MARKETING COMMUNICATION STRATEGIES
IN INCREASING MARKET’S BRAND
AWARENESS
(CASE STUDY OF FIFA ONLINE 3 PT GARENA
INDONESIA)

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This Skripsi entitled “MARKETING COMMUNICATION STRATEGIES IN INCREASING MARKET’S BRAND AWARENESS (CASE STUDY OF FIFA ONLINE 3 PT GARENA INDONESIA)” Prepared and submitted by Annisa Ayudhita Chandra in partial fulfillment of the requirements for the Bachelor degree in the Faculty of Business has been reviewed and found to have satisfied the requirements for a Skripsi fit to be examined. I therefore recommend this Skripsi for Oral Defense.

Cikarang, Indonesia, 19th January, 2015

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DECLARATION OF ORIGINALITY

I declare that this Skripsi, entitled “MARKETING COMMUNICATION STRATEGIES IN INCREASING MARKETI’S BRAND AWARENESS (CASE STUDY OF FIFA ONLINE 3 PT GARENA INDONESIA)” is, to the best of my knowledge and belief, an original piece of work that has not been submitted, either in whole or in part, to another university to obtain a degree.

Cikarang, Indonesia, January 19th, 2014

Annisa Ayudhita Chandra
ABSTRACT

From 2000 until now, people choose to play video games because it is cheap, simple and fun. Then, video games could be accepted for all ages. In this research, researcher emphasized the video online game in Indonesia, especially in sport game. The purpose of the research was the implementation of Marketing Communication Strategies to spread the awareness about Fifa online 3’s game. Because, researcher found a problem about the awareness of Fifa online 3 in Indonesia is not big as in other Asia country. Researcher split the Marketing Communication strategies of Fifa online 3 into two different strategies which are Offline and Online Strategies. Researcher used a qualitative descriptive research approaches. The data were collected by interview the expert that are Christian Wihananto as a project leader of Fifa Online 3 and also Dina Arisandy as a staff of Fifa online 3. Observation about the current strategies that implemented such as Advertising, Event in online and offline, Direct Marketing on several websites and messengers, community also tournament to engage the customers with the company, and also Documentation about the activities in online also offline. Besides analyzing the Marketing Communication Strategies and activities, researcher also brought the most suitable strategies which will affect the effectiveness of Marketing Communication activities such as cooperate with several universities and schools, conduct the roadshow and ‘free to play’ event in several big cities. It could give the opportunity for users, they will know this game further and also they receive more benefits, such as souvenir and free Fifa online 3’s dvd. It could make them play this game at their home easily.

Keywords: Marketing Communication, Brand Awareness, Online game
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CHAPTER I

INTRODUCTION

1.1 Background

Todays, people are so busy with their own activities. For children to adult, they have their own level of business. People will be bored if they do the same activities in every day. It could make people easier to get stressed on the early ages. People need to rest, refresh their brain and body, moreover, they need to relax after several activities that they did. Abraham Mashlow explained that people really want to being relax, condition to give the time for their self or ‘me time’. That really helps people to reduce their stress. Usually, people choose several ways to reduce their stress. They might choose their hobbies or current trending systems to reduce stress, such as Yoga, Therapy, Playing games and others. From 2000 until now, people chose to play video games because its cheap, simply and fun. Then, video games could be accepted by children to adults.

So many people in the world very interested of playing video games. Not only kids, rich people and people who always have a leisure time that could play it. Everybody could play video games.

Offline Games

On January 25, 1947, the earliest video computer game was by Thomas T. goldsmith Jr and Estle Ray Mann on a Cathode Ray Tube Amusement Device. This game was a missile simulator inspired by radar displays from World War II and offline game. It used analog circuitry, not digital, to control the CRT beam and position a dot on the screen. And in 1961, Steve “Slug” Russell, Martin “Shag” Graets and Wayne Wiitanen of the fictitious “Hingham Institute” invented one of the earliest digital
computer games. This game is a two player game with the two controllers. And the player can taking control of starship and attacking each other. In 1971, Nolan Bushnell introduced the commercial video game to the general public. People put the coins into the machine and can play the game easily. This game called Computer Space. Not take too long, Hugh Pitts and Stan Tuck invented a second attempt to bring Spacewar! In the arcade market called Galaxy Game. Unfortunately, Computer Space and Galaxy Game failed to sell because that was too expensive, the interface and play the way it was quite hard for citizens and suitable for sophisticated engineers crowd centered around Stanford University.

Magnavox Odyssey is the first console game in the world released in 1972. Baer’s system presented not only the first home console system, but also the first actual video game which connects and transmits a video signal directly to a television receiver to display the visual video and made an experience to the player to feel in the game. The system provided a bundled package included games in the box. In the same year, game developer could not stay and satisfy about the last game. Bushnell and Dabney presented Atari, Inc. After the emergence of Atari, lots of games were built and famous to the society. The second generation consoles in 1977 – 1983 which more advanced rather than the last Atari. Players did not need to buy a whole new device to attach their television sets to play other games. After several years, by the middle 1970s game consoles found the simplest way to compress several games in the plastic cartridges casing which could be plugged into slots on the game console. Players could choose several games in one plastic cartridge and if they want to played another game, players only need to back on menu and choose the other game that available in the cartridge.

In the last 1970s and nearby to 1980s, games were developed and distributed through hobbyist groups like communities and gaming magazines, such as Creative Computing and later Computer Gaming World.
On 1978 - 1986 that was the golden age of arcade video games. Because, arcade machines opened in mainstream locations such as shopping malls, restaurant, traditional market and the convenience stores. So, people easy to reach that game. Unfortunately, it could not last long, because there was an issue that the video game market became flooded with poor quality cartridge games. It could effected to the industry and players. At that time, video game crash of 1983. On 1983, players more interested in console video games. Around 2 years after, Hang-On was produced Sega Space Harrier hardware, the first of Sega’s Super Scaler” arcade system. And in 1985, the video game from American console market was presented Nintendo’s 8-bit console, known outside Asia as the Nintendo Entertainment System (NES). From 1983 - 1985, this time could be the third generation consoles. Then in 1989, Nintendo produced the first handheld game console.

Fourth generation consoles in 1988 – 1999 in 16 bit quality. Nintendo also brought their own technology in that era. In fifth generation consoles were introduced 32 bit and 64 bit quality of games. In this era, Sony introduced the Play Station and Atari re-entered the home console market. Each by year, the game always developed into the better quality and facility. In sixth generation consoles in 1998 – 2013 Sega exited the hardware market, Nintendo fell behind, Sony became a leader in the industry, and Microsoft developed a gaming console which is Xbox.

In seventh generation consoles, people attracted with the Wii from Nintendo. Because Wii made a massive gaming trend of playing with motion control. Followed by Sony which introduced PlayStation Portable (PSP) in 2004. And from 2011 - present is the eight generation consoles, in this day consoles try to showed the 3D graphic and connect with internet to play the game.

**Online Game**

Online gaming already exist in 1969, this game was purposed to educational interest. By the time, the purposed already changed into entertained, social, business, and
technology. In Indonesia, online game already existed in 2001. It was available in internet café, because the Indonesian’s citizens are rarely used internet at that time. The benefits to play online game are consumers do not need to invite and ask their friends to come and must accompany the consumers in their side and play the game with the same place. Because of the cyber era, lots game companies offer a new style to play the game, which is playing the game by online. People only need to turn on their PC or laptop, connect it to the internet, open the game application, then people can connect and play with their beloved friends with online. Lots of games are used by online such as Warcraft (DotA), League of Legend, Ragnarok, FIFA Online 3, and so on.

The online game has lots of genres that classify types of the game. There are:

1. Action, usually a game that have this genre more focusing on actions such as hitting, crashing or other game that full of trapping. Gunbound

2. RPG (Role Playing Game), this game using a character or avatar and collaborate with other characters to build one story. This game has an experience point, or character development which could gain the level and strength. Usually, the game has system that provides equipment which can improve the skill and influence the system to running the game.

   a. ARP (Live Action Role Playing) is a RPG’s game where the player can do the body movement of the character. Player uses the costume and uses the equipment as same as the character using.

   b. MMORPG (Massively Multiplayer Online Role-Playing Game) is a RPG game that involves a thousand of players to play the game together online. Rising force online, Dragon nest
3. FPS (First Person Shooter) means the game use the shooting style. Usually, this game uses a mission that has one special purpose. The characteristic of this game is using long range weapons. Point blank, Counter Strike.

4. Adventure, this game has priority in explore the problem and solve the riddle.

5. Racing is a game that usually has a racing tournament. From car, motorcycle, horse and others. Need for speed

6. Simulation game is a game that made by the real condition in the real world. Perhaps, this game created to people who want to try something such as control a plane, car, and others.

7. Fighting game usually can choose the character freely. This game purpose to defeat the enemies with each different character skills. Usually, this game has 1 vs 1 on the silent place.

8. Sports game is a genre of game that made from sports in a real life. From the player, judge, stadium, until the strategies of the game. The systems of this game are depends on the type of sports and the developer.

9. Arcade, this game is intended only to entertain in people’s spare time, even though the goals of all games are entertaining. The gameplay is very simple. The example of arcade games is Temple Run.

In Indonesia, online game are not as boomed as other countries, people choose the offline game because the internet connection in Indonesia is not good enough. Lots of game that need high speed connection to access it on PC (Personal Computer). For 2012, people more choose online game on their smart phone. Because it easy to use and do not need the high quality internet connection.

Moreover, parents forbid their children to play games. Because they thought lots of negative impact of play game, and there is no benefit for their children. But, it is
totally different with other countries. The researcher can choose football game as the example, because people in Indonesia really like to play football game. From children until adult, they like play the football game in console. They could spend their time in front of console to play Fifa, PES, or Winning Eleven. But for now, the researcher chooses Fifa game in online. In Indonesia, people still in love with Fifa in console game, but in South Korea were boomed and lots of player who played did not only play for their hobby, but it was for their job. If they keep played, they will follow the tournament and reach the high prize, because South Korea has the best established e-sports organizations, officially licensing pro-gamers since the year 2000. But in Indonesia, e-sports were officially recognized in June, 2014. Garena Indonesia as a game company in Indonesia who has a license to Fifa Online 3 and others game companies should work harder to market their product to the Indonesian’s society.

Fifa Online is the best football game in online, because Fifa Online has no competitor in the same stage. And the way to play this game is really different with football game in consoles. Fifa Online let the players have their own club, manage their club, and improve the football players by earning in game currency in different modes and using it in the game store. Fifa online was established in Beta version on 2010, then released as a complete version in 2011 as Fifa Online 2. In Indonesia, the developer game company is PT IAH Games. But Fifa Online 2 was permanently shut down on November 5, 2013. Because of the contract the company with FIFA already finished.

In the last 2013, PT Nexon is a leader in massively multiplayer online games in Korea has the new contract with FIFA and re-produced Fifa Online 2 became Fifa Online 3. In Indonesia, PT Garena Indonesia whose the leader platform provider for online and mobile entertainment and communication had a responsibility to develop this game on March, 2014. And now, PT Garena Indonesia already reached around more than a hundred thousand players. The active users are around eighty thousands players. But, it was not a big numbers for the game company. Because, lots of people
play Fifa game in console. PT Garena Indonesia wants to increase the players and also the awareness of Indonesian’s citizens about Fifa Online 3.

From this fact, researcher comes with an observation and strategy to build the brand awareness in Indonesian’s consumers mind. Communication is the most important element in marketing strategy. To give the information about the products, company should build the relationship to the consumers. Marketing communication could be the most important factors to win the market. This day, there are tight competition in the market among the product who give the same function and features. Advertising known by the announcement from verbal method for the first time, by the time goes by, human familiar with words as a tools to send a message. After that, advertising had been developed as a relief on the wall. Through the advertising, people could study about the human history. Nowadays, advertising more develop and better from yesterday. More creative, the technologies are improved year by year, so the advertising agencies could make a good visual effect, and sound effect. But the most important thing is about the message of that advertising. And the way to advertise the products is based on the target of audiences. As consumers, all of us are the target market of the advertising.

PT Garena Indonesia was chosen as the object for this research because this company still needs new strategies to introduce own games to the society and grab the consumer’s attention about the event that will be held.

1.2 Problem Identified

Basically, the Indonesian people are interested in football game, but they preferred to play on a console game. According to the small numbers people who aware about Fifa Online 3 in Indonesia, PT Garena Indonesia needs to build marketing communication strategy to make people aware about the company and also products.
Marketing communication strategy means a fundamental and complex part of a company’s marketing efforts.

<table>
<thead>
<tr>
<th>Fifa online 3 Indonesia Facebook Fans page</th>
<th>Fifa online 3 Vietnam’s Facebook Fans page</th>
<th>Fifa 15 Facebook fans Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>224,329 Users</td>
<td>868,498 Users</td>
<td>23,016,238 Users</td>
</tr>
</tbody>
</table>

*Table 1.1*

*Source: Facebook Fans page*

Marketing Communication strategy includes advertising, direct marketing, branding, packaging, online presence, printed materials, PR activities, sales presentations, sponsorship, trade show appearances and more. Formulating the new strategies was not something easy. The company should adjust budget, time, and courage to implement a marketing approach different with other companies.

