Indonesian Shipper Event Marketing Strategy in the Shipper Sellers Series Program

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A R T I C L E I N F O

A B S T R A C T

Events are a business that makes a high contribution economically, especially for developing countries. This research has a goal, which is to examine more deeply the implementation of Shipper Indonesia's event marketing strategy in the Shipper Sellers Series 2022 program. The researchers used the core concepts namely marketing communication strategy, event marketing, and brand engagement to be able to find out more about the marketing implementation of the program. This study used descriptive qualitative approach. In collecting the data, the researchers used in-depth interviews and observation. The results found that the implementation of event marketing uses several tactics including using social media such as Instagram and Facebook, working with media partners, collaborating with community partners, using well-known speakers, giving electronic money giveaways, and using social media ads. The event marketing strategy is used by Shipper Indonesia in an effort to introduce products and brands and provide experience to the public through the Shipper Sellers Series program.

INTRODUCTION

The development of the event business has given a variety of colors to the types of industrial activities that are synonymous with service delivery (Susilo, 2022a; Zamberi Ahmad, 2012). Events are a business that makes a high contribution economically, especially for developing countries. The book entitled "Event Management" explains that event activities are able to provide significant benefits to actors in the industry because events are an industry that involves many parties (Wirata, 2018). This reason has made the growth rate of event organizer entrepreneurs popping up, therefore it is undeniable that events are a modern industry that is in demand by industrialist (Wirata, 2018, p. 3).

In every marketing plan, the main focus that drives marketing activities is the marketing strategy (SAGIYANTO, 2015). The strategy is a map as a guide in achieving the goal. While marketing communication is a form of collective terminology of various kinds of planned message activities in an effort to create a brand through several forms of advertising, public relations, sales promotion, direct marketing, personal selling, packaging, sponsorship, service and event marketing (Prayitno, 2021).

One form of activity in marketing communications is implementing and running event marketing activities. Event marketing is an activity sponsored and carried out by the company in implementing the brand (Kotler & Keller, 2016). Each event must be held in a structured manner and according to conditions.

With the intention of the event could attract loyal audiences and new audiences. Event marketing is a form of corporate promotion when connected through events or activities that are themed and aim to provide experience to consumers and promote a product or service (Belch & Belch, 2015).

Based on the definition above, it can be concluded that event marketing needs to be carried out by a corporate agency in carrying out marketing communication activities because it is intended as a means of promoting companies and products packaged in the form of events (Kodir & Susilo, 2015; Mulyana, 2010; Octaviana & Susilo, 2021; Susilo, 2022b). This event is conceptualized in such a way that is promoted through event marketing activities to introduce and invite the audience to the event. In addition, the event held also has the intention of increasing brand awareness, brand engagement, and product sales so that it can benefit corporate institutions (Jessica & Loisa, 2022).

This research will examine the event marketing strategy using objects towards Shipper Indonesia. PT. Shippindo Teknologi Logistik, or better known as Shipper Indonesia, is a logistic aggregator and warehouse-based startup company in Indonesia that offers reliable freight forwarding and warehouse rental services. Shipper Indonesia has the slogan "Your Friends are Striving". Shipper Indonesia can be used as a solution for shipping goods and warehousing services that are practical, safe and comfortable to meet the business needs of its consumers (Shipper.id, 2021).

Image 1. Shipper.id Logo

Shipper Indonesia provides a one-stop logistics solution service that offers a multi-courier delivery platform and integrated warehouse leasing and fulfilment network. Shipper Indonesia also provides services that aim to fulfil solutions in solving major problems in the logistics industry, namely all warehousing and shipping options, lack of price transparency, and a tracking system that is not optimal (Shipper.id, 2021).

Shipper Indonesia has a vision in running its business, which is to bring convenience to people's lives to be able to do more things they like and advance society. Meanwhile, Shipper Indonesia's mission and goals are to strengthen trade and prioritize supply chains through accessible technology and data for an inclusive society (Shipper.id, 2021).

Image 2. J-express Indonesia Logo
Source: J-express ID (2021)

In running this business, Shipper Indonesia certainly has business competitors that are engaged in the same industry and have several similar strategies. One of them is J-Express Indonesia which is a subsidiary of the JD.ID marketplace. Through its social media, J-Express also holds events such as online seminars and talk shows. However, J-Express is not a sustainable program and is not consistent in running its online seminars. Therefore, the researcher decided to use a case study on the Indonesian Shipper program but J-Express.

Apart from having a consistent program, Shipper Indonesia has also received several awards which have made researchers more interested in Shipper Indonesia. In September 2021, LinkedIn awarded the 2021 LinkedIn Top Startups award to 15 growing companies in Indonesia (LinkedIn News Asia, 2021). PT. Shippindo Teknologi Logistik or Shipper Indonesia is one of the

companies included in the LinkedIn Top Startups 2021 in Indonesia and is ranked 11th out of 15 companies that are said to be on the rise (Anderson, 2021).

Shipper Indonesia won the Special Award category which was awarded by the Indonesian Business Award 2021, The Most Innovative Digital Logistics Company (Market.Bisnis.com, 2021). An additional award was also given by Bisnis Indonesia to Shipper Indonesia on the consideration that a logistics & warehouse aggregator company in Indonesia has been able to maximize the pandemic situation to boost business performance.

In the fifth year that Shipper Indonesia was founded, Shipper Indonesia is still classified as a startup-type company. Startup is a new company. This company is still young and generally still in the process of research and development to find its target consumers (Arjanti, 2012).

