

## Digital Brand Building of PT Kereta Api Indonesia Indonesia

### Through Instagram Account @ KAI121.

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As a state-owned enterprise, PT Kereta Api is a company that is responsible for providing land transportation services in Indonesia. The revamping of PT Kereta Api in the past few years has enabled it to carry out various promotions on digital media, one of which is via Instagram social media. Through the istagram account @ KAI121 which is the official account of PT Kereta Api Indonesia, various contents regarding promotions, discounts, ticket booking information, and train schedules, etc., are aired and get responses from the folowers. Aside from that, the use of Instagram @ KAI121 social media as a form of digital brand building from PT Kereta Api Indonesia is conveyed through visual communication designs in the form of photos, texts, and videos that become content on the Instagram account.

Keywords: PT Kereta Api Indonesia Indonesia, Instagram, Brand, Promotion, Visual Communication Design.

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### 1. Introduction

Of the many types of transportation, trains are one of the most popular transportation in Indonesia. As one of the STATE-OWNED ENTERPRISES, PT Kereta Api Indonesia Indonesia has the duty to provide, regulate, and administer rail transportation services in Indonesia. Over time, PT Kereta Api Indonesia has made various improvements ranging from service improvements, infrastructure, and creating an official istagram social media account @ KAI121.

The making of an official intagram social media account from PT Kereta Api Indonesia Indonesia is something that has often been done by several large companies in Indonesia lately, considering that Indonesia is currently one of the largest istagram users in the world [8].

Based on the explanation from Arif Rohmadi [4] there are several benefits of social media, including the promotion and branding of products. Where social media has the ability to communicate to customers, so the brand that offers has its own value in the minds of

consumers or prospective consumers. This is in line with what was stated by David Aaker, where social media is one of the tools that can be used to carry out the digital branding process [1]

The theory used by the author in this research is the theory of digital brand building proposed by David Aaker. Where the ability of digital media, one of which is social media, can build a brand through four ways, namely to increase supply, support offers, create a building platform, or enlarge other brand building platforms [1].

In this study, the authors limit digital brand building based on Aaker theory only on processes that support offers. In the process of supporting the offer, based on the theory of Aaker, it can be divided into:

- a. Communicate and support offers.
- b. Give credibility to the offer.
- c. Helps and makes the purchasing process easier.
- d. Push application.
- e. Engaging customers in product development and evaluation

Apart from the digital branding theory, the author also uses advertising theory and DKV in this research.

## 2. Object and Research Method

The objects in this research are photos / images, videos, and captions which are the content on the official instagram account of PT Kereta Api Indonesia Indonesia, namely @ KAI121.

The method used in this research is the qualitative method. Based on the explanation from Sugiono, the qualitative method is an interpretative research method. This is because the results of the study are more related to the interpretation of the data found [5]

In digital branding that supports an offer, digital programs can make the offer more understood and trustworthy and make the buying process less troublesome. Digital programs also encourage new applications that are able to increase offers [1].

Given Instagram social media there are a variety of photos, texts, and videos. To understand the visual language contained in the photos and videos, the use of advertising theory and DKV is needed to analyze the style of delivering advertising messages, colors, and shapes contained in photos and videos in the account instagram @ KAI121 which will be associated with digital brand building programs in terms of increasing a trust, providing easy offering information, and encouraging an application

## 3. Result and Discussion

As a country with high internet users, the use of social media in Indonesia has begun to vary. Starting from as a means of private photo documentation to promotions and branding of a company. Based on the explanation from Aaker, the ability of digital media in this case web, video, and social media can act as a digital brand building for an organization where it enables it to involve a community that brings comments and recommendations actively. Apart from that,

digital media can present diverse content, even allowing it to present videos of a certain duration in supporting a content.

In improving the brand, PT KAI has an official account @ KAI121 on instagram social media. Looking at the content on Instagram, there are various content ranging from images to videos that support the offer from PT KAI. As discussed in the previous discussion, the content is able to support the offering of digital brand building for an organization.