1.3 Statement of Problem

Regarding to the explanation above, there are several questions related to the brand awareness for Fifa Online 3 that we need to think about:

1. What are the offline promotion strategies to be used by PT Garena Indonesia to increase brand awareness for FIFA Online 3?
2. What are the online promotion strategies to be used by PT Garena Indonesia to increase Brand Awareness for FIFA Online 3?
3. What are the best marketing communication strategies for PT Garena Indonesia towards increasing the Brand Awareness for FIFA online 3?

Based from the questions mentioned above, researcher can conclude the problem statement: What’s the new marketing communication strategies of PT Garena Indonesia for increasing’s market brand awareness in Indonesia?
1.4 Research Objectives

Following the statement of problems, the research was conducted in order to answering the question above. This research aims to :

a. To find out the offline promotion strategies to increase the brand awareness for Fifa Online 3.

b. To find out the online promotion strategies to increase the brand awareness for Fifa Online 3.

c. To find out the best marketing communication strategies for PT Garena Indonesia towards increasing the Brand Awareness for FIFA online 3?

1.5 Research Limitation

The research is focusing on the marketing communication strategies to increase market brand awareness, specifically in Game Company. The interview for collecting data will be using the Fifa Online department manager and the person in charge at the marketing site as the sources. The observation will take a place at marketing site which located in Jakarta, Indonesia.

1.6 Significance of Study

As a student who takes Marketing Management as the concentration, researcher should bring a topic which is a part of knowledge in its concentration. Brand Awareness is one of a branch in Marketing Management. Brand awareness is an important factor that cannot be ignored by every company. Even for Business to business or business to consumers, the company needs to build the brand awareness. This research is focusing on business to consumer, it is a necessary thing to concern about. A company must have the strategies to build the brand awareness and hopefully would become a reminder about how important brand awareness to sell the products to the consumers.
1.7 Benefits of Study

The researcher has expectations with this research to define the theories about the marketing communication strategy, advertising, social media, brand endorsers and event based on the expert theories. Besides, this research hopefully would be useful for readers and also for researchers who conducted the research. The researcher aims to show the readers about the marketing communication strategies in the company, especially in a gaming company. For the company itself, researcher hopes that from the research the company can found what aspect that must be improved according to the researcher point of view.
CHAPTER II

BACKGROUND THEORY

2.1 Theoretical Review

Research about the marketing communication strategy of e-sports were rarely done. This thing happens because gaming companies in Indonesia are not many, and the consumers are not much as the real sports. Every product and brands need branding to society. Branding is about providing credibility, creating the emotional connection between the company and its customers, and eventually establishing their loyalty to brand name products (Vincent, 2012).

2.1.1 Communication

Communication is critically important for a successful organization. On one hand, there is a variety of promotional tools as advertising, sales promotion, direct marketing, public relations, personal selling and value - added approaches such as sponsorship. On the other hand a firm has to find an appropriate mix of promotional tools. This combination of communication tools is called promotional mix or marketing communication mix. According to Fill, the marketing communication mix should be grounded in the behavior and information-processing needs and styles of the target audience (Fill, 2006) In addition, for Kotler and Armstrong, marketing communication is a crucial element to build profitable customer, retailer and other stakeholder relationships. (Kotler & Armstrong,2008)

According to Frank N. Magid, Associates develops communication and marketing strategies that effectively reach and engage consumers to build brand awareness and
loyalty and drive sales growth. These strategies leverage Magid's keen understanding of what and how marketing and communication will motivate people to behave in certain ways and our experience-based media expertise. Using these insights, writer have created time-honed processes for developing highly successful communication and marketing strategies that identify the messaging and media platforms that will best deliver on consumers goals.

Usually, customer starts its buying process by the information sent out by the organization; we called mass communications, Mass communication is "the process by which a person, group of people, or large organization creates a message and transmits it through some type of medium to a large, anonymous, heterogenous audience." Mass communication is regularly associated with media influence or media effects, and media studies. For example TV advertisement or Print advertisements. After customer aware about the product, then they build up brand knowledge and create a question further for the product because of the curiosity of customer. After that, they try to reach out the organization, such as sales representative, or admin in the website, to find out more about the offer or benefit. The organization then has their chance to convince the customer by relationship communications (Dahlqvist and Linde, 2002)

Basically, company has two types of marketing communications that are using by organizations. There are External and Internal Communications.

Internal Communications means the communications among the organizations to reach out the best product or services based on customers demand. Employee on that company work as an internal customer to build the customer (external) satisfaction.

The External communication means the communication among customer and organizations. It uses to reach out to its external customers. By using external
communication, company or organization hope to send a right message to their customer (Dahlqvist & Linde, 2002).

### 2.1.2 Marketing Communications

Marketing communications is one of the most important factors in an organization is success on the market. Lots of organizations are use marketing communication to reach its customers, and could compete the market harder. Communication can be used in several different ways and it is important to find the way that will gain the best result.

Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others (Kotler, Philip & Amstrong, Gary 2001).

The purpose with marketing communications is to make the organization and its products well known for its customers along with keeping the customers conscious about the organization (Engdahl 2006, Iyer, Sobermann & Villas-Boas 2005).

Central to the text is the notion of the brand and the role of marketing communications in presenting the brand to consumers. To this end, a six-step model of marketing communications guides the structure of the text. The steps being:

1. Brand positioning
2. Campaign objectives
3. Creative strategy
4. Promotion strategy,
5. Media strategy, and


2.1.2.1 Marketing communication objectives

Marketing communication objectives are long term goals where marketing campaigns are intended to drive up the value of the brand over time.

Every marketing communication strategy, regardless of delivery method; print, broadcast media, e-mail, online, or any other method, has three major objectives:

1. To Create a brand awareness or, in other words, to inform your target audience about your brand.

2. To define a fulfilling need for your product or service, or to persuade them to use your product or service.

3. Encourage action from your target audience, or, in other words, to remind them through various marketing channels about your product or services (Allen Stafford, 2012).

A. Creating Preference

Creating preference is often a longer-term effort that aims at using communication tools to help position your product or company in the minds of the target customer.

Positioning and building a brand takes time and requires a certain consistency (not just in the communication efforts themselves, but also in regards to the core elements
of product, pricing, and distribution) and therefore represents a significant commitment for the company (Wiefels, P., 2002).

![Diagram](image)

*Figure 2.1 Marketing Communication Objective*


**B. Increase Brand Awareness**

Increased brand awareness is not only one of the most common marketing communication objectives, it is also typically the first for a new company. When the unexist brand for unexist company entered the market, what can the CEO expects if he or she did not do the marketing communication strategies? I believed, only few people who know about that brand.

**C. Change Attitudes**

Changing company or brand perceptions is another common communication objective. Sometimes, misconceptions develop in the market about the company, products or services. Advertising is a way to address them directly. In other cases, negative publicity results because your company is involved in a business scandal or unsettling activities.
D. Influence Purchase Intent

A key communication objective is to motivate customers to buy. This is normally done through persuasive advertising, which involves emphasis of the superior benefits to the user, usually relative to competitors. It is critical to strike a chord with the underlying need or want that triggers a customer to act.

E. Stimulate Trial Purchase

Two separate but closely related communication objectives are to stimulate trial use and drive repeat purchases. Free trials or product samples are common techniques to persuade customers to try your product for the first time. The goal is to take away the risk and get the customer to experience the brand.

F. Drive Brand Switching

Another objective closely tied to stimulating trial use is driving brand switching. This is a specific objective of getting customers who buy competing products to switch to your brand.
2.1.2.2 Marketing Communication Strategies

Figure 2.2: Marketing Communication Strategies

Source: International Journal by Pratik Dholakiya, 2014

1. Offline Marketing Communication Strategies

a. Competition or Tournament

Competitions are also quite popular, and can incorporate product – knowledge tests, which can assist in the learning process. Competitions can be fairly low – cost promotions, and often have retailer support, or comprise a competition among staff. Awareness, attention and interest can be created among a large proportion of the population (Paul Copley, 2004).
b. Trade/ Retailer sales promotions
A key objective with trade sales promotions is to increase distribution and this means gaining shelf space, especially for new products. Ideas that have developed over the years are discounts, extended credit, point – of – sale (POS) or point - of – purchase (POP) materials. These are used in conjunction with advertising, in – store promotions and other promotion allowances and are co – operative marketing ideas, which also help cement good relations. However, much of this activity is designed as ‘push strategy’, to get product through the chain (Paul Copley, 2004).

c. Sponsorship
Sponsorship is about someone paying to be part of something else – a project or an activity – or it is about someone entering into an agreement on behalf of another. The provider of funds, resources or services to an individual and event or organization is offered, in return, some rights of association, usually to be used for commercial advantages. The sponsor is the provider of the funds and some other resource, and the sponsee the receiver of the funds or resource and the giver of the rights of association (Paul Copley, 2004). Sponsorship can be seen as a clever way of reminding the consumer of the brand and in some cases associating the brand favorably with other, familiar, names (Copley and Hudsom, 2000).

d. Advertising Video
According to Rajeev Batra, John G Myers and David A. Aaker in Advertising management book fifth edition (2011), advertising are sufficiently different from an audience’s adaption level and expectations will attract attention, pointing out the importance of distinctiveness. It is extremely important for ads to stand out from what consumer’s considers to be ‘expected’ for ‘typical’ ads of that product category.
Advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives (Minh Hou Poh & Adam, 2007).

The basic promotional mix elements and their derivatives as the requirements for effective communication and customer understanding have been recognized for some time as being ‘above the line’ advertising and ‘below the line’ advertising everything else, i.e. sales promotion, public relations and selling (Paul Copley, 2004).

The AIDA model was an early attempt to explain how an advertising’s target audience might pass through a number of steps, with attention being the first and most important one

\[ \text{Attention} \rightarrow \text{Interest} \rightarrow \text{Desire} \rightarrow \text{Action} \]

*Figure 2.3 AIDA Model*

*Source: Kelley and Hyde: CIM Coursebook Marketing in Practice (Elsevier Butterworth-Heinemann, 2002).*
1. **Attention**: Attract the attention of the customer. Grab the viewer’s attention. The advertising should immediately catch the viewer’s attention and offer a clear benefit for seeing the rest of the ads.

2. **Interest**: raise customer interest by focusing on and demonstrating advantages and benefits

3. **Desire**: A television ad must create a strong motivation and generate a need for buying the product even if need is not there.

4. **Action**: When a brand promotes its image through and ad advertisers should ensure they are able to convince their customers to make a final buy or be inquisitive to know more about the product/brand.

   (IRC’s International Journal of Multidisciplinary research social and management sciences, 2013)

Clearly, advertising is used to build brand awareness but also to provide information if necessary. Therefore, advertising has been the most prolific communications tool used to gain awareness and interest, within the think – feel – do sequence of events regarding the cognitive (awareness, knowledge), the affective (interest/liking, desire/preference/conviction) and the behavioural (action/purchase) (Paul Copley, 2004).

e. **Media Strategy**

The marketer first has to understand the media before being able to plan the media. The media can, therefore, be looked at in two ways; the nature, pros and cons and characteristics of the media should be appreciated, and then media planning can be considered.
<table>
<thead>
<tr>
<th>Type of media</th>
<th>Advantages</th>
<th>Disadvantages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magazine</td>
<td>Long life</td>
<td>Long lead times</td>
</tr>
<tr>
<td>Newspaper</td>
<td>Short lead time</td>
<td>Short life</td>
</tr>
<tr>
<td>Television</td>
<td>Animation</td>
<td>Expensive</td>
</tr>
<tr>
<td>Radio</td>
<td>Sound</td>
<td>Spoken message only</td>
</tr>
<tr>
<td>Poster</td>
<td>Can be dramatic</td>
<td>Short message only</td>
</tr>
<tr>
<td>Transport</td>
<td>Low cost</td>
<td>How effective?</td>
</tr>
<tr>
<td>Signs</td>
<td>Low cost</td>
<td>How effective?</td>
</tr>
</tbody>
</table>

*Figure 2.4 Characteristics of various media*

*Source: Copley, Paul 2004*

The characteristics of the various media are fundamental and should be understood by the marketer.

1. The electronic media

Traditionally, the two main forms of electronic broadcast media have been television and radio. They are mass media that can reach large audiences at relatively low cost per target. Then mobile phones, now with text and picture messaging, teletext, and even facsimile (fax) machines are available to marketers who can either keep in touch in a regular way with customers or use random messaging.
2. Print media

Here the classic activities, interests and opinions can be clearly seen. Magazines, in particular, reflect interest and lifestyles so that targeting can be very accurate, allowing marketers to understand the characteristics of the target and work on this though advertising, editorials, offers and other sales promotions such as competitions. Generally, the printed words allows for detailed explanations, and the supply of facts and figures if appropriate, which can be particularly useful where there is high involvement.