As a startup company, by all means it is not easy to go through various challenges and obstacles. One of Shipper Indonesia's challenges in introducing its business is running sustainable events such as the Shipper Sellers Series (Uljanatunnisa et al., 2020). Therefore, researchers are interested in researching how Shipper Indonesia as a startup company runs this sustainable event and knows the strategy implemented. This event is included in events whose activities focus more on business and trade which can be packaged; therefore, it has a significant impact (Saryono dan Mekar Dwi Anggraeni, 2013).

Shipper Indonesia combines Marketing & Promotions with MICE in running the Shipper Sellers Series event. In this study, the researcher chose the Shipper Sellers Series program as the case study to be examined. The Shipper Sellers Series is an ongoing online seminar and talk show program run by the Event & Community division of Shipper Indonesia in collaboration with organizations, agencies and the business community (A. N. Sari, 2022).

Image 3. Shipper Seller Series Poster
Source: Shipper.id Instagram (2022)

The Shipper Sellers Series ongoing program is held three to five times a week. The Shipper Sellers Series program carries the theme of business education which is aimed at entrepreneurs such as MSMEs (Micro, Small and Medium Enterprises) and the online merchant community. The online seminars

and talk shows have varied topics of discussion, such as social media management, digital marketing, copywriting, business model canvas, finance, and so forth.

Running a sustainable program or event certainly has challenges and difficulties that are different from other events, especially in the midst of the current COVID-19 pandemic. With the COVID-19 pandemic, there are limited options in holding events and concepts that are limited by rules. Therefore, this research has an urgency to conduct the research. Through the formulation of the problem that has been presented, it can be concluded that the question of this research, namely how is the implementation of Shipper Indonesia's event marketing strategy in the Shipper Sellers Series program? This research has a goal, which is to examine profoundly the implementation of Shipper Indonesia's event marketing strategy in the Shipper Sellers Series 2022 program (Moegiarso, 2021).

LITERATURE REVIEW

The development of the event business has given a variety of colors to the types of industrial activities that are synonymous with service delivery (Susilo, 2022a; Zamberi Ahmad, 2012). Events are a business that makes a high contribution economically, especially for developing countries. The book entitled "Event Management" explains that event activities are able to provide significant benefits to actors in the industry because events are an industry that involves many parties (Wirata, 2018). This reason has made the growth rate of event organizer entrepreneurs popping up, therefore it is undeniable that events are a modern industry that is in demand by industrialist (Wirata, 2018, p. 3).

In every marketing plan, the main focus that drives marketing activities is the marketing strategy (SAGIYANTO, 2015). The strategy is a map as a guide in achieving the goal. While marketing communication is a form of collective terminology of various kinds of planned message activities in an effort to create a brand through several forms of advertising, public relations, sales promotion, direct marketing, personal selling, packaging, sponsorship, service and event marketing (Prayitno, 2021).

METHODOLOGY

This research unifies and digests various kind of previous research to be able to become a reference and reference as things that can be reviewed for novelty in research conducted by researchers. Previous research has a role in the preparation of this research to complement the topic and perfect the research in writing; therefore, that it has more comprehensive results. Previous research was chosen as a reference in this qualitative study regarding marketing communication strategies and virtual events promotion. Here are the previous studies in question.

Communication Marketing Strategy

The approach to implementing tactics is determined through detailed and detailed marketing programs such as sales programs, advertising programs, product improvement programs and distribution programs. According to Kotler and Armstrong (2018, p. 27), a marketing communication strategy is a marketing logic when a company hopes to create value for consumers and be able to achieve profitable relationships with consumers.

New Media Promotion

Now, media that really exists in a very advanced era and is used by all kinds of people is social media (D. K. , R. I. B. , L. I. G. , R. J. , W. M. , R. M. S. , . . . & M. Z. M. Sari, 2014) such as Instagram, Clubhouse, and YouTube. Social media is a medium that is used by consumers in delivering messages in the form of voice, text, images, or videos that contain information to other people or companies that are communicants (Kotler & Keller, 2016).

Brand Engagement

Brand engagement is a symbol of a consumer's feeling of commitment to a brand as described by the National Business Research Institute. Brand Engagement is a level of consumer motivation related to brands and context-dependent thinking, especially at specific stages, namely cognitive, emotional, and behavioral interactions directly with brands (Hollebeek, Glynn, & Brodie, 2014).

Through the two definitions described above, the researcher concludes that brand engagement is a level that is above brand awareness. Brand awareness can be called good if the consumer knows the brand, while brand engagement can be called good if the customer is already attached to the brand.

AIDA (Action, Interest, Desire, Action)

AIDA is basically a marketing strategy that is able to identify every cognitive stage experienced by someone when processing a purchase for a product or service (Ibnu, 2021). This marketing strategy will explain how the buyer with a process that consists of several stages before finally making a purchase.
In a book titled Application of Theory in Communication Systems in Indonesia by Ilham Prisgunanto (2017), the concept of the AIDA model in marketing communications is a measure of the success of a promotion.

Event Marketing

Event Marketing is an activity sponsored and carried out by the company in interacting with the brand (Kotler and Keller, 2016). Meanwhile, it is explained that Event Marketing is a form of promotion when a company or brand is linked through an event or activity that is themed and aims to provide experience to consumers by promoting a product or service (Belch Georg E. & Michael A. Belch Michael A., 2018).

Event Marketing is a form of promotion that is formed in an activity that has a certain theme and is packaged with a series of interesting and unique

events, so as to create a new and different experience for the audience and consumers and could promote the brands, products and services offered (Belch & Belch, 2015, p.543). While (Jackson, 2013) states that event marketing is making events that are attractive to employees, sponsors, participants, media, and audiences.

