that the TVC "Pete's Philosophy" is truly in line with their experiences.

In the final part, we will analyze the social welfare side from an economic perspective, where in the TVC there is a narrative about "empowerment". The purpose of Tokopedia's TVC in presenting this narrative is that Tokopedia does not necessarily exist independently without any assistance from any party, but Tokopedia states that the products traded in Tokopedia e-commerce are local products made by the nation's children.

Not only are the products local, but the product manufacturing process, up to the product distribution process is also carried out by empowering local raw materials and human resources, so that product turnover and the economic sector run consistently and sustainably. In this scene or narrative conveyed by Tokopedia, initially Tokopedia or local products sold on Tokopedia were doubtful about the existence of the same thing as Pete, but now the situation is different in that the existence of Tokopedia along with products made by the nation's children, In fact, it is the key to answering the social welfare that society needs.

In this analysis, we learn and we know that not everyone likes Pete, but this is where we can see the power of storytelling carried out by Tokopedia, so that its social significance can be felt. The concept of Tokopedia's TVC that we can see and analyze here is the power of storytelling carried out by Tokopedia so that the message conveyed can be felt socially, this is reinforced by Edward Suhadi as Creative Director of Ceritera Storytelling Agency, who turned out to be one of the creators of the Tokopedia video entitled "Pete's Philosophy", according to him, sometimes people don't like

something because they have only tried it once, so Edward explains the situation mentioned in the Tokopedia TVC video and relates it to current conditions. Edward said, "In the past, many people said that Indonesian products were very bad. But pay attention to skincare products made by domestic companies, which are currently being promoted. That's why don't just rely on feelings." In other words, it is true that sometimes we don't like something because we only focus on the feeling of not liking it, instead of focusing on trying what we don't like.

CONCLUSION

Experiential marketing has become a mainstream strategy in recent years, focusing on memorable and personalized experiences for consumers. Today's consumers are looking for more than just product features; they want a special experience. Tokopedia, an e-commerce company from Indonesia, is trying to change the view of local products which were previously often looked down upon through a TVC with the title "Pete's Philosophy". Tokopedia offers experience-based marketing through five dimensions of taste, including the sensory dimension, the emotional dimension, the rational dimension, the relevant dimension, the beneficial dimension and the social dimension.

Pete, who is the object of the Tokopedia advertisement, is known to have a strong taste and personality. This can evoke sensory experiences, especially through the senses of taste and smell. In addition, based on the dimension of emotional feeling, this video presents a persuasive and empathetic narrative that can build emotional bonds and awaken deepest feelings.

The depiction of the scene and the persuasive narrative in this video reflect the fact that local products have not yet become the main choice in society, according to current actual conditions. In fact, in fact now local products are no less competitive with foreign products.

Informed Consent

The authors have obtained informed consent from all sources of the data.

Conflict of Interest

The authors declare that there is no conflict of interest.

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