3. Out – of – home media

This category is now very wide with many media and vehicles including cinema, billboards or poster hoardings, transport (outside as well as in), in – store – promotions, shopping trolleys, parking meters, window displays, sports arena and sport apparel, banners from planes and projections onto buildings. Out – of – home media can provide triggers that jog the memory by using short, simple message. (Paul Copley, 2004)

f. Communities

Community officially from latin’s word *communitas* from *communis* word. Which means citizen, public or people. Then, community is a group who interact in several location (Jasmadi, 2008).

In pursuing their interest in their domain, members engage in joint activities and discussions, help each other and share information (Etienne Wenger 2002).

Then, Laudon and Treor 2008 said community is involvement from a group of people whose have same interest to interaction, sharing the information in one place and in a certain period.
g. Celebrity endorsement

Celebrity endorsements give a brand a touch of glamour and the hope that a famous face will provide added appeal and name recognition in a crowded market. In the battle for the mind, company gets the customer excited by showing them a known face, and an effective demand is created. In short it helps increase the recall value of the brand (Hindu Business line, 2003).

According to Source Credibility Theory, acceptance of the message depends on 'Expertness' and 'Trustworthiness' of the source. Expertness is defined as the perceived ability of the source to make valid assertions. Trustworthiness is defined as the perceived willingness of the source to make valid assertions. Audience acceptance increases with the expertness of the source and the ability of the audience to evaluate the product (Gerard J Tellis, 2004).

According to Source Attractiveness Theory, which is based on social psychological research, the acceptance of the message depends on familiarity, likeability and similarity. Familiarity is the audience's knowledge of the source through exposure; likeability is the affection for the source's physical appearance and behavior while similarity is the resemblance between source and receiver. This theory explains the message acceptance in two ways: Identification and Conditioning. Identification is when the receiver or the target audience of the communication begins to identify with the source's attractiveness, and hence tends to accept his opinions, beliefs, habits, attitudes etc (Gerard J Tellis, 2004).

D. Garg, Vice – President (Marketing), Dabur India Ltd quotes, “A celebrity does help in increasing brand sales, but ony if he/she is selected carefully and used effectively. The personality of the brand and the celebrity have to complement each other and the selection of the celebrity is, therefore, very important.
2. Online Marketing Communication Strategies

a. Couponing

The coupon is the oldest sales promotion device and lots of consumers like to get coupon or discount for their stuffs. Before the company gives coupon to consumers, consumers must follow the procedure, terms and condition from the company (Paul Copley, 2004).

b. Premiums, bonus package and price – offs

A premium is an extra item offered at a low price or free. It can be effective at increasing sales. Premiums can attract brand switchers and are used with current users to increase repeat purchases. A premium can be free or have some cost to the consumer. The bonus pack is an uncomplicated way of giving extra value and this can be attractive to the consumer who may switch brands. A price – off price reduction may create the wrong perception of the product. Price – offs deals normally involve on – pack price reductions. Bonus packs and price – offs are closely linked (Paul Copley, 2004).

c. Membership

A social group where the people would be a member of that circle, then they have privilege on several facilities. The example of group membership is parties member, shopping member and property’s member (Robert K).

d. Website

The internet is about interactivity and about real time, targeted, personalized brand messages. By the mid – 1990s, the internet had moved from being a leisure pursuit of ‘anoraks’ and, before this, the tool of academics and, before that, a military tool. The internet soon became a commercial necessity, many
companies, without understanding its true nature, rushing to be on ‘the Web’ or ‘the Net’ if only able to say ‘visit or website’. Having a website became a ‘must have’, even if the site was little more than a simple leaflet on a screen. These days the internet is an important part of IMC (Integrated Marketing Communication). What started with website addresses being communicated via conventional advertising gas evolved into something completely different. The most important aspect is, of course, the way the consumer has control of content and contact. The internet thus far has been characterized by banner advertising, boxes that are the commonest way of alerting the user to a facility that provides a click – through to a relevant page on a website (Paul Copley, 2004).

e. Direct Marketing

Direct marketing of one form or another has been around for many years but in recent times, largely due to information technology and data handling, this kind of activity has grown considerably. Direct marketing includes direct mail, telemarketing and direct response to press or broadcast media advertising and in the internet. Direct marketing is often used to make an offer there and then but it also to provide more detailed information (Paul Copley, 2004).

2.1.2.3 Marketing communication process

Marketing communication is one of the elements of the marketing mix and is responsible for putting the marketing offer to the target market. It is the planned and integrated communication activity that communicates with an organisation’s stakeholders (Fill, C., 2006).

The model of mass communication process is created to show that communication consist of several different elements in constant interaction with each other. There is said to be eight main elements in this process model:
1. **Sender**:

   A person, group of people, company or some other organization may wish to transmit / relay an idea, set of ideas or proposition in order to share something with another party.

2. **Encoding / Encoder**

   If the problem is perceived incorrectly by the source, then the wrong concept might be develop and encoded, making the communication faulty.

3. **Message**

   The symbolic representation of the sender/sources thoughts/ideas.

4. **Decoding or Decoder**

   This involves the deriving of meaning from the received message that is a composite of the actual message sent and any influences the medium may have had upon it.

5. **Feedback**

   This loop of the process provides the sender/source with a channel of evaluation of the message encoded and sent. This can be viewed in two ways: first, in terms of how accurately the message has hit the target; second, in terms of the degree of correctness of interpretation on the part of the recipient/receiver from that which was intended.

6. **Recipient or Receiver**

   The receiver is normally the person, people or organization with whom the sender wishes to share thoughts, ideas and so on.
7. Channel

The medium (or particular vehicle) and its nature and characteristics are of crucial importance to marketing communicators whether this be via newspaper, a trade show or a salesperson.

8. Noise or interference.

These are terms often used interchangeably to describe the blocking distortion of the message at any stage in the marketing communication process.

These eight are equally important in the process of communication and without one of them, the process will not be complete (Paul Copley 2004).

Models that can be found on the communication process in literature today are all inclined on a base where a sender has to exist to send out a message to a receiver. The sender creates a need/purpose with its communication, chooses a message to send out through the right channel that can lead to a created need among the audience/receiver (Strategic Direction, 2006).

![Figure 2.5 Communication Model](source: Paul Copley 2004)
2.1.2.4 Marketing Communication evaluation

This stage is to evaluate about how far the marketing communication programs that suitable with strategies which already implemented. This stage also evaluated the management techniques and communication that already implemented. This stage will answer the question of “How did we do?” The specific questions of Marketing Communication : (Tom, brannan, 2005)

- How to fulfill Marcomm objective?
- Are we already reached the right target?
- How much target that we reach?
- How much the cost per impression?
- Did we success to increase the awareness?
- Are they willing to buy our product?
- How we know that things?
- How we scale the result?
- How much that cost to evaluating?
- What the benefit to keep this program run better?
- How to change the program? Or have we must to change it?

2.1.2.5 Advantages of Marketing Communication

Marketing communication is more effective, more powerful when every advertisement, every email and every marketing piece communication consistently. Many businesses discuss marketing communications in terms of the marketing communication mix, that’s also known as integrated marketing communications. The elements of marketing communication include advertising, personal selling, public relations and sales promotions. Whose have the advantages : (Frenz, Roslyn 2014)
a. Advantages of advertising

Advertisements are good to inform people about the product, to make people aware and could give some product knowledge for consumers.

b. Advantages of personal selling

Personal selling is one of the most persuasive forms of marketing communication. Usually, consumers had consult before they buy the product. Or, perhaps only getting known how to purchase it.

c. Advantages of Public Relations

Consumer need some references from other user. From electronic media such as internet (blog, forum) and news media. Consumers are likely to believe public relations messages rather than all other types of marketing communications.

d. Advantages of Direct Marketing

Direct Marketing is the most effective for the company, because user can require the product and could buy directly through the contact that already given or website link.

e. Advantages of Sales Promotions

Sales promotions are discounts such as coupons, sales and giveaways. This type of marketing communication is really effective. Because, consumer really interest about discount and giveaways.
2.1.3 Brand Awareness

The importance of brand in the market is influenced by the company's ability to evaluate the fact how consumers interpret the image of brands and company's ability to manage the strategy of brand positioning, adequately revealing brand’s equity to a consumer (Kotler, 2001).
Brand awareness means the extent and ease with which the customers recall and recognize the brand and can identify the products and services with which it is associated. Research now shows that 70% of buyers must be aware of your product before 25% of them will make it their preference.

**Unaware Brand**

This is the lowest stage in the Brand Awareness pyramid, where the consumers do not know about the brand (David Aaker, 2004).

**Brand recognition**

After consumers know your products or services, the largest possibility is your consumers will choose your product rather than other product that they never heard of. Once you are at this stage, your brand needs to create value, emphasize differentiation in order to move your customers to the next stage (Greenfire strategies, 2010).

**Brand recall**

Brand Recall relates to consumers’ aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue. It is the extent to which a brand name is recalled as a member of a brand, product or service class, as distinct from brand recognition. Market researchers usage is that pure brand recall requires "unaided recall". For example a consumer may be asked to recall the names of any smartphone she may know. Some researchers divide recall into both "unaided" and "aided" recall. "Aided recall" means the extent to which a brand name is remembered. An example of such a question is "Do you know of the "Apple" brand?". The first recalled brand name (often called "top of mind") has a distinct competitive advantage in brand space, as it
has the first chance of evaluation for purchase. Companies can know the levels of aided or unaided recall about its brand. (Phd Thesis, Nidhi Sinha, 2008).

**Top of Mind**

If someone asked directly about the product without any clues, and she or he could answer one brand name, then the most names of brand which called could be a top of mind brand (David Aaker, 2004).

**2.1.4 Three product stages based on Kotler**

![Diagram 2.2 Three product stages based on Kotler](image)

Source: Kotler, Philip, Gary Armstrong, John Saunders, Veronica Wong Principles of Marketing
Product is all the things that offer to the market for fulfill the needs and demands. All the things that means is goods, services, events, place, organizations, idea and also combination all of that things.

In marketing theory, Kotler differentiate among three stages that stick into one product: the core level, the actual level and the augmented level. The definition are:

Based on the function of product:

a. Core Product which means the function of product is the basic reason for customer buying decision.

b. Actual product means features that exist on that product to adding some value.

c. Augmented Product is added function that perhaps the customer never thinks about it, but it could give the satisfaction to them.

2.2 Correlation between Marketing communication strategy and Brand awareness

Brand awareness is the main purpose of Marketing communication strategies, if there is high level of brand awareness, automatically could be a high level of brand preferences. Brand awareness shows product knowledge of customers with existing brand.

Brand awareness have an important role in brand equity, and depend on the level of awareness in consumers mind.
Durianto 2004 told that brand awareness could increase with those ways:

a. The message that shows is easy to remember

b. The message that shows must be different with other product and related with this product.

c. Using tag line or jingle

d. Showing logo together with the product

e. Separated brand’s name

f. Repetition

Those ways are marketing communication task, therefore marketing communication strategies are really influenced in brand awareness of product.

2.3 Related Model and Previous Research

The researcher assumes this is the first research about Marketing Communications Strategies to increasing Market’s Brand Awareness of Online Game in Indonesia. Because, the researcher did not find any previous researches that have similar topic in online game aspect.

2.3.1 Integrated Marketing Communications in Advertising: “Iberostar” case study and its offline and online marketing departments.

Integrated Marketing Communications in Advertising: “Iberostar” case study and its offline and online marketing departments were conducted by Raquel Ayerra, Manuel Jimenez and Asier Vega which published in 2007. This dissertation was reviewing IMC in Advertising offline and online. In this research, the main objective of this research is to know if company uses the same message in its organization when they
use advertising in both marketing online and offline department. The chosen company is Iberostar Hotels and Resorts, Spanish tourism company, that really has two different departments of Marketing (offline and online). In order to find out if they have the same message in advertising and E-advertising, it is used the theory of Integrated Marketing Communication (IMC). This is about the promotion Tools and Media channel.

a. Promotion Tools:
   - Public Relations
   - Sales Promotions
   - Personal Selling
   - Direct Response Marketing
   - Advertising

b. Kinds of Media
   - Broadcast: Television, Radio
   - Print: Newspaper, Magazine
   - Outdoor

According with the book of Doyle Peter and Stern Peter (2006) advertising offline is defined as the paid presentation and promotion of products or services through mass media such as television, radio and newspaper, and the stages for develop an advertising programme are six:
   - Identify and research the target market
   - Define advertising objectives
   - Determine advertising budget
   - Develop media plan
   - Create advertising message
   - Evaluate advertising effectiveness.
To run the IMC program, researcher decided into two IMC which are offline and online:

1. Offline Marketing
   - Newspaper
   - Magazines
   - Outdoor
   - Point – of – sale materials

2. Online Marketing
   E-Advertising Research
   - Banners
   - Search Engines
   - Sponsored Links
   - Affiliation

The message that the company send with the advertising tools:

- Meaningful
- Believable
- Distinctive
- Attractiveness

2.3.2 **Strategi Komunikasi Pemasaran Terpadu Dalam mengkokohkan Brand Dagadu Djogja (Integrated Marketing Communications in Increasing Brand Awareness of Dagadu Djogja)**

Integrated Marketing Communications in Increasing Brand Awareness of Dagadu Djogja were conducted by Sholehatun Nasiha which published in 2010. This skripsi was reviewing IMC in offline products. In this research, PT ADD (Aseli
Dagadu Djogja) combined and coordinated all of marketing communication elements into send the clearly messages, consistent and give the strong influence.