SWOT Analysis

In her book, Fatimah (2016) explains that SWOT analysis is one of the analysis used by organizations, companies and institutions to determine the strengths and weaknesses of the organization, before setting goals and logical actions based on this analysis. The word SWOT itself stands for assessment variables, namely: S stands for Strengths which means potential and strength. W stands for Weaknesses which means problems and challenges. O is Opportunities which means opportunities that can be obtained. T is Threats which are external factors that influence development.

The purpose of the SWOT analysis (Fatimah, 2016, p.8), is to analyze conditions and the environment as well as internal conditions and the external environment of the institution to find out how far we are in the institution or to find out the position of a company or organization among other companies or organizations.

Special Event

A special event is an event, appearance, performance, or celebration planned to achieve a social or common goal. It was stated that Special Event is an event that is generally held to attract the views of companies and clients on products or services (Ruslan, 2017).

Meanwhile, a special event is a special event that is held to celebrate important things during a person's life as an individual or group related to culture, customs, beliefs that are held in order to achieve a target and involve the public held on certain period (Noor, 2013).

Experimental Marketing

Experiential Marketing consists of two words, namely experiential and marketing. "Experiential is a word that comes from the word of experience which means an experience. Meanwhile, marketing is a company's process of creating value for consumers and building strong relationships with the aim of capturing value from consumers in return (Kotler & Armstrong, 2018).

Experiential Marketing is a process that can identify and fulfill the needs and aspirations of consumers (Yuliawan & Ginting, 2016), unite them through two-way communication that brings brands into life and brings value to the intended consumers (Smilansky, 2018). Through the above definition, it can be concluded that experiential marketing is a stage conducted by companies with the intention of providing new experiences to consumers by establishing communication and two-way relationship; therefore, consumers could receive the message that is conveyed towards them (Oeyono & Dharmayanti, 2013).

Community Marketing

The application of community marketing is now considered more effective, efficient, and more flexible because it is considered cheaper when compared to other conventional marketing such as using advertising in mass media which requires more costs (Thakur, 2015). However, building a close-knit consumer community requires good quality and commitment. With a community, companies can understand and know the characteristics of consumers more specifically so that they can meet the needs and desires of loyal consumers in a sustainable manner (Wardhana, 2016).

The community does not include things that are foreign and new to implementing marketing strategies. Strategic marketing certainly requires a community base such as developing social action, social planning, collaboration, and community building. Through the community that has been built, companies establish relationships between brands and consumers; therefore, more positive and intense two-way interactions are established from both parties (Wardhana, 2016, p.242).

From all conception gathered, the research mapping can be visualized like this:

Shipper Sellers Series Program

⬇

Marketing: Marketing Communication Strategy (Kotler & Armstrong, 2018)

⬇

Event Marketing (Belch & Belch, 2015)

⬇

Event Marketing Strategy of Shipper Indonesia in Shipper Sellers Series Program

Image 4. Research Mapping

This study uses the Case Study method. Case study is a research method that focuses on a "case" or several cases intensively, in detail and in depth. "Case" can refer to an organization or company, a community, a social group, an incident, an issue, an activity, a campaign, or a process. The purpose of a

case study is to increase knowledge and understanding of a case, events according to the context (Wibowo, 2015).

Empirical inquiry that investigates phenomena in real-life contexts, where the boundaries between phenomena and contexts are not clearly visible and multiple sources of evidence are used. Because essentially because it is difficult to understand a case without paying attention to other cases (Yin, 2009). There are other parts that work for the system in an integrated and patterned manner. But if there is more than one case that is equally interesting so that the research becomes a Multi-Case Study, then the researcher must master all of them well to then compare them one with another.

Mulyana in Kriyantono (2021) explains in his case study that in general researchers try carefully and also in various ways so that later they can clearly examine a large number of variables regarding a particular case. This study uses the case study method so that researchers can find out how to analyze Shipper Indonesia's event marketing strategy in the Shipper Sellers Series program.

In compiling this research, the researcher used a qualitative research approach to determine Shipper Indonesia's event marketing strategy in the Shipper Sellers Series program (Denzin & Lincoln, 2018).
According to Yin (2017, p. 287), in case study research, research participants are research subjects who are directly involved with the case under study, and gathering information is usually done through interviews. Research participants used in research are usually asked to review case study design reports.

In qualitative research, participants are selected through purposive sampling where the sample selected as a participant is selected specifically and in accordance with the problem and research objectives in order to obtain specific, broad, detailed and relevant information. (Yin, 2017, p. 93). Purposive sampling in this study was used to obtain specific research participants and in accordance with predetermined participant criteria.

Based on the two definitions above, to be able to fulfil the objectives of this study several participants may be involved, namely:

1. Reza Syahdan – Event & Community Manager at Shipper Indonesia
   Reza Syahdan in this study became a Key Informant for the writer because he was the party responsible for planning the event marketing strategy in the Shipper Sellers Series program.

2. Satrio A. Hadiwibowo – Event & Community Lead at Shipper Indonesia
   Satrio is a party that can provide a lot of insight in this research because he is the person who executes and evaluates the program.

In qualitative research, data analysis is carried out starting from before the researchers go into the field until the process of reporting the results of the research conducted. Data analysis techniques are carried out during research planning until the research has been completed. Data analysis is an effort that is carried out by working with data, integrating data, categorizing it into a unit

that can be processed, searched for, and get a pattern, synthesize it, get important things and things that researchers have understood and determine things that can be told to others (Moeloeng, 2014).