### a. Communicate and support offers.

In the process of communicating and supporting offers, the role of sites and other platforms such as social media is important. Where on the platform consumers can learn about an offer, especially if the offer is dynamic.

Looking at the Instagram platform there are a number of followers who are following the development of the content of the account. But based on an explanation from Aaker, what is important is the level of involvement of consumers on the social media account [1].

Looking at the image content contained in the PT Kereta Api Indonesia instagram account (@ KAI121), the information provided is quite dynamic, starting from information on ticket prices, discounts, additional train information and so on.

Figure 1: Images that are content on the @KAI 121 account

Image source: instagram @ KAI121





In figure 1 above, it appears that important information on a content is made more dominant. This is an emphasis that becomes an element that is able to attract the attention of readers both regarding discounts, rates, and additional train information. Apart from that, the use of colors that contrast the shape of the field and background photos makes it easy for followers to get information.

Apart from that, in the bodycopy section and in the caption section, it provides further information from the main information presented in the image. This motivates followers to interact through the comment column which is a feature of the Instagram platform.

**b. Give credibility to the offer.**

Based on the explanation from Aaker increasing credibility can be based on actual experience and comments from relevant experts [1]. Looking at the style of delivering messages in an advertising, the experience conveyed after using the product and feeling the product, is classified as testimonial [3]. In testimonial advertisements, the advertising model that delivers the message can be anyone, can be a public figure or anyone. To be sure, the model must use the estimated product. In making testimonial advertisements, there are various conditions that must be obeyed, this refers to the statement from Rachmat Kirantono [2] which includes:

1. Testimonials come from individuals, not in the name of groups.
2. Must be experienced and not exaggerate.
3. Consumer testimony can be stated with a written statement and signed by the consumer.
4. The identity and address of the giver of the testimony must be proven if requested by the ethics enforcement agency, and given in full.

Looking at the video content contained in the instagram account @ KAI121, the use of testimonials in increasing credibility is also used. In the video, take two figures who are cast in the video, namely: Elizabeth Shinta who is described as an office worker in the capital who uses train services every day. While the other one is Indonesian President Joko Widodo.

Figure 2: testimonial videos about train services

Image source: instagram @ KAI121



For her, changes in train services have had a positive impact on supporting their daily activities. Whereas the message conveyed by President Joko Widodo, is more about inviting the public to use train services.

**c. Helps and makes the purchasing process easier.**

Looking at the explanation presented by Aaker, making the purchasing process easy, is when customers seek information and are assisted with a number of information that will facilitate them in making a decision. This can be in the form of comparison, identification, or providing relevant information[1].

On the instagram account @ KAI121, there are various information about the train that makes it easier for followers. The information is in the form of changes in departure hours, activation of stations, activation of train routes, and train departure schedules. The number of reactivation of the railway line is currently aimed at increasing the economic income of the local area, certainty of time in shipping logistics, and ease of access to tourist areas. This reactivation has also received support from the government. [9]

As mentioned in the previous paragraph, information relating to the train is visualized and given information on the image or on the caption that is easily understood by followers.



In the video, a message of testimony from Elizabeth Shinta was presented as a train service user by conveying that the railroad conditions at this time were far better than the previous era.



Figure 3: Instagram posts that contain information on reactivating stations

Image source: Intagram @ KAI121

In the figure 3, it can be seen how information about reactivating the station is conveyed easily. In part 1, it is a headline that serves to attract the reader's attention, which reads "Stasiun Terisi Kembali Melayani Penumpang". The headlines contained in the picture, supported by information about the train serving the station, namely: Tegal ekspres and Cirebon ekspres, complete with departure schedules as stated in column 2. While information about ticket reservations is shown in column no 3. To encourage the purchase of prospective customers, information about ticket prices is also presented in the picture. Seen in column 4, PT Kereta Api Indonesia sets ticket prices starting from Rp. 45,000, - from the Terisi Station to Jakarta.