From several years ago, PT ADD as a t-shirt design convection tried to build a great image of Yogyakarta, PT ADD aware about the importance of Integrated Marketing Communications.


PT ADD built several marketing communication strategies to increasing their brand awareness, such as:

- Public Relations
- Advertising
- Sales Promotions
- Media : Radio, Magazine, Newspaper, Billboard
- Sponsorship
- Internet: www.dagadu.co.id
2.3.3 The Application of Internet Marketing Communication Channels in Increasing Brand Awareness (Lipton Case).

The Application of Internet Marketing Communication Channels in Increasing Brand Awareness of Lipton were conducted by Anastasiya Kisurina which published in 2013. This Bachelor’s Thesis was reviewing Internet Marketing Communication channels in Lipton company.

Basically, online media channels and communication tools can be divided into six main types:

![Diagram of Internet Marketing Communication Channels](image)

*Source: Chaffey et al. 2009*

Finding in Lipton’s company:

- Website: Video tour (Lipton Plant)
- Quiz
- Search Engine
- Social Media (Sharing features)
- Advertising in Social Media – Banner
- Gamification
2.3.4 How Integrated Marketing Communications (IMC) works! A theoretical review and analysis

How Integrated Marketing Communication (IMC) works! A theoretical review and analysis is an International journal composed by Lucia Porcu, Salvador Del Barrio – Garcia, and Philip J Kitchen in 2011. This journal is about the theoretical review and analysis about Integrated Marketing Communication. A common element of the most recent definitions seems to be the representation of IMC as a process in a double dimension: tactical and strategic. In a wide sense, the strategic approach emphasizes the adequate identification of opportunities as a base for marketing planning and business growth with the aim of building a sustainable competitive advantage.

Nowadays, the continuous changes occurring in the field of Marketing Communications, are leading to an increasing relevance of research on IMC. The boom of social media and social networks, boosted by the increasing diffusion of mobile devices (i.e., smartphones, tablets) and the new services related to them (i.e., the Quick Response barcodes) are driving to a more dynamic way to use the Internet services and interactivity is becoming a more powerful element for marketing communications. Due to the fast pace of technological innovations, IMC is going to be a very dynamic discipline. Hence, we consider that the emerging changes should be taken into account in the conceptualization of IMC and in modeling its main drivers. From the professional perspective, this continuously changing media environment could be a strategic element for IMC implementation, since it enhances the interactivity, on the other hand its high complexity could make it difficult for practitioners to manage integration.

It can be concluded that marketing communications have a highly complex content, both in terms of scope and the objectives pursued and on methods and tools for action. Considering that the primary purpose of marketing communication is to build and strengthen the brand - while the main market competitors have become brands-
many opinions of experts converge to the idea that in the contemporary era the marketing communication will be the only way to create and sustaining competitive advantage.

2.4 Theoretical Framework

In the study, researcher chooses the Marketing communication strategies and using Philip Kotler model to be theoretical grounding. In which, researcher has two main significant factors are Marketing communication strategies and Brand awareness. In the scope of study, researcher investigates the Offline marketing communication strategies and Online marketing communication strategies to increasing Brand awareness of this game. Then, based on the international marketing journal, IMC is going to be a very dynamic discipline. Because of the boom of social media and also technological innovation. Then, IMC is to build and strengthen the brand.

In the study of Philip Kotler and Gary Amstrong in 2001, researcher chooses the type of marketing communication strategies that could give the impact to the brand awareness of the product. The strategies are Advertising, Public Relations, Direct Marketing, Sales Promotions, and Personal Selling. It could be offline marketing communication strategies and online marketing communication strategies, depends of the company.

According to Durianto’s theory in 2004, this theory about the correlation of brand awareness and marketing communication strategies.
Figure 27 Theoretical framework

Source: Adjusted Theory of Philip Kotler and Garry Armstrong in Marketing Communication Strategies, 2001
CHAPTER III

RESEARCH METHODOLOGY

This chapter explains the research methodology used for this research and how this chapter has tells about analysis, data collection and theory. In social research, methodologies may be defined how one will go about studying any phenomenon. In social research, methodologies may be defined very broadly (e.g. qualitative or quantitative) or more narrowly (e.g. grounded theory or conversation analysis).

3.1 Theory of Methodology

In Library Research Support Team of Universiti Teknologi Malaysia, qualitative research has several methods for analyzing a topic. The methods consist of:

a. Ethnography, which focus on study human behavior in the cultural context.
b. Grounded theory, an inductive type of research based on the observations or data using variety of data sources such as interviews, observation and surveys, or review of records.
c. Phenomenology, which reveal the meaning of the lived experience from the perspective of participants.
d. Case study, which is focus on the characteristics of single case or comparison cases. The cases consist of deep study conducted in the activities of a single group or person or event.
This is the most popular approaches to qualitative research available is the grounded theory method of research. In this research, researcher would like to use grounded theory which will be consisting of interview and observation, including review of records in form of case study. The case study which used in this research is related of the company’s problem which is the problem in increasing the brand awareness because of lacked of marketing communication strategies.

When a researcher using one of the other forms of qualitative research encounters a condition where data presents a condition that has no previous theory, a grounded theory method, to generate a new theory within the research would be acceptable (Campbell, 2011).

Locke (2001) embraces grounded theory while nestling it within a “qualitative paradigm” thereby requiring researchers to proclaim a theoretical perspective to orient their study. Grounded Theory Methodology shares the following characteristics with other qualitative methods, which correspond to those of this study:

- Focus on everyday life experiences
- Valuing participants' perspectives
- Enquiry as interactive process between researcher and respondents
- Primarily descriptive and relying on people's words

In the grounded theory method the theory is created during the data analysis, and the validity of that theory is “grounded” as the data supporting it increases (Campbell, 2011).

Grounded theory research is intensive, length, and by the sheer amount of data collection and analyzing grounded theory can become overwhelming (Gibbs, 2010). “In grounded theory, the collection of data and the analysis of the data are conducted
almost simultaneously” (Gibbs, 2010). Researcher will visit the company to observe and conduct interview to the leader of division about how the marketing communication strategies runs which will emphasize on marketing communication strategies issues in order to retrieve the information related to the case study. By using the case study, researcher will be able to find the new suitable marketing communication strategies then analyzing about ability of the company to implement the new strategies. The research will be conducted at central office PT Garena Indonesia, located in west Jakarta, Jakarta Province.

### 3.2 Qualitative Method

Qualitative research help researchers to better understand social processes, the motivations of human beings, and the contexts in which they are situated. Such concerns resonate well with the current interest within public relations of understanding the subjective viewpoints of a range of key stakeholders, in order to develop effective, collaborative dialogue. (Daymon & Holloway, 2001)

Qualitative methods tend to be associated with the interpretive worldview. Dacon in Daymon and Holloway (2001) argued that this concern itself with exploring the way that people ‘make sense of their social worlds and how they express these understanding through language, sound, imagery, personal style and social rituals’. Moreover, Daymon and Holloway (2001) stated that qualitative research has several characteristics such as words, researcher involvement, participant viewpoints, small-scale studies, holistic focus, flexible, processual, natural settings, and inductive to deductive. They added that in qualitative research, subjectivity is the more salient research issue.
3.3 Research Instrument

Basically there are two main sources of data collection methods: primary and secondary data collection technique. Primary data is collected via observations, focus group method, in-depth personal interviews, telephone interviews and surveys, questionnaires, instructed stories and diaries. These data collection methods are frequently applied when there is not enough data from the secondary sources. (Kotler & Armstrong, 2010)

Secondary data can be collected with the help of various methods: films, videos or presentations; narratives; historical analysis; published printed sources and documents; websites; unpublished personal records. It is already existing data that might be crucial for the results of the research, and it is considered as a great starting point for research. (Bryman & Bell 2003.)

3.3.1 Interview

Qualitative interviewing is an effective method to look deeply and broadly into subjective realities. To reveal the reality of conflict resolution management in communication context qualitatively, researcher give some open questions to the key informant who is Mr. Christ Wihananto, Manager or project leader of Fifa Online 3, Dina Arisandy as Fifa online 3’s staff in Indonesia. Not only that, researcher also interviewed 2 users that was Ogi and Rico. The interviews done by researcher were unstructured and informal in depth interview. As Lindlof said (cited in Mulyana and Solatun, 2007) that the interview purposed is to develop a view of something between (inter) people.

Yin (2003) suggested that, in case study research, interviews are “guided conversations” between a respondent and an interviewer where the interviewer asks questions that pursue his/her line of inquiry. Yin claimed that these interviews are
usually “of an open-ended nature, in which you can ask key respondents about the facts of a matter as well as their opinions about events, you may even ask the respondent to propose his or her own insights into certain occurrences and may use such propositions as the basis for further inquiry.”

Interview as a part of the analytical process. The interview is used to capture what is in the interview data, to learn how people make sense of their experiences and act on them. Coding is the first step of data analysis, as it helps to move away from particular statements to more abstract interpretations of the interview data (Charmaz, 2006). Qualitative interviewing is noted for its high adaptability (Lidlof and Taylor, 2002) suggested that qualitative interviewing can be conducted “anywhere two people can talk in relative privacy”

To decide the respondent, researcher used purposive sampling technique. This technique shows the criteria that made by researcher to research based on the research purpose (Kriyantono, 2006).

According to Hendry (2012), the sample of interview does not need too much in qualitative research, because the purpose is to in-depth analyzed about one phenomena or occasion. There is no one pattern about numbers f sample for qualitative research. Beside of the collection data method which used observation, interview that would be needed long time. Therefore, it would be impossible to take lots sample.

3.3.2 Documentation
The first source of evidence – documents – can take many forms (e.g., letters, memos, written reports, literature reviews, formative research analyses, administrative documents as : “stable – can be reviewed repeatedly ; unobtrusive – not created as a result of the case study ; exact – contains exact names, references,
and details of an event; broad coverage – long span of time, many events and many settings” (Lidlof and Taylor, 2002)

3.3.3 Observations and Analysis
The theory-based analysis is the analysis method used to ensure that the researcher has related the findings of the study to the literature (Daymon & Holloway, 2001, p. 92). This enables the readers of the researcher’s study to make connections to their own settings when they read the findings.

3.4 Method of Data Analysis

In this descriptive research, the method analysis data that had been used is analysis Miles & Hubermen model in Metodologi Penelitian Kualitatif (Moeloeng, 2002), where this book explained about data analysis has three activities, which are:

- Data Reduction Means the election data process, grouping, directing, and erasing that did not need and organized data to get the conclusion and verification.
- Presentation of data. In this data presentation, all of data in the field that observation result, interview and documentation, would be analyzed based on the theory until could show the description about communication strategies that already implemented by Fifa online 3 in increasing market’s brand awareness.
- To get the conclusion, researcher collects the information based on the all information that managed by the right data. From that information, researcher could decided the conclusion from researcher’s perspection.
3.5 Validation Method

The method that was used to check the validity of data in this research is Data Triangulation, Audit Trail and Thick Description (Daymon & Holloway, 2008).

a. Triangulation data. Researcher used several data source, such as: collect the data from the field, location or different time based on authentic fact on the field. In this study, the researcher conducted in-depth interview from a group of knowledgeable respondents.

b. Audit Trail. This means a reliability in qualitative research, such as data document, decision, method that already implemented to conduct this research. This include collecting the data, transcript, field notes, idea notes which reflective and analysis, and database research.

c. Thick Description means the detailed description about process, context, and people who get involved on that research.

3.6 Research Framework

In reflexive grounded theory, there are six stages occur in this research approach. The stages consist of research initiation, data selection, data collection, data analysis, synthesis and theory generation, and research publication.
Figure 3.1 Reflexive Grounded Theory Approach

Source: Universitas Negri Yogyakarta S3 Individual Study
CHAPTER IV

FINDING AND ANALYSIS

4.1 Company Profile

4.1.1 History

Headquartered in Singapore, Garena was founded in 2009 by Forrest Li and his friends as they aspired to transform their passion for entrepreneurship into a great company. Forrest named the company "Garena," a play on the words "global arena". Since its inception, Garena has seen unprecedented growth and become a leading platform provider for online and mobile entertainment and communication across Southeast Asia, Taiwan and Hong Kong, serving millions of users.

In 2010, Garena launched its first product, Garena+, an online game and social platform for people to meet, chat and play games with each other. Since its launch, premium micro-transaction based online games have been made available on Garena+, including popular MOBA titles such as League of Legends and Heroes of Newerth, as well as FIFA Online 3, a blockbuster sports title.