This study uses an interactive model that includes data reduction, data presentation, drawing and verifying conclusions. This technique is used with the intention of being able to answer the formulation of the problem that has been described. By reviewing all the results of the data that has been owned or has been collected, such as the results of interviews with sources and informants, documents from companies, as well as personal documents.

RESULT

PT. Shippindo Teknologi Logistik (Shipper Indonesia) is a logistics & warehouse aggregator in Indonesia that provides goods delivery services and warehouse rental. Having the tagline "Your Friends Fight" Shipper can be used as a solution for shipping goods and warehousing services that are practical, safe, and comfortable to meet consumer business needs so that they can help consumer businesses to grow.

Shipper Indonesia provides a one-stop logistics solution service offering a multi-courier delivery platform and distributed warehouse leasing and fulfillment network. The services provided are aimed at providing solutions in solving major problems in the industry, namely the large number of warehousing and shipping options, lack of price transparency, and inadequate tracking systems.

Shipper Indonesia acquired a company called PT. Pakde Solusi Digital which is a startup that focuses on helping MSME e-commerce in providing warehousing and fulfillment services along with 4 warehouses, 2 cities, and more than 600 merchants in May 2019. In September 2019, Shipper Indonesia expanded by adding 9 warehouses in 7 cities and more than 1,000 merchants. In February 2020, Shipper Indonesia acquired another logistics startup, namely Porter along with 22 warehouses, 10 cities and more than 2,000 traders. To date, Shipper has received series B funding with funding of US$ 63 million from its Investors and expanded coverage by presenting 222 warehouses in 29 cities which are fully managed and operated by Shipper. One of Shipper's visions and missions is to create a broad impact throughout the region with plans to expand coverage to Thailand, Vietnam, and the Philippines soon.
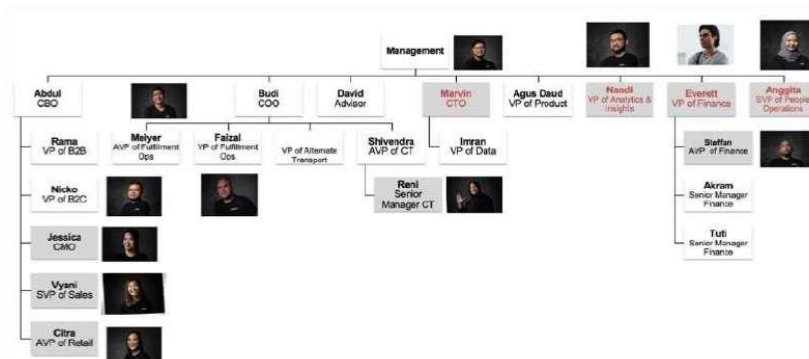

Image 5. Organization Structure of PT. Shippindo Teknologi Logistik
Source: Shipper.id (2021)

Data collection was carried out by conducting in-depth interviews with two participants which were held through online meetings using a video call-based social network called Zoom Meetings. In contrast to the results of comprehensive interviews, the researchers only made observations related to the marketing of the Shipper Sellers Series program on Shipper Indonesia's social media. This observation can only be done online because the program was also only carried out online during the Covid-19 pandemic which also had an impact on all corporate events and event organizers. Researchers also collected research data related to marketing documentation from the program through its social media (Deuze, 2020).

Marketing Communication

According to Kotler and Armstrong (2018, p. 27), a marketing communication strategy is a marketing logic when a company hopes to create value for consumers and be able to achieve profitable relationships with consumers. Shippers want to educate their target consumers so they can get to know brands and products from Shipper Indonesia (Djamarah, 2016). Marketing communications carried out by Shipper Indonesia according to participants are:

"There are 3 pillars, I said the first is community partnership, and the second is that we use the media. So we use media partners where we try to introduce Shippers through the media and the heart is still a online seminar, the third is we are going through a campaign" (Syahdan, 2022).

The aim of the Shipper Sellers Series program is that Shipper Indonesia seeks to introduce to consumers and the public that Shipper Indonesia is a company that has a variety of services and products; therefore, the public could use Shipper Indonesia's services which in turn increases sales from Shipper Indonesia (Hadiwibowo, 2022). In the book Word of Mouth Communication: Product Sales (Latief, 2018), there is an explanation of the 4P marketing strategy elements:

1. Product

   Shipper Indonesia has several products and services offered to its customers. All products and services provided by Shipper Indonesia are intended to make it easier for Shipper consumers to run their business. Indonesian Shipper products are explained to be managed by Omni Channel Management System (Hadiwibowo, 2022).

   The results of the interview with Mr. Satrio Hadiwibowo were also reinforced by the concept of becoming marketplace where we become e-commerce for logistics and help online sellers. (Syahdan, 2022).

2. Price

   Shipper Indonesia offers products that suits the needs of its consumers, therefore Shipper Indonesia known as a one stop logistics solution. This makes the public more familiar with Shipper because it facilitates all the needs of its consumers (Syahdan, 2022).

3. Place (Distribution of Places)

    Determination of trade channels used to distribute products and services. This distribution includes the development of a physical delivery system for the product. In addition to distribution facilities, places could also be marketing locations for products and services, such as strategic places of giveaways and online seminars that are visited by many consumers (Hadiwibowo, 2022). This was also emphasized by Mr. Reza Syahdan, namely:

    "So, we already have a marketing platform, we already have a marketing channel and it's well structured" (Syahdan, 2022).