Figure 4: Instagram posts that contain information on additional train

Image source: Intagram @ KAI121

In addition to information on station reactivation, information about additional trains is also provided on the istagram @ KAI121 account. In the figure 4, the headline " KA Argo Sindoro Tambahan" is able to attract the attention of prospective customers as seen in column no 1. While information about the departure date of the train and the train departure schedule from Gambir and Semarang Tawang can be seen in column 2. To encourage the purchase of prospective customers and where the ticket order is, delivered in the caption section where there is a sentence " Hayo jangan kebanyakan mikir, segera beli tiketnya sebelum kehabisan lagi! Tiket dapat dipesan melalui KAI Access, web kai.id dan kanal resmi penjualan lainnya "As seen in column 3.

#### d. Push Application.

Based on the explanation from Aaker, the goal towards growth can be finding new applications



for brands and encouraging their use [1] To encourage the use of applications, PT Kereta Api Indonesia Indonesia, presents KAI Access applications that can be installed on Android and iOS-based smartphones.

Through the KAI Access application, PT KAI makes it easy for consumers to book tickets, reschedule trips, cancel ticket purchases, and withdraw money from ticket purchases [6]

To support the KAI Access application, on the @ KAI121 Instagram account, there is an instastory of the application

Seen in point no. 1, it is a list of instastory from @KAI121 instagram that has been created and one of them is about KAI Access. In the instastory, at point 2, there is an image that tells potential customers that the local train route can use KAI Access to order tickets. This aims to encourage the public to use the KAI Access application which is based on the high interest of the community in using local trains. The presence of KAI Access also makes it easier for people to get local train tickets where previously people had to queue long enough to get the ticket [7]

Whereas in point no 3 there is information about the date of enactment of the policy. In that column, there is the phrase "good news" which acts as a headline that is capable of listening to the attention of the reader. While information about the validity date of the validity of ticket bookings through KAI Access is placed at the bottom which acts as a subheadline that clarifies information to the public.

#### e. Engaging customers in product development and evaluation

one of the picture posts contained in the @ KAI121 account is information about the e-boarding pass. The presence of the e-boarding pass on the KAI Access application is a solution to the problem of queuing when checking in and printing the boarding pass at the counter. Apart from that, the presence of e boarding passes is also one of the efforts to implement an environmentally friendly lifestyle that is currently in the spotlight in the community.



Figure 5: Instagram story on @KAI121

Image source: Intagram @ KAI121



Figure 6: Instagram posts that contain information about e boarding pass

Image source: Instagram @ KAI121

Looking at the figure 6, it can be seen that the sentence "Paperless dengan E-Boarding" in point no 1 is a headline that becomes the title and draws the attention of the reader to continue reading the information.

For point No. 2 it is a demonstration in the steps to get an e-boarding pass through the KAI Access application. According to Alo Liliweri, product demonstration is an advertising message that displays the main advantages of a particular product. The content of the message is an explanation of how to use the product [3]

Whereas point 3 is the caption of the image which emphasizes KAI Access's positioning in supporting environmentally friendly lifestyles in accordance with the current lifestyle in society.

## 5. Conclusion

As an official Instagram account from PT Kereta Api Indonesia Indonesia, @ KAI121

has become one of the tools for PT Kereta Api Indonesia to inform, promote, and carry out branding for products and companies. In digital brand building, social media is one of the tools for the digital branding process.

In the process of digital branding that supports an offer on the Instagram account @ KAI121, the use of images, videos, and features on Instagram is optimized to convey messages to the public. Apart from that, the use of headlines in images and captions for an image uses informative or persuasive sentences. Moreover, the use of the delivery style of testimonials and product demonstrations is also used in the posts contained in the Instagram @ KAI121 account to build the brand.

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