In 2012, Garena launched TalkTalk, a highly engaging real-time voice and video communication platform, and subsequently in 2013, BeeTalk, a mobile application for people to connect and communicate with each other based on locations and interests, which has become one of the most popular mobile applications in the region.
4.1.2 Products of Garena Indonesia:

1. Garena plus: An online game and social platform for people to meet, chat and play games with each other.
2. TalkTalk: A highly engaging real-time voice and video communication platform.
3. BeeTalk: A mobile application for people to connect and communicate with each other based on locations and interests. Available for Android and Apple.
4. Garena Cybercafe Alliance (GCA): A product for internet café and player who play in there. They could get more bonus in game items and product discounts.
5. Clan: provides a place for like-minded gamers to chat, meet, challenge and play their favourite games together.
6. Fifa Online 3: FIFA ONLINE 3 will connect the real football into football virtual game. Officially license by FIFA, players could play more than 30 football professional leagues with 500 famous teams, then 1500 great players from over the worlds.
7. League of Legend: is an online game 3D with the high quality of world who developed by Riot Games from US. And in 2009, LOL could reach the incredible popularity. Now, LOL booming in some countries at Europe and Asia.
8. Heroes of Newerth: this game also online game 3D with high quality of world, this is MMORPG game.

Garena provides a platform for game titles such as Defense of the Ancients and Age of Empires, and also publishes premium game titles, including multiplayer online battle arena games League of Legends, Heroes of Newerth and Black Shot for players in the region. Garena-published games:
Figure 4.1 Garena’s products


4.1.3 Organizational structure

A. Organizations Top Managements

Figure 4.2 Garena Indonesia’s organization structure

Source: PT Garena Indonesia
B. Fifa Online 3 Organizations

![Diagram of Garena Indonesia's organization structure of FO3 division]

Figure 4.3 Garena Indonesia’s organization structure of FO3 division

*Source: PT Garena Indonesia*

4.2 Finding

4.2.1 Company Garena Vision, Mission, and Goals Statement

**Mission**

“Connecting the Dots”

**Follow the Heart and the Dots Will Connect**

Garena believe by remaining true to their heart and following their passion, one day, they WILL make all the dots connect when seemingly unrelated pursuits in life and work all start to make sense and pave our road to success. It is therefore the mission at Garena to build an enterprise that helps every Garenian to follow our heart and connect the dots.
**Connect the Dots to Connect the World**

Garena believe the world will be a better place when more people, information, goods and services are connected. It is therefore the mission at Garena to reach and connect an ever growing number of “dots” in the world.

Connecting the dots speaks volumes about the revolutionary industry they are in. Garena believe the core value of the Internet is connecting - connecting people, information, goods and services. These are the “dots” that they strive to connect in our daily work. The more connected the world is, the easier it is for people to communicate, the more efficiently it is for people to operate, and the happier our life will be. At Garena, hard work and relentless effort every day goes into providing the best internet products and services and reaching the greatest number of people to bring the world together.

**4.2.2 Observation about Marketing Communication Strategies of Fifa online 3**

Marketing Communication strategies by Fifa online 3 has purpose to build brand awareness or mindshare by the customers. Several of Marketing Communication’s activities already implemented by Fifa online 3, as same as the researcher mention in previous chapter that Marketing Communication strategies applied to reached the goal of marketing purpose, therefore several Marketing Communication strategies that already implemented by Fifa online 3, which are :
4.2.2.1 Offline Marketing Communication’s Strategies

A. Tournament

Garena Indonesia always conduct games competitions for the players, the competitions or tournaments purpose to give a place for player to know their ability. Tournament also give the positive impact for players. And give the people’s new mindset ‘play the game is not always waste your time, but it could be a profession’ lots people thought that games is only to fill your leisure time, but not anymore. Game could give the players new income and it could be a professional profession. Moreover, tournament could give the benefit for the company to gain the awareness and curiosity about the name of the game for people who do not know this game yet.

Much of games developer using this strategy to increase the awareness and invite new players to join. In Fifa Online 3, there are several tournaments that already exist, which are :

I. Rookie (Dream Cup)

Rookie or R series is the lowest stage of this tournament. This tournament conduct in several big cities in Indonesia. Such as Bandung, Banjarmasin, Batam, Bekasi, Blitar, Bogor, Jakarta, Malang, Makassar, Medan, Pekanbaru, Semarang, Surabaya, Tangerang, Yogyakarta. This tournament has minimum 8 teams who join, team’s personil could be substitutes to other personil, except the leader. 1 team consist of 5 people, 3 people for main personil and the rest could be reserve players. There are several rules and regulation in this tournament, which are :
- Weekly tournament
- Offline tournament, the tournament conduct in internet café on several cities in the same day. Players only fight the other players within the scope of the internet café in one city.
- Single elimination, player can not qualify for next round if they already lost one match with using best of 3 tournament’s format
- Consist of 8 – 32 teams in one competition
- The first winner directly go to King Arena (Semi Pro)

II. King Arena (Semi Pro)

King Arena will be held after two period of Dream cup – Rookie Series. This tournament will be held in online, with screenshot the game’s result as a evidence of match. Teams will compete based on schedule which already arranged by GM (Game Master). On the Candle’s tournament format will be held in offline – offline, means the players have to compete in offline on the internet café which has been determined (supervised by Garena’s staffs) then, they fight by online against the other teams. This tournament using single elimination for top 16/32/64, with tournament format is best of 3, team who lost will be eliminated from this tournament. But, for top 8, this tournament using winner/loser bracket, the format tournament is same which is best of 3. For 4 teams who win in this stage will directly go through winner bracket, the other 4 will go to lose bracket. In this bracket, Fifa online3 using league system, which have , battle format is best of 2. For winner bracket, the total of point from league determine the rank of the team (Rank 1 – 4). For loser bracket, team who successed got the highest point in this bracket will be 5th rank, and team who lose will be eliminated from King Arena. And for the 1st – 3rd winner eligible for join play off Pro competition ; The Professional League.
Total Prize :

1st winner : Rp 3,000,000,- and 18,000 cash in game

2nd winner : Rp 1,500,000,- and 9,000 cash in game

3rd winner : 6000 cash in game

And all manager will receive ingame items : ’13 Top 100 Player Pack x1 + Gold key x5

III. Professional League Tournament

This is the one and only the biggest online sport game national tournament with total grand prize more than a hundred millions rupiah. The way to become a Pro team is player must passed three stages, which are :

- Rookie (Dream Cup)
- King Arena (Semi Pro)
- Professional League (Pro)

The winner of this tournament would be an Indonesian representative in international tournament.

IV. XL Cup - Pre Pro League

This tournament only for big 8 teams who win the King arena from several cities in Indonesia, such as Jakarta, Bandung, Jogjakarta, Malang, Semarang and Medan. This event held at Central Park in front of XL booth on December 7th 2014. Not only tournament from 8 teams, it includes ‘free to play’ for player who already played the game and neither play this game. It has purpose to gain the awareness and product knowledge of this game to customers. Moreover, this tournament is pre - pro league that would be held
on December 14th 2014. So, they could know about the strength and weakness from others group before the real pro - league tournament. But, the winner still get the prize Rp. 2,000,000.

B. Trade/ retailer sales promotions

Fifa online 3 has a special treatment for player who play the game in internet café which already registered in GCA (Garena Cybercafe Alliance). Garena Cybercafe Alliance give the player more bonus in that game. For example, if player played the game in his/her own home without any GCA on his/her PC, his/her only received one card after finished the match. But, if his/her played on internet café which already registered with GCA, player will get 2 – 3 cards in every after match.

GCA has lots benefit for the internet café’s owner and also the player. Actually, the benefit from GCA is not only for Fifa online 3, but also for game that developed by PT Garena Indonesia, such as HON (Heroes of Newerth) and LoL (League of Legend). For player, they will receive more bonus rather than using private computer or the other computer in other internet café which have not registered GCA yet. Moreover, the owner also receive the benefit. So many players want to play in that internet café because of the benefit that they will get, it could give more income for the internet café. Then, people will know about Fifa online 3 easily. Because, if the internet café already registered with GCA, they will put the Fifa online 3’s banner in front of the internet café. To make people aware about the Fifa online 3 and also give the information for players about the internet café that already registered with GCA.
C. Consumer sales promotion

I. Video Advertising

Fifa online 3 already did the video advertising to attract the customer’s attention and awareness. They put the advertising in several media which have expected to gain the awareness and gain the new players.

II. Media Strategy

1. The electronic media

Fifa online 3 put the advertising video on television channel in Indonesia:

a. ANTV

They chose that media because of the impression and acquisition. For example, if the media has cost around Rp 100,000,000 / day, but that media could give 100 thousand of impressions, the company will pay Rp 1000 for each impression. And from 100 thousand impressions, the company will calculate how much people who entered the website. If people only looked the advertisement but not entered the website and download it, the company would lose. Company did the presentation about cost per acquisition (CPA) so, PT garena Indonesia could concluded about the media who worthed.

2. Print media

Several game’s companies in Indonesia still using this strategy, because Indonesian gamers still read the game magazines to get more updated info about the newest game. Fifa online 3 looked the target market and
thought that it become a good place to promote this game. Fifa online 3 already posted the print advertising into these print media:

a. Game Station’s magazine  
b. Zigma’s magazine  
c. Bola’s newspapers

3. Out - of - home media  
a. Transport = Kopaja Jakarta, Train  
b. Cinema = Blitz Megaplex

D. Media Identity  
Media identity is could be a communication way and characteristic of Fifa online 3. Visual identity which can build the Fifa online 3’s identity are:

I. Logo of Fifa online 3  
II. Fifa online 3’s souvenirs which given to customers in special events such as t-shirt, glasses, pen, scarf, keychain, rubber bracelet, etc.  
III. Tagline : Play the dream!

E. Communities  
Fifa Online 3 already build the communities in several big cities in Indonesia to increase the awareness and invite the new player in Indonesia. The cities are Bandung, Banjarmasin, Batam, Bekasi, Blitar, Bogor, Jakarta, Makassar, Malang, Medan, Peknbaru, Semarang, Surabaya, Tangerang Yogyakarta.

Moreover, Fifa online 3 has the national community whose name is ‘Hattrick’ this is the official community of Fifa online 3 in Indonesia. This community connecting the regional communities which separate in several cities.
Hattrick community has purpose to connecting player in Indonesia to get more information about Fifa online 3. From sharing information about the way how to upgrade the player, how to reach the good score in every match, the date of tournament, until how to become a pro player.

**F. Brand Ambassador**

Franda or Efranda Stefanus (27) is the brand ambassador of Fifa online 3 in Indonesia. Fifa online 3 has several reasons why they chose Franda as theirs brand ambassador. On 2007 Franda is the most favourite finalist in MTV VJ Hunt 2007, then she already has lots of experience in sports presenter. She hosted ‘Lensa Olahraga’ in Antv, and ‘Total Football’ in Antv. Moreover, Franda has a good looking face and the company confident lots people know Franda and could give a good impact and high branding position of Fifa online 3.

Fifa online 3 chose Franda as their brand ambassador because lots of player are male whose 13 until 39 years old. Male have interested with female, especially has a good looking face, it could make them easy to remember about the game, then male already know about Franda’s background as a football’s presenter. The image background of Franda is really strong and related with Fifa online 3. Therefore, Fifa online 3 sure that they will get a higher amount of new player, and great brand image. If they looked Franda on tv, they will remembered about Fifa online 3 automatically.
4.2.2.2 Online Marketing Communication’s Strategies

A. Couponing

Customer are happy if they get the more benefit from game that they played. PT Garena Indonesia thought if they give the coupon or discount for top-up fee, player will come and buy the voucher in that time.

Fifa online 3 always give the discount and bonus game’s item. These are the couponing or discount that gave by Garena from October – December 2014:

I. October

a. Youtube Subscriber Event

Fifa online 3 do this event to invite player to subscribe Fifa online 3’s youtube channel which is EA Sports FIFA Online 3 Indonesia. If player already subscribed the youtube channel, they deserved to redeem a reward regarding of total amount of Youtube channel’s subscribers. If the subscriber already reached in the peak number, Fifa online 3 will give one code which can use to redeem the rewards.

This event has purpose to catch attention to the audience. So, if Fifa online 3 upload more video about this game on youtube, player can know the newest information directly because they subscribed Fifa online 3’s youtube channel.

b. Quest Survey Event

Quest survey has purpose to accommodate critics and suggestions from player, to getting know about what player want and need in this game, moreover this survey could gain the customers satisfactions if this game can solved the needs of player, then Fifa online 3 could be the most favorite online game in Indonesia. For effort that
already did from player, Fifa online 3 will give the in game reward after player finished to filled this survey.

II. November

In November, Fifa online 3 gave 50% bonus for player who top up in 20 November – November 2014 to celebrate thanksgiving’s day. So, if player top up Rp 100,000 she/he could get Rp 150,000 because of the 50% bonus.