4. Promotion (Promotion)

    This 4P marketing strategy can be carried out through advertising, direct promotion, or other forms deemed appropriate to the characteristics of the products and services.

    Shipper Indonesia carries out promotions as an effort to provide information about Shipper Sellers Series events and programs. There are several forms of promotion carried out by the Shipper as explained as media spread of online seminar through facebook and Instagram (Hadiwibowo, 2022).

According to Morrisan (2015, p.3) there are several forms of the promotion mix, including:

1. Advertising (Advertising)

    Advertising is a form of non-personal communication about ideas, products, services, or organizations that are paid for by a certain party because they have a marketing interest.

    "We always promote our events via social media, then there are also media partners and then there are links that will later be spread via Google Ads and also FB Ads like that" (Syahdan, 2022).

2. Sales Promotion

    Is an activity in marketing that has the goal of supporting direct sales to consumers of these products or services.

    "Usually, we give the material based on the people who filled in the attendance or feedback. So, after that we will invite these people to our WhatsApp group and our telegram group there, we will maintain it like that. Apart from that, the person who filled out their attendance is like indirectly being a potential customer for us. Now, this potential customer will only be assisted by the related team. We have a CRM team and we have a Telesales team who will later help us convert these potential customers into potential customers" (Hadiwibowo, 2022).

3. Publicity

    Publicity is a form of non-personal communication about ideas, services, products, and organizations that are paid for and conducted by parties who have an interest but are not directly known.

"We also have various kinds of channels, yes, there is WhatsApp and Telegram, so we usually spread them there too, besides that, we go up to ads. So a team is really taking care of where the event banner will be published throughout Indonesia so everyone can come" (Hadiwibowo, 2022).

4. Personal Selling

Personal selling is a form of communication from person to person that occurs when the seller tries to attract and persuade potential buyers to buy the products or services offered by the company (Syahdan, 2022).

5. Direct Marketing

Direct Marketing is direct communication made by companies to consumers and the public in order to obtain responses to transactions directly via the internet, telemarketing, email marketing, catalog delivery, and direct mail (Syahdan, 2022).

6. Internet Marketing

Internet Marketing, namely marketing carried out using an internet platform so that communication occurs in two directions and consumers get information at a moment's notice, just like on social media (Hadiwibowo, 2022).

Event Marketing

Event Marketing is an activity sponsored and carried out by the company in interacting with the brand (Kotler & Keller, 2016). Meanwhile, Belch & Belch (2015, p.553) explain that event marketing is a form of promotion when a company or brand is linked through an event or activity that is themed and aims to provide experience to consumers by promoting a product or service.

Image 6. Event marketing Shipper Seller Series via Instagram Stories
Source: Shipper.id Instagram (2022)

Event marketing is one of many strategies that can be used in all businesses. Event marketing is not only beneficial for event organizers and sponsors, but event marketing could also broaden the horizons of participating audiences (Primatyassari, 2022). This activity allows for the means to inspire, entertain, provide knowledge, and combine audiences from various backgrounds in an interesting way. The event marketings carried out by Shipper Indonesia in this study were explained by participants Mr. Reza Syahdan and Mr. Satrio Anindito Hadiwibowo who were taken from the interview results. The explanation was also complemented by Mr. Reza Syahdan, as follows:

> "*First we have three things, we make sure we use experts who do have mass. We will continue to collaborate with the community, whose masses really need this program. Having said that we create events that present experts because they are indeed the needs of our audience or potential audience. Second, we install Instagram and Facebook ads, so the awareness is really big because it's clickable and scalable. Third, we usually fish with gimmicks like ovo cash, e-wallets, capital assistance. (Syahdan, 2022).*

SWOT Analysis

The purpose of the SWOT analysis (Fatimah, 2020), is to analyze conditions and the environment as well as internal conditions and the external environment of the institution to find out how far we are in the institution or to find out the position of a company or organization among other companies or organizations, as well as to identify a company's ability to run its business compared to its competitors. This analysis is based on logic that can maximize Strengths and Opportunities, but simultaneously minimize Weaknesses and Threats.

Table 1. SWOT Analysis

S	Shipper Indonesia has a variety of services and products that suits consumer needs; Shipper Indonesia offers convenience in business operations with applications that are integrated with various types of expeditions; Shipper Indonesia has many channels or platforms within implementation of event marketing program Shipper Sellers Series.
W	Shipper Indonesia implements the online-based Shipper Sellers Series program so that it has dependencies in terms of network; The Shipper Sellers Series is a program

		that collaborates with external parties so that the timeline changes and the marketing content production process is often delayed.
	O	The Shipper Sellers Series is a variety of educational online seminars; therefore, the audience can be interested in participating because of a different experience from other online seminars.
	T	There are competitors that have sprung up offering online seminar programs and their kinds.

Special Event

In holding and designing an event or activity, strong characteristics are needed, here are some characteristics of the event according to Ani Noor (2013, p.14) as follows:

1. Unique

The success of an event activity is the result of developing ideas in accordance with expectations. Therefore, the success of an event will have a uniqueness that is different from other events. One of the main keys to the success of an event is that there are unique things that can be shown and seen from the event. Therefore, Shipper Indonesia is holding a unique event so that it can be an interesting experience for the participating audience (Syahdan 2022).

2. Perishability

Every event that is held will never have a complete equation. If each event held has a different characteristic, of course the event will not be repeated the same as the previous event. Shipper Indonesia has several event concepts that are growing and consistent, this is what makes the audience interested in participating in the Shipper Sellers Series.