III. December

XL xup pre-pro league December, 7th 2014 streaming on youtube and reached more than 10,000 total viewers. In that time, PT Garena Indonesia gave the code that could redeem as a game item reward by the player if the viewers in live streaming could reach 500 viewers, 1000 viewers, 1500 viewers, and more.

B. Premiums and bonus package

Fifa Online 3 Indonesia gave the premiums package for those who already registered as VIP membership.

i. VIP Only event

On October - December 2014 Fifa online 3 gave the event only for VIP membership. VIP membership would get more benefit if they logged in, played the ranking match on October - December.

C. Membership

VIP Membership is the name of Fifa online 3’s membership. Players can reach more benefit if they bought this card. There are the benefits:
a. Increase the EXP Boost Manager and Player. If player bought this VIP card, they will get 20% EXP Boost for Manager and Player every match.
b. Get 30% discount for re-contract and player’s transfer.
c. Get add one more trade’s card after player trade.
d. Get add one more after match’s card in every after match.
e. Accumulated with GCA. If player already registered with VIP membership, then they play Fifa online 3 in Internet café which registered by GCA (Garena Cybercafe Alliance) they will got accumulated bonus.
f. VIP Rental Player. They can rent two players from season 2013 Top 100 with grade +3 until +5 and have level 10.
g. VIP Event. Exclusive event only for VIP Membership (Monthly event).

D. Game Events

Game event means Fifa online 3 celebrate the special day or event then give the reward for player who success did the quest. This event are changes in every week or month. These are the event from October – December :

I. October

1. Halloween Event
   This event held to celebrate Halloween day on 31st October – 3rd November 2014.

2. Hijriah New Year
   Only on October 25th 2014, this event held to celebrate Hijriah New Year.

3. Ied Adha
   Fifa Online 3 Indonesia held special event for Ied Adha from October 3rd – October 6th 2014.

II. November

1. King Arena Semi Pro Tourney!
This event held on November 3rd – November 10th 2014, to celebrate King Arena Tournament in Indonesia.

III. Desember

1. Special Event Pre - Pro league.
This event start from December 3rd - December 8th 2014. Player only play the match and win the in game item reward. From accumulated attendance, rank match event, and match event except simulation.

E. Website

Fifa online 3 give the way to still connecting with player. If player need help to improve their product knowledge and information about the tournament, event and how to upgrade the player in game, player can easily access Fifa online 3’s website in www.fo3.garena.co.id and forum in www.forum.fo3.garena.co.id and has youtube channel www.youtube.com/EAsportsIndonesia. Fifa online 3 already gave the complete and updated information in forum and website. Therefore, player did not hard to find the information anymore.

F. Media Social

1. Facebook
Fifa online 3 consider that lots of people in Indonesia are facebook’s active users, to market the event, products promo and spread the awareness of the game, Fifa online 3 has a good decision to make facebook fanspage. Because, people can easy to look the picture, video info, request the dvd game play of Fifa online 3 or directly download the game. This is the facebook page of Fifa online 3 https://www.facebook.com/fo3indonesia.
2. Twitter

Not only facebook, Indonesian people are quite active on twitter, even is not much as same as like facebook, but Fifa online 3 still using twitter as a media to give the information, this is the twitter’s link of Fifa online 3 [https://twitter.com/FO3ID](https://twitter.com/FO3ID).

G. Online Event

1. Online Tournament

   Super Cup

   Super Cup is a place for those of players wants to know about theirs ability before they join the offline tournament or Dream cup’s tournament.

2. Club promo Manchester City

   Fifa Online 3 will send one lucky person to witness firsthand the match of Manchester City vs Chelsea. PT Garena Indonesia will provide the transportation and accommodation of winners. This event held because PT Garena Indonesia cooperated with Manchester City football team.

3. War time – Play with Shoutcaster!

   This event held because of players who asked want to know about the ability of the shoutcaster to play this game. Fifa online 3 Indonesia looked the positive responds in forum, then lots of players agree about that event. Then, Fifa online 3 give this event to player. This event available every Thursday – Friday at 3 p.m – 5 o.m from November 20th – December 31st 2014. For those who already played with shoutcaster, they will receive the reward which is ’09 Top 300 + World XI 3 pcs.
H. Celebrity endorsement – YouTubers

Not only Franda, Fifa online 3 decided to put Raditya Dika or Dika Angkasaputra Moewarni (29) as the celebrity endorsement. People in Indonesia know Raditya Dika as a ‘comic’, people who doing stand up comedy. He was pioneer of stand up comedy in Indonesia. Then, Raditya Dika has a youtube channel, the account’s name is ‘Raditya Dika’ that already reach around 1,4 millions subscribers. Not only that, the viewers of his video could be more than the subscribers. Because, Indonesian people like a comedy which has simple packaged and the language is not cheesy and boring. Lots people like Raditya Dika because he always give a new ‘smart joke’. After several factors that could make people in Indonesia interested with Raditya Dika, Fifa Online 3 decided to make a video that have titled ‘Malam Minggu Miko – Main Bareng Fifa online 3’ that video showed Raditya Dika and his friend (Ryan) played Fifa online 3 together, because Dika just installed the game, then Dika’s girlfriend came into their house and Dika give a challenge to his girlfriend, Dika not sure his girlfriend could defeat him in this match. Dika had underestimated that girl, but in the end the girl won the match. The girl said that she always play the game in her house. This video means, even the game is football, girl also can play it. It is not about gender, it is about the ability and interested of people.

I. Social media of community

Communities are really important in game section. How’s the way if Medan’s community communicate with Jakarta’s community? The only thing that should do is communicate through phone and social media.

Facebook :
https://www.facebook.com/HattrickClubFO3INDONESIA

Toys Hattrick club on youtube :
https://www.youtube.com/channel/UCYKIwWrfTCknRA1FHmvgx1g
J. Youtube programs

a. Player Spotlight
Player spotlight is video on youtube that has purpose to show the information about each player whose have a great abilities and skills.

b. Fifa Online 3 – Weekly Highlights
This program purpose that Fifa online 3 wants to give the information about new in game event. To make people know about the detail and benefit about this event.

c. Fifa Online 3 – Breaking News
Breaking news is the video that persuade player to buy products and new packages. Not only that, this video only takes 1 minute - 2 minute to create awareness and curiosity, then this video give the link directly to Fifa online 3’s forum. So, player could read the further information easily.

d. Fifa Online 3 – Tournament Streaming
Fifa online 3 already did several tournament which are offline and online. Then, how come people can know about the result of the tournament if Fifa online 3 did not give any information to others? After several tournaments, Fifa online 3 decided to make a streaming of tournament. This streaming purpose to show about how the manager’s play the game, how they could be a pro player, then also showed the abilities and skill from managers. Moreover, this streaming could give the curiosity and persuade people to join the next tournament.

K. Direct Marketing

PT Garena Indonesia has a chat messenger which called G+. Majority, players using G+ for personal chit-chat, group discussion, and adding some new friends. Then, in G+ we can find several buttons that shown Garena’s games, such as HON, LoL and
FO3 on the left side of the messenger. It could make player easy to try the games one by one. Moreover, after log-in G+ people can also look the new events of that game. Do not worry if they do not have the game on that PC. People can download and install the game directly after click the button of the game that they want to try.

Moreover, PT Garena Indonesia put some advertisement on several big website, such as:

a. Google ads
b. Facebook ads
c. Bola.com
d. Goal.com
e. Detik.com
f. Kompas.com

L. Shoutcaster

Shoutcaster is the person in charge on the streaming tournament. In the real life, people can see the shoutcaster as same as like a football commentator. PT Garena Indonesia or Fifa Online 3 Indonesia decided to pick two people from shoutcaster, one male and one female. He is GM Adrian and She is Dhita Chandra. Moreover, because of the pro league that will be start on December 2014 until February 2015, Fifa online 3 looking for new shoutcaster to help GM Adrian and Dhita Chandra.

4.3 Interview Result

The researcher already interviewed four respondents. First interviewed by the person from PT Garena Indonesia, that is the leader of Fifa online 3 whose manage the marketing plan, budgeting and also who responsible with new features of Fifa online 3. Second is Fifa online 3’s staff who concern in media social activities. Then with
users or players of Fifa online 3. Researcher did the observation about the marketing strategies of Fifa online 3. The last, researcher collected the information which related with Fifa online 3, even it could be an article, news or supporting information by print media or internal data which already provided by Manager of Fifa online 3.

In this part, researcher show about the result and study about this case briefly, which are: Labeling for Producers

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<td>Marketing Communication activities</td>
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<td>4. Evaluation of Marketing</td>
<td>4.a. It could be increasing the awareness or not</td>
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Labeling for Audience / End – Users

<table>
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<th>Big concept</th>
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<tr>
<td>1. Respond of marketing communications</td>
<td>1. A. Image</td>
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<td>2. Respond of Product / Brand</td>
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<td></td>
<td>b. Tangible</td>
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4.3.1 Data analysis

a. Respondent Profile
Respondents are the people who actives, have a passion in football, already played console football games, and Fifa online 3’s users.

Detail:
Respondent
Age : 17 – 39
Profession : Student, Worker

Psychographics : Modern, up to date with news about game.
Geographic : Urban
Experiences : Tournament’s participant, researcher expects the respondents could know about more than 3 games.
Credibility : Has thorough knowledge about online gaming, professional user of online games particularly Fifa Online 3
b. Respondent Overview
The researcher chooses the respondents whose age 17 – 39 years old and have a profession as student or worker, living in urban place. Have a modern characteristic and up to date about the game developing, that statement into consideration to the respondent to be more open minded about the questions that asked and also know about the game’s development in Indonesia. The researcher chooses end user respondents (player). Because this research is about online game, so the respondents must to have more experiences in online gaming.

Respondent 1
Rico is internet café operator, he has responsibility to keep the internet café clean, the connection good and maintain the new game. Automatically, he knows about development of the game year by year, and he already joint the tournament 4 times. Aside from being an internet café owner, he is also a professional online gamer of Fifa Online 3.

Respondent 2
Ogi is an owner of internet café in Bekasi, he run his business from 2010. He has a responsibility about the new game which installed in his computers, he is the decision maker to decide what games that suitable with his internet café. Then, he already join the tournament of Fifa online 3 two times.

Respondent 3
Chris Wihananto (27 years old) working in PT Garena Indonesia as a project leader of Fifa Online 3 Indonesia. He has responsibility to create
and maintain the marketing plan, product plan, and budgeting. So, the marketing communication activities are officially under his control.

Respondent 4
Dina Arisandy is a staff of PT Garena Indonesia in Fifa online 3 division. Dina maintains the social media of Fifa online 3, website and more online marketing communication strategies. Not only that, Dina also help the game update and game tester before it launch. Dina take care the social media of Fifa online 3, so she knows about marketing communication strategies in online.

4.3.2 Interview result with Project leader and staff of Fifa online 3 Indonesia (Producer)

4.3.2.1 Background of Marketing Communication activities in Fifa online 3

What is the main reason or background of FO3 to conduct marketing communication strategies?

Chris : “Our main reason is to spread the awareness about our game. we believe that brand awareness is fundamental. Because, before we get user or user acquisition, we must spread the awareness then we can get the user. User acquisition is can’t be done if the user did not know about the product. If user doesn’t know the product, he doesn’t acquire the product, because he doesn’t know what the product is. So, brand awareness is fundamental, the first step.”

Dina : “hmm exactly we want people know our product.”
4.3.2.2 Purpose of Marketing Communication activities

What is the main purpose of marketing communication strategies in this company?

Chris: “we want more people play the game, get the user acquisition. To get user acquisition is not easy like ‘hey bro... let us play this game’ you must tell about what the game’s like. To be like that, we must spread the awareness before acquisition the user. So, marketing communication technic is to spread the awareness of the game in Indonesia with using several channel, for example Franda, Franda is a host whom knew by people and they associated her with football. If we looked about branding, Franda has a strong brand associated. People who know about football, more or less know who Franda is. Maybe when people looked Franda, they will recognized ‘ooh... maybe this game is a football game’ that’s what I want, brand awareness.”

Dina: “we want customers accept our product.”

4.3.2.3 Marketing communication strategies of Fifa online 3

Marketing communication strategies of Fifa online 3 is divided by two ways. First is offline strategies and second is online strategies. Respondent told about the current strategies of Fifa online 3.

The question of this interview is:

What is the marketing communication strategies that already implemented?

Online Marketing Strategies

Chris: “There are online, offline and some other phases. The first three months of our current one-year-product dealt with the game launch phase where we spread awareness through online ads, google ads, direct
advertisement via detik.com, kompas.com, bola.com, goal.com. So, our online ads is direct ads to go to the big website and then google ads also facebook ads”

Dina: “yup! We often doing event in online either offline in several cities to spread the awareness about our game.

**Offline Marketing Strategies**

Chris: “Our offline activities involve publications regarding football and games, such as (kotak games, bola, game station). We did advertisement in the game launch phase, as well as marketing acquisition in the form of direct acquisition. We had our grounding team visit internet cafes, socializing them with our game and directly placing offers with them. People who already heard about the game would be easier to attract, hence easier to acquire. On the other hand, without awareness, they would be more likely to say ‘no thanks, not interested’ due to their high resistance. This resistance can be reduced through brand awareness. The game launch phase was also made easier by the football euphoria of ‘world cup’. We increased our marketing budget and advertised through tv commercials, brand ambassador and did more online advertisements. We also had more offline ads via buses, trains and movie theaters. After we felt we had done enough to spread awareness, we moved on to the acquisition phase. We held community-based events, such as tournaments and community events. We continuously held this and published the events through youtube, with the further step involving sending our users to international tournaments.”
4.3.2.4 Evaluation of Fifa online 3’s Marketing Communication strategies

From the marketing communication that already implemented, is FO3 success to build the awareness or curiosity to customers?

Chris : “Our online method succeeds as we hold online events. If you play fo3, there are events you can participate in to get in-game items that will keep you playing. In that respect, our online level is currently at minimum level, because only available in game. In offline method, we succeed due to the increase in tournament participants. Initially, we only had approximately 100 participants, but after the fourth month, we could reach 500 participants. You can see that? You don’t say.. Awareness is slowly embedded into communities. We started with Jakarta, and continued to Medan, Bandung. Now that we’ve reached 15 cities, we repeat spreading awareness. We might have targeted the right market, but volume-wise, we might not have. Our target audience is very suitable/appropriate, giving us good retention and steady user base despite the slow growth rate. From investment’s point of view, we haven’t succeeded as we haven’t recovered our initial investment. We spent US$1.4 million during the world cup. This is not a marketing communication problem as the major flaw lies with the product. It requires internet to play, and the market’s infrastructure has not supported this well enough.”

Dina : “ theirs respond are very positive, because of the event that we held could be introduced player to other player.”
4.3.3 Interview result with respondent (end user)

4.3.3.1 Respond about Marketing Communication strategies from ‘Image’ aspect

Have you ever seen FO3’s advertisement? How’s your opinion? Is Franda suitable with the game?

*Ogi : “hhmm... I thought is really suitable if Franda being a FIFA online 3’s ambassador. Because, the player are men then the ambassador is woman and also actress.”*

*Rico : “in my opinion, I thought is not suitable, it could be better lah... for example Raisa... I thought she could be play the game while singing hahhaa”*

4.3.3.2 Respond about Marketing Communication strategies from ‘Trust’ aspect

What do you think about FO3’s activities? Maybe from the interesting things from tournament or others

*Ogi : “Usually if we play in online, we only know about the game ‘just FIFA online 3’ but in here we can meet the others.”*

*Rico : “Frankly, it could be stimulated the adrenaline. If people usually play on internet café and can hit the table, but in here we must control and it could give us the experience.”*

4.3.3.3 Respond about Marketing Communication strategies from ‘Credible’ aspect

What is the most remember about FO3’s activities?
Ogi: “The most remember is streaming super cup, casually I was the finalist, because of tournament streaming, my manager name could be remember with people, and I really proud of it.”

Rico: “Spearhead competition on Korea, I watched the stream from Indonesia match until the final, that are Thailand and Korea at that time.”

4.3.3.4 Respond about product ‘Intangible’ means choose Fifa online 3 than other game as their daily game

What is the FO3’s strength from the other game?

Ogi: “Graphic is better, more real and seems like we play the real football, not in game.”

Rico: “First is graphic, second we can choose to play with keyboard or joy stick, there is several option that can we choose.”

4.3.3.5 Respond about product ‘Tangible’ means willing to use this product

Do you want to still playing FO3?

Ogi: “As long as Fifa online 3 hasn’t closed yet, I still play the game.”

Rico: “As long as Fifa online 4 hasn’t launched yet, we still play Fifa online 3.”
4.3.3.6 Respond about ‘Core Product’ the basic reasons of consumer preference

Why you really like to play this game?

*Ogi*: “hmm.. Men.. naturally men are really like playing football.”

*Rico*: “yes, gender status. Moreover, adaptation I thought. We used to play Winning Eleven (WE), PES, an now since Fifa exist with the best graphic, then I choosed Fifa online 3”

4.3.3.7 Respond about ‘Actual Product’ features that exist in product which can added the value

What is your favorite event?

*Ogi*: “New update event, I thought that is really cool. We can’t getting bored when play Fifa online 3, this November event player has a target ‘there is unaccomplished mission..’ they will play over and over again to accomplished the mission.”

*Rico*: “I think November event, we have a target because we can think ‘ouch.. there are quest that haven’t finished yet’ moreover, for now we can accomplished the mission in achievement target on manager mode.”

4.3.3.8 Respond about ‘Augmented Product’ added features that given to consumers

What is the most your favorite feature?

*Ogi*: “hmm maybe feature when player update, because I got the feeling and wow! Really exciting...”
Rico: “Exactly!! I’m agree with Ogi, player update is really have high tense.”

4.4 Interview Analysis

Marketing communication is to spread the awareness about Fifa online 3 to citizen. Then, company thought that brand awareness is fundamental. It is essential that company spread awareness to attract user before getting them acquired, as user acquisition cannot happen without them knowing the product.

The purpose of marketing communication activities is to get the user acquisition, to get user acquisition is not easy, company must do the step 1 which is spread the awareness using several channels that related with theme of the game.

Fifa online 3 already did the online and offline strategies of Marketing communication. This company decided to spread the awareness with direct marketing through online such as detik.com, bola.com, kompas.com, goal.com, google ads and facebook ads. These strategies purpose to invited people to join this game directly, because this product is online game, therefore company using online channel. Not only have that, but also Fifa online 3 did the offline strategies to spread the awareness to people whose haven’t played online game. This company decided to spread the awareness through channel that related to game and football, which are gamestation, kotak games and bola magazine. Then, when this game launched, it helped by the euphoria of world cup football on tv. Therefore, this company added budget to make Tv advertising and hire brand ambassador which is Franda. After that, the company also used to spent the budget to put out – of – home media advertising such as train, busses and cinema in Blitz megaplex. After the world cup, the company thought that the awareness is already spread perfectly, they must do the user acquisition and do several activities such as tournament and also communities. It could make people learn about this game and also trust to the company, and also
company can show it is not a small game, because company does several activities for player. such as tournament, youtube channel, communities event and also strong publication.

FO3’s online method succeeds as they hold online events. If people play FO3, there are events that people can participated in to get in-game items that will keep people’s playing. In that respect, they have online level is currently at minimum level, because they only have in-game event as theirs online event. For offline method, they succeed due to the increase the tournament participants. Initially, they only had approximately 100 participants, but after the fourth month, they could reach 500 participants. By the time, they conduct to build communities in several cities in Indonesia. Awareness is slowly embedded into communities. Then, they might have targeted the right market, but volume-wise, they might not have. They target audience is very suitable/appropriate, giving them good retention and steady user base despite the slow growth rate. From investment’s point of view, Fifa online 3 haven’t succeeded as they haven’t recovered theirs initial investment. This is not a marketing communication problem, because he thought the marketing communication strategies are success, as the major flaw lies with the product. It requires internet to play, and the market’s infrastructure has not supported this well enough.

From the end-user point of view, respond from Ogi about marketing communication strategies from image aspect is suitable if Fifa online 3 using Franda as brand ambassador, because the majority of player are men and Franda has a good looking face as woman then has a related background as football host in several tv channel in Indonesia. So, it could make people easier to recognize what the game is. Rico has different idea with Ogi, Rico though that it is not suitable, Fifa online 3 could be do better to choose brand ambassador, researcher analyzed that Rico thought that he want to Fifa online 3 choose the more beautiful woman to be an ambassador.
Ogi has respond about marketing communication strategies from trust aspect that if they only play the game in internet café or home, they only know about what the game is, but if Fifa online 3 conducted a tournament, they can meet each other and they also trust this game, because the company take care and conduct lots of events and shows that this is not a small game. Rico responds tournament that conducted by Fifa online 3 has stimulated their adrenaline and this tournament could be them experience, moreover people will try over and over again to join the tournament because of the experience that it gave.

Ogi was a finalist on super cup on July 2014, usually Fifa online 3 do the streaming tournament for every important match such as semifinal match, final match, and international tournament match. Then, the most remember streaming of Ogi is super cup, he get positive impact such as the manager name would be famous, and he really proud of it. Based on Rico perception, Rico really remember about Spearhead competition on Korea. He wants to know about Indonesia team and he watched the streaming from big 8 match until final match. Because he curios to know about Indonesia’s team and also other team. Because player in Indonesia not only can watch the streaming, but also they can learn the technique from international players.

For the strength of Fo3, Ogi respond about the graphic of Fifa online 3 is better than other sport game, more real and seems like he plays the real football, neither game. Rico also has same opinion with Ogi, Rico thought that the first reason to choose Fifa online 3 are graphic, then several option available to choose like option to play using keyboard or joy-stick.

Ogi always play Fifa online 3 as long as this game hasn’t closed yet. Means Ogi is a loyal customer in this game. Rico also has similar respond about tangible aspect, he still play Fifa online 3 as long as Fifa online 4 hasn’t launched yet. It would be means, Rico also loyal customer in this game.
Ogi thought the basic reason to play this game just because he is man, and naturally like playing football and also the real football. Rico also has similar opinion with Ogi, Rico thought gender status is important. Moreover, he was adapted from Winning Eleven (WE) ,PES and now Fifa online 3. Then, he choose Fifa online 3 because of the best graphic that it has.

Based on Ogi respond, Fifa online 3 has a cool in game event, because it could make player to play over and over again. Rico also like November event, because there is a mission that have to finish and he will get reward after finish it.

Most of player like player – update features, this is the feature that could make people addict to try, Ogi also said so, he got exciting feeling when he did it. Because there is only has two probabilities, first is success and the second is failed. If the player update failed, user will lose the attribute of player and must start the player from the beginning, level 1 with +0. Rico also agree with Ogi, Rico has a opinion that player update is really give him high tense.
CHAPTER V

CONCLUSION AND RECOMMENDATIONS

In this chapter, researcher will take the conclusion based on the theory and what the researcher got from observations, interview and analyzing data of marketing communication strategies that could increasing market’s brand awareness in Indonesia and take the case study of Fifa online 3 PT Garena Indonesia, after that researcher will give the recommendation related to result from the observation. The recommendations from researcher expected could gain the brand awareness.

5.1 Conclusion

From this research, researcher consider that PT Garena Indonesia already established a good marketing communication strategies which is in accordance to related theories that used by researcher as the background theory. PT Garena Indonesia clearly mentioned about marketing communication strategy and the importance about brand awareness of that company. Company also have their own target in terms of marketing communication strategies which is show that company is having lots of marketing communication strategies. The company able to spread the awareness to citizen from their marketing communication strategies.

The project leader of Fifa online 3 has main purpose to spread awareness about that game. Because, marketing communication strategies are good way to spread the awareness. Then, brand awareness is fundamental step to acquisition the players. Without brand awareness, company could not get the players, because acquisitions could not success if people did not know about the product itself. Fifa online 3
already did several marketing communication strategies in online also offline. The marketing communication strategies are really successes, because that can make more people know and more new user that join to this game also the dvd request are increase. Then, when this game launched, this game helped by euphoria of world cup football 2014, this event was really suitable with this game that focusing on game and football.

1. Fifa online 3 has offline and online marketing communication strategies, it could make people who like to play the game and whose haven’t play the game would know about Fifa online 3. The company able to describing all particular aspect of marketing communication strategies starting from offline strategies such as tv advertising, out of home media, print advertising such as magazines, built community, tournament, brand ambassador, etc.

2. Then for online strategies such as direct marketing on several media, SEO, youtubers, sales promotion in game and the company already implemented the marketing communication strategies that already planned.

3. With all of the facts above and the researcher finding regarding to the marketing communication strategies, researcher claims that PT Garena Indonesia has built a good awareness of Fifa online 3 in Indonesia. But, at the downside the marketing budget was really expensive, and for several strategies were not sustainable, because of the saturation of audience/players. Then, Fifa online 3 has not gotten the return on investment back yet, this is not a marketing communication problem, because he thought the marketing communication strategies are success, as the major flaw lies with the product. It requires internet to play, and the market’s infrastructure has not supported this well enough. Then, Fifa online 3 already sent the player in Indonesia into international tournament. It could prove this game is not a small game, is a big game and trusted company that already had lots of events.
The best suitable marketing communication to increasing brand awareness of PT Garena Indonesia are in direct marketing on Google ads, facebook ads, and several aspect that could direct the costumers into the download page. It could be increasing the brand awareness and also build new brand acquisitions. Moreover, the community and tournament also gave the good impact into the company. Player could made lots of experience on that game and told this game to the people and invited them to enjoy the community (words-of-mouth).