"*Actually, in terms of advantages, we are really strong in material too, because we always escalate our materials to have part 1, part 2, part 3... we don't want to end up with... okay, copywriting people knows how to make title but we make 'oh copywriting, it also turn out to be inviting people to create funny marketing content like that.' So we always make elevations that are certain, we have to improve the quality of our content itself" (Syahdan, 2022).*

3. Intangibility

Intangibility in this case is that Shipper Indonesia frequently holds event that aim to provide new experiences to the audience and online seminar participants. The following is the experience provided in the Shipper Sellers Series program:

"First, we have a survey form. So from the survey form we accommodated many ideas and also a lot of answers which in the end the marketing analyst team was able to reform or create a pattern that answered three things whether this is a trend that is being loved by MSMEs and make MSMEs more profitable. Is this a requirement for MSMEs starting from the extensive analytics that we have made and the third one, have we done this before and can we replicate this by making evolutions or what are the names of newer materials like that through feedback via marketing analysts through trend analysis" (Syahdan, 2022).

4. Ambience & Service

Atmosphere and service is a character that is a very crucial indicator in organizing an event activity. An event held in the atmosphere expected by the audience is a great success. While the failure of an event is caused by the atmosphere and services that are not right. Atmosphere and service in this context is a process in which Shipper Indonesia provides services to its audience; therefore, that the audience can be sure to take part in the Shipper Sellers Series event.

"D-1, we usually give them a reminder, 'Sis, don't forget that tomorrow we will have an event at such and such an hour, it's a shame we aren't there because we only have a maximum audience'. We already know he's like that, right? On the D-day morning, we already reminded him. Then at the time before the event, we reminded again so we had several times, for WhatsApp blast twice, a reminder. If you only go to email, it's normal only once, but there will be something like that later. thank you e-mail, usually when people get a thank you e-mail, it feels appreciated, but for the reminder itself, we usually give it two to three times, so they don't forget" (Hadiwibowo, 2022).

In terms of the atmosphere of the event, Reza Syahdan explained as follows:

"Usually, we will invite these people in 15 minutes before the event. We will have a video bumper moderator who moderates the event, then we will make sure there will be two speakers or three speakers from representatives of each brand, so we will enter QnA. then we will announce the winner like for example we have a spin wheel, or we have ovo cash gimmicks" (Syahdan, 2022).

5. Interactive

Personal interaction from the audience is a key to success in holding an event. For example, like a music concert event, the audience and audience who watch the concert while singing loudly and dancing will lead to very positive interactions for both the audience and the organizers of the event (Nabila & Wijaksono, 2021).

Interaction in this case is how Shipper Indonesia get responses from the audience regarding the event and interact with the audience during the event (Hadiwibowo, 2022).

Satrio Anindito Hadiwibowo explained how Indonesian Shippers can get feedback from the audience, such as:

"How do we get feedback from them, if we are normal, every online seminar we have a gimmick, we have sweeteners like that, sometimes these sweeteners become a bond, so they have to fill in the feedback first, then enter our community group first, then later. they are one of those who have the right to make a lottery to get the prize, it can be in the form of ovo cash, it can be in the form of merchandise like that, it can be in the form of whatever we are providing there. So sometimes they only want to do it when there is a gimmick like that or usually when there is a lot of feedback, if we make a class we provide an e-certificate. Because people need an e-certificate, like that in the e-certificate they mostly come from people who come, 90% of them fill in the feedback, so we get feedback from them too" (Hadiwibowo, 2022).

Brand Engagement

Brand engagement is a symbol of a consumer's feeling of commitment to a brand as explained by the National Business Research Institute. Brand Engagement is a level of consumer motivation related to brands and context-dependent thinking, especially at specific stages, namely cognitive, emotional, and behavioral that interact directly with brands (Hollebeek et al., 2014).

PT. Shippindo Logistics Technology or Shipper Indonesia has a main focus on growing brand engagement in program implementation of Shipper Sellers Series and explained the results obtained from this program (Patton, 2015) through interviews with participants, as follows:

"In general, it's certain that Shipper Indonesia's engagement will increase because through the Shipper Sellers Series, Shipper users will definitely increase. Our conversion rate is 20% of the total participants. So, automatically the Shipper Sellers Series program actually become a platform or an event that doesn't just raise awareness, but what we call it strengthens engagement with the Shipper Indonesia himself" (Syahdan, 2022).

While the engagement from the Shipper Sellers Series program itself was also explained by Reza Syahdan as follows:

"The engagement is mid to high because the Shipper Sellers Series is always at 10 to 15% of the number of participants. For example, the number of participants is 1000 people who come, it can be 100 to 300 people, meaning that 10 to 30% of 300 people, there are 12 to 17% who are engaged in conversion sales, that is a good number" (Syahdan, 2022).

AIDA Analysis

AIDA is basically a marketing strategy that is able to identify every cognitive stage experienced by someone when processing a purchase for a product or service (Ibnu, 2021). This marketing strategy will explain how the

buyer with a process that consists of several stages before finally making a purchase.

In a book titled Application of Theory in Communication Systems in Indonesia, the concept of the AIDA model in marketing communications is a measure of the success of a promotion. Here is an explanation (Prisgunanto, 2019):

1. Attention

    In this stage, the company tries to attract the attention of potential customers. Shipper Indonesia has several strategies to attract attention and introduce audiences to the Shipper Sellers Series program and Shipper Indonesia itself, including:

    "Usually the Shipper Sellers Series starts with three things, the first thing we start with is Partnership with the community, so we invite them to make online seminars training, introduce Shippers, give classes for online sellers, which in the end we want them to be onboard or we are onboarding to use our products that are Specifically, that's how our products will reach markets that really need these goods" (Syahdan, 2022).

2. Interest

    The strategies undertaken to attract audience interest in the Shipper Sellers Series program include:

    "So for every Shipper event, we definitely have a registration form like the name. In the registration form we can enter questions which in the end we have point data, do they already have a business or not, for example like that. For example, if they already have a business, where do they usually play, usually on social media or on the marketplace or on both. So, in both of them, for example, where do they sell a lot, they are from the marketplace or from social media, so from there we have the theme data, which we will discuss again later like that, first, second during the online seminar, I'll also give you attendance" (Hadiwibowo, 2022).

3. Desire (Interest)

    Shipper Indonesia also implements a strategy to find out the interests of its audience and consumers by:

    "Usually giving questions and asking questions to the audience, the audience actually needs what kind of theme. So indirectly they also tell us the themes that we might be able to present, so that in the end the material we present is suitable for their needs" (Hadiwibowo, 2022).

4. Action

    Shipper Indonesia's strategy in attracting its audience and consumers to be able to come and participate in the Shipper Sellers Series program is as follows:

    "We give the reminder and the zoom link 1 day before the event we make a Google Calendar, then we're like giving a gimmick now, for example like the 10 fastest people who enter will get merchandise like that. There are lots of

gimmicks and pushes to make people feel like they have incentives. come like that" (Syahdan, 2022).

Community Marketing

Shipper Indonesia also markets the Shipper Sellers Series program to the community, such as:

"Because we have a partnership with the community partner, which is for example they have a WhatsApp group or maybe a Telegram group, we usually ask them to make "worry-woroin" events on the channel like that" (Hadiwibowo, 2022).

Apart from marketing through community partners, Shipper Indonesia also has a community called Super Sellers Shipper and will be explained by the participants, as follows:

"There are four thousand of us on Telegram now, and for those who are active, it can be 10 to 15%, I said 100 to 150 people often show up in the chat and also if for example we have a program they like to go to gatherings, for example or just like sharing sessions and so they often appear" (Syahdan, 2022).

DISCUSSION
The Purpose of Shipper Seller Series Marketing Communication

According to Kotler and Armstrong (2018, p. 27), a marketing communication strategy is a marketing logic when a company hopes to create value for consumers and be able to achieve profitable relationships with consumers. Based on the results of interviews with participants from the Shipper Indonesia team, it can be said that Shipper Indonesia implements a marketing communication strategy in all series of activities held, including the Shipper Sellers Series program.

Through the results of interviews with two sources from Shipper Indonesia, namely Satrio Anindito Hadiwibowo and Reza Syahdan, researchers could conclude that the ultimate goal of the Shipper Sellers Series program in terms of marketing communications is to provide education and information about Indonesian Shipper products and brands. In addition, Shipper Indonesia also aims to create a community that can ultimately offer Shipper products and increase Indonesian Shipper sales (Rabbani, 2021).

The marketing communication strategy has three main elements, namely: Strategy is a formula regarding a way for businesses to compete in achieving the goals and policies needed to achieve these targets. Strategy is a way of how the expected target can be achieved (Iriantara, 2015). Therefore, strategy can be summed up as a collection of ways that intend to obtain targets from companies or institutions. Harold Laswell argues that communication is a response to someone expressing something in what media to whom and what effect it has in Deddy Mulyana (2016, p. 62). According to Kotler & Armstrong (2018, p.127), Marketing is a managerial stage in which there are people with the aim of getting what they want and need through creating products that are offered to others.

This is supported by the results of interviews that researchers have conducted, researchers concludes that in the Shipper Sellers Series program

there is a message that the audience wants to convey, namely educating the audience about the business being run, especially related to logistics and operations from the audience so that they can run their business more optimally (Merriam, B ; Tisdell, 2016). Then, Shipper Indonesia wants to create MSME literacy where shippers could help MSMEs by providing free warehouse rentals, and demonstrating a shipping aggregator system that will ultimately make it easier for their consumers' businesses. In addition, Indonesian Shippers want to be known as "Your Friends are Striving" in the sense that Shippers want to help their consumer businesses from the start to develop into large-scale businesses and even become incredible entrepreneurs.

In the book Word of Mouth Communication: Product Sales (Latief, 2019), there is an explanation of the 4P marketing strategy elements:

1. Product (product)
2. Price
3. Place
4. Promotion (Promotion)

Image 7. Shipper Seller Series Publication via Facebook
Source: Shipper.id Facebook Account (2022)

Image 8. Shipper Seller Series Marketing via Telegram Group
Source: Telegram Group of Shipper.id (2022)

Event Marketing

Event Marketing is an activity sponsored and conducted by the company in interacting with the brand (Kotler & Keller, 2016). Meanwhile, Belch & Belch (2015, p.553) explain that event marketing is a form of promotion when a company or brand is linked through an event or activity with a theme and aims to provide experience to consumers by promoting a product or service.

According to Primatyassari (2022), event marketing is one of many strategies that can be used in all businesses. Event marketing is not only beneficial for event organizers and sponsors, but event marketing also broaden the horizons of participating audiences.

This is actually done by presenting the target audience according to the initial planning; therefore, it could actually excite the target audience as expected (Setiawati, 2020).

Image 9. Event Marketing of Shipper Seller Series via Instagram Feeds
Source: Shipper.id Instagram Account (2022)

Based on the results of interviews that have been conducted by researchers namely the Shipper Sellers Series event marketing program is one form of various marketing activities implemented by Shipper Indonesia by providing experience to the audience directly. By implementing upstream to downstream marketing, Shipper Indonesia believes this will add engagement from more audiences and attract new audiences.

SWOT Analysis of Shipper Sellers Series

In her book, Fatimah (2016) explains that SWOT analysis is one of the analysis used by organizations, companies, and institutions to determine the strengths and weaknesses of the organization, before setting goals and logical actions based on this analysis. The word SWOT itself stands for assessment variables, namely: S stands for Strengths which means potential and strength. W stands for Weaknesses which means problems and challenges. O is Opportunities which means opportunities that can be obtained. T is Threats which are external factors that influence development.

Through the results of the interviews that the researcher has concluded, the SWOT analysis from Shipper Indonesia which can be applied to the Shipper Sellers Series online seminar includes the Strengths possessed by Shipper Indonesia which are strengths and strengths, such as Shipper Indonesia has various services and products that can adapt to the needs of its consumers. Shipper Indonesia offers convenience in operating consumer business using applications that are integrated with various kinds of expeditions.

Weaknesses or Weaknesses of the program run by Shipper Indonesia that is of concern is Shipper Indonesia running the online-based Shipper Sellers Series program; therefore, it has a dependency on the internet network. Then, the Shipper Sellers Series was carried out in collaboration with external parties so that the timeline of the production and marketing process changed and was often late.

The Opportunities owned by the Shipper Sellers Series program include online seminars that are educational and varied in nature; therefore, the audience can be interested and not bored to be able to participate with the various experiences and themes being carried out. Meanwhile, the threats or threats that need to be considered from this program by Shipper Indonesia are by all means, competitors that have sprung up and offered online seminar programs with similar concepts so that the Indonesian Shipper team must have an element of novelty in order to be able to compete and maintain the audience they currently have (Jenih, 2021).

Image 10. Zoom Link of Shipper Sellers Marketing
Source: Shipper.id Telegram Group (2022)

Shipper Indonesia in the Shipper Sellers Series program also collaborates with community partners where the intended community is MSMEs that may be fostered by a BUMN (State Owned Enterprise) for example or perhaps other organizations or companies that are focused on MSMEs or perhaps collaboration with marketplaces that are already has MSME based like that. By collaborating with community partners, Shipper Indonesia is able to reach a wider audience by marketing and inviting community members to participate in the Shipper Sellers Series program via the Whatsapp or Telegram groups.

CONCLUSION AND RECOMMENDATION

The conclusion from the research entitled Shipper Indonesia Event Marketing Strategy in the Shipper Sellers Series program is that Shipper Indonesia and the Event & Community team who run this program have succeeded in ensuring that the marketing of the Shipper Sellers Series online seminar event is executed according to plan. Starting with looking for ideas and concepts, setting initial plans, setting appropriate targets so that the event being carried can run smoothly and succeed according to expectations until this planning process is conducted. Research participants stated that the target audience who participated and brand engagement at the Shipper Sellers Series event had reached the company's target. Shipper Indonesia has succeeded in bringing in an average of 100 to 150 audiences for each Shipper Sellers Series program. Therefore, it can be concluded that Shipper Indonesia engagement through the Shipper Sellers Series program can be stated to increase.

The Shipper Sellers Series ongoing program is held three to five times every week. This program carries the theme of business education aimed at enterpreneurs such as MSMEs (Micro, Small and Medium Enterprises) and the

online merchant community. The online seminar and talk shows have various topics of discussion, such as social media management, digital marketing, copywriting, business model canvas, to finance.

At every event held by Shipper Indonesia, especially the Shipper Sellers Series program, the community will receive a special invitation to be able to join the event held by Shipper Indonesia without having to register first. The Super Sellers Shipper community itself already has around four thousand members and in every online seminar held there are approximately one hundred members who actively participate in the event.

The Shipper Sellers Series event marketing program is a form of many marketing activities implemented by Shipper Indonesia by providing direct experience to the audience. Actually, the purpose of implementing this event marketing is to increase audience engagement with this program which in turn will also increase audience engagement with Shipper Indonesia products and brands (Rony, 2021). The implementation of event marketing uses several tactics including using social media such as Instagram and Facebook, working with media partners, collaborating with community partners, using well-known speakers, giving electronic money giveaways, and using social media ads (Morison, 2015). By implementing upstream to downstream marketing, Shipper Indonesia believes this will add engagement from more audiences and attract new audiences (Hoyle, 2002).

In this study, the researcher conveyed several practical suggestions for the future Shipper Sellers Series program, namely:
1. Reproduce more conventional marketing content to reach a wider market and bring in new audiences.
2. Create an activation; therefore, the Shipper Indonesia brand and the Shipper Sellers Series program are better known by the wider community.
3. Hold more diverse events with more varied concepts so that the audience is not bored with the Shipper Indonesia program.
4. The Event & Community Team need to hold MSME festivals in a consistent and sustainable manner.
5. The Shipper Indonesia Sellers Series can be a benchmark or reference for organizers in holding similar online seminar programs.

ADVANCED RESEARCH

After this research is published, the researcher hopes that in the future there will be further researchers who can examine similar concepts and objects using quantitative research methods; therefore, they can measure more specifically the success of the Shipper Sellers Series program. Future researchers are expected to be able to explain more broadly and completely about the strategies applied to this program and not only refer to the methods and concepts used in this study.

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