5.2 Recommendation

In the situation like PT Garena Indonesia facing now, researcher wants to express several recommendation that expect could be a positive input and useful input for Fifa online 3 Indonesia in the future. There are several recommendations from researcher:

1. Based on the finding in chapter 4, producer said that they choose out – of – home media as channel to promote this game, such as Kopaja, train and Blitz megaplex. Researcher thought these strategies are not effective anymore. Because people only pass through the street and did not recognize what the text or picture on the bus. Moreover, train has speeds more than 80 km/h, whose people who can see the advertisement on the train whether the speed is really fast? Researcher thought it only spent the money, spent the marketing budget but there is no awareness which build. Therefore, better if company stops the marketing promotion in out – of – home media at bus, train and blitz megaplex.

2. Producer said if he put the tv advertising on the first time, people really exciting and curious about the product, second time and more, the saturation appears. Moreover, the return of investment of Fifa online 3 hasn’t breakeven
point yet. It could make this company limit the budget. So, based on that analysis, researcher has an idea to stop the tv advertising and allocated that marketing budget to the other strategies. More concern in tournament, communities and road show on several big cities in Indonesia that have a good potential to develop this game. Because, at this time, people whose ages 13 – 39 years spend their time in schools, campus, or office. Then they have habits to refreshing or shopping at mall. Therefore, if company do the roadshow in mall or campus, it is better to increase the awareness of people in that city. Company can post the banner on the street or pamphlet in several campus and schools. It could make people who haven’t know this game yet will know and curious about that game. Moreover, in that roadshow, this company could give the ‘free to play’ event. So, for people who haven’t being a user yet could register the char and the employee from Fifa online 3 will teach them and give the free dvd game.

3. Increasing the communities in several cities are really effective, because based on the core marketing philosophy PT Garena Indonesia that to keep the assistance and attrition, better if PT Garena Indonesia take care of the communities in several cities of Indonesia. Moreover, the communities can give lots benefit for this company. Member of communities can tell the other people who haven’t know about this game, researcher thought this could be words – of – mouth strategy, not only to spread the awareness, Fifa online 3 could get more user acquisition. Then if the communities are strong enough, player will keep on the track and never walk out from that community.

4. Tournament is the most exciting event for player who’s brave, has a good skill and high obsession to be a winner. Actually, tournament could reach three benefits. First is brand awareness, second is brand image and the last is
brand acquisition. When people know about the game tournament, naturally they will curious and search the information about the game. Then, the image of the company will good and trusted because company already sent pro player from Indonesia to the international tournament. It could make people want to be like pro player, being a representative from Indonesia. The third is brand acquisition, after they know about the game, and already trust the company and curious to join the tournament, they will register and play the game, they will play and practice every day until the day of tournament.

5. Cooperated with campus and school in several cities. Researcher thought PT Garena Indonesia could give the sponsorship into the campus and schools, but with several conditions. Campuses or schools must download and play this game until 10th level, after that must collect the EP (Money in game) until 1,000,000. Not only that, if the campuses or schools want to receive the sponsorship, they must collect 30 people to play this game, then after Fifa online 3 gave the sponsorship, these campuses or schools automatically registered as communities. They would receive the GCA (Garena Cybercafe Alliance) and also able to conduct the tournament if they want.

This research is far from the perfect, so researcher aim for the next researcher that would take Marketing communication to increasing Brand awareness in game company’s topic must emphasize to the product of the company and several channels that could be the main focus strategies of company. Besides that, researcher has to get deeper numerical data from that company. And build new long term - strategies that could make customer stay longer (loyal) in that game.
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APPENDICES
Appendices 1
Activities of Marketing Communication
Online event
Tournament
Dream Cup - R Series
- Gladiators di 4 Area Besar di Indonesia
- 16 TIm
- Turnamen 2 Mingguan
- Turnamen Online
- Stage Elimination
- Format: '1in, Best of 3 & Best of 5 (Final)
- Juara 1 maju ke Semi-Pro (King Arena)
- Total Hadiah: Jutaan RP, Hiburan Cash & Retasun Ingame Items

King Arena
- Gladiatar setelah 2 kali Dream Cup - R Series
- 18 Tim dari Dream Cup - R Series
- Turnamen 3 Bulanan
- Turnamen Online
- Single Elim (Top 16), Winner/Loser Bracket (Top 8), Liga & Candle Format
- Format: '1in, Best of 3 (Elim), Best of 3 (Liga)
- & Best of 6 (Candle)
- Juara 1-4 maju ke Pro (The Professional League)
- Total Hadiah: Jutaan RP, Hiburan Cash & Retasun Ingame Items

FO3 Professional League
- Gladiatar setelah 2 kali King Arena
- 8 Tim dari King Arena
- Turnamen 3 Bulanan
- Turnamen Offline/Online
- Liga & Candle Format (Top 4)
- Format: '1in, Best of 3 (Liga), Best of 5 (Candle)
- Total Hadiah: Jutaan RP, Hiburan Cash

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REKOR: TOP 3 PRO LEAGUE MONDAY ELIMINATION. TOP 3 PRO PLAYOFF. TOP 3 KELUAR DENGAN KESIMPULAN.
XL cup Tournament 6th – 7th December 2014

VIP membership

VIP Ticket

VIP Only Event

19 Agustus 2014
Login dan dapatkan kartu VIP Ticket untuk 1 hari, Gratis!
Website

Forum

Social Media
1. Facebook

2. Twitter

Social Media of Community
1. Facebook

2. Youtube
Youtube-r

Main bareng FIFA ONLINE 3 ft. Raditya Dika

Brand Ambassador

EA SPORTS FIFA ONLINE 3 Indonesia - Trailer Juni 2014
Youtube programs
  a. Player Spotlight
  b. Fifa online 3 – Tournament Streaming
  c. Fifa online 3 – weekly highlight
  d. Fifa online 3 – Breaking News

Club promo – with Manchester city
Time war!! Play with shoutcaster

Shoutcaster wanted!

Print Ads

Document Planning
## Appendices 2
### Labelling Sources

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<tr>
<td>4. Evaluation of Marketing Communication</td>
<td>4.a. It could be increasing the awareness or not</td>
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Appendices 3

Interview transcript with Christian Wihananto

Researcher : Annisa Ayudhita Chandra
Subject : Christian Wihananto (27 years old) – Respondent 1
Topic : Marketing communication strategies
Date and time : December, 4th 2014 at 6.20 – 6.48 p.m
Place : APL Tower fl 23rd central park, West Jakarta
Added information : The respondent is really cooperatives; respondent wants to give the data of the company to researcher.
Interview condition : A worked situation, because the interview held while the working hour.

Researcher : ok, the first question is what’s the main reason or background reason of FO3 to conduct marketing communication strategies? to lead the sport game in Indonesia or what?
Respondent : Our main reason is to spread the awareness about our game. We believe that marcomm is fundamental step to spread the awareness.
Researcher : So, the main purpose of marcomm is….
Respondent : ok, marcomm activities… your definition about marcomm activities is tournament.
Researcher : hmmm the thing is, I separate the marcomm activities into offline and online. So for example in offline are tournament, brand ambassador… and online are shoutcaster, etc…
Respondent : oohh… we want to more people play the game, get the user acquisition. To get user acquisition is not easy like ‘hey bro…
let us play this game’ you must tell about what the game’s like. To be like that, we must spread the awareness before acquisition the user. So, marketing communication technic is to spread the awareness of the game in Indonesia with using several channel, for example Franda, Franda is a host whom knew by people and they associated her with football. If we looked about branding, Franda has a strong brand associated. People who know about football, more or less know who Franda is. Maybe when people looked Franda, they will recognized ‘ooh… maybe this game is a football game’ that’s what I want, brand awareness.

Researcher : hmmm ok, actually is brand awareness really important to this company?

Respondent : We believe that brand awareness is fundamental. It is essential that we spread awareness to attract user before getting them acquired, as user acquisition cannot happen without them knowing the product.

Researcher : Theenn, what is the marcomm strategies that already implemented?

Respondent : There are online, offline and some other phases. The first three months of our current one-year-product dealt with the game launch phase where we spread awareness through online ads, google ads, direct advertisement via detik.com, kompas.com, bola.com, goal.com. Our offline activities involve publications regarding football and games, such as (kotak games, bola, game station). We did advertisement in the game launch phase, as well as marketing acquisition in the form of direct acquisition. We had our grounding team visit internet cafes, socializing them with our game and directly
placing offers with them. People who already heard about the game would be easier to attract, hence easier to acquire. On the other hand, without awareness, they would be more likely to say ‘no thanks, not interested’ due to their high resistance. This resistance can be reduced through brand awareness. The game launch phase was also made easier by the football euphoria of ‘world cup’. We increased our marketing budget and advertised through tv commercials, brand ambassador and did more online advertisements. We also had more offline ads via buses, trains and movie theaters. After we felt we had done enough to spread awareness, we moved on to the acquisition phase. We held community-based events, such as tournaments and community events. We continuously held this and published the events through youtube, with the further step involving sending our users to international tournaments.

Researcher: The purpose of marcomm strategies is not only to spread the awareness, but I’m sure to persuading people to buy or try the product, isn’t it? Yap, is there any influenced from marcomm strategies into FO3?

Respondent: Yap, really influenced especially when we…… ok, It is possible that the acquisition and game launch phase be done simultaneously. For example, during the world cup, our acquisition phase went really well, reaching 100,000 users per day. Due to awareness established, the users searched for fo3 in google ads, directing them to the download page. This process required them to be aware of fo3 initially, which is aided by tv commercials. When people saw Franda in the ads, they would think ‘this game might be fun’ and search for fo3 as we suggested in the ads. So far, it has been a great success.
On the downside, the budget for doing this was very high and thus not sustainable. Once you saw an ad for the first time, the second time would not interest you as much, and usually you would get bored around the fifth time. The marketing communication channel was a success, but it lacked sustainability.

Researcher: Ok, what is the target of FO3?
Respondent: Male from 13 – 39 years old
Researcher: hmmm, why it must 13 – 39 years old?
Respondent: Male from 13-39 years old. We target people who like football, and we have elements such as strategies and personalizations. We think that users below 13 years old would not fit as they might find it hard to tell between season 10 and 11. Therefore, we believe it would be more difficult to teach them and users above 13 would appreciate this game more. The 25-39 age group is taken into our consideration due to their purchasing power. From monetization side is better.

Researcher: then, from the experience to hold every event, how about the respond from citizens?
Respondent: We have several events and each has its pattern. When we held it for the first time, the impact and hype was high. As saturation came in, curiosity level declined and the impact was not as high and sustainable as before. In our opinion, skill-wise, the current communities highly appreciate community tournaments routinely held to remind them that this game is ‘happening’ and there are activities beyond the game for them. As it’s a football game, the product perspective is very casual. For example, Dhita might like playing football and play this game, but tomorrow Dhita might stop playing. This shows a
low retention rate. What we had to do here is create a motivation such as ‘hey, if you play this game, you could play in the tournament’. The tournament becomes an element to retain the user.

Researcher: then, what is the process of marketing communication in here?

Respondent: Our marketing strategy always begins with awareness. Personally, I have 5As. Awareness, Acquisition, for Assistance you need to help them get good at the game and play better. If they get good at it, they will like it. It’s unlikely that you’ll like a game you’re very bad at. You must reduce Attrition. You must retain, You shall not let people stop playing your game. You must maintain your user base. Once you have done all these four, you can continue to the fifth step, namely ARPU. Average spending per user, this is where you monetize. This has always been our marketing philosophy.

Researcher: In your opinion, is Fo3 could reach the right target?

Respondent: We might have targeted the right market, but volume-wise, we might not have. Our target audience is very suitable/appropriate, giving us good retention and steady user base despite the slow growth rate.

Researcher: Based on the company investment, has this marcomm success?

Respondent: From investment’s point of view, we haven’t succeeded as we haven’t recovered our initial investment. We spent US$1.4 million during the world cup. This is not a marketing communication problem as the major flaw lies with the product. It requires internet to play, and the market’s infrastructure has not supported this well enough.
Researcher: from the macomm that already implemented, is FO3 success to build the awareness or curiosity to customers?

Respondent: ok, what is the focusing aspect in here? For example, if I held the tournament, more people like to join the tournament. Or if I held the tournament and more people play the game?

Researcher: hmm actually these has 2 point of view which are offline and online, please tell both of them.

Respondent: oh.. ok, Our online method succeeds as we hold online events. If you play fo3, there are events you can participate in to get in-game items that will keep you playing. In that respect, our online event is currently at minimum level. Only in game event. In offline method, we succeed due to the increase in tournament participants. Initially, we only had approximately 100 participants, but after the fourth month, we could reach 500 participants. You can see that? You don’t say.. Awareness is slowly embedded into communities. We started with Jakarta, and continued to Medan, Bandung. Now that we’ve reached 15 cities, we repeat spreading awareness.

Researcher: is there any cooperation with other media?

Respondent: We had a cooperation with detik.com. We held an online event called ‘tebak score’, where we gave the participants gifts if they could guess the score. Other than that, we haven’t had any other cooperation.

Researcher: ok, then to choosing the media…. What’s the factor in this company to choose the media?

Respondent: Our choice of media is evaluated based on impression and acquisition. For example, it cost us 100 million (rupiahs?) a day to get 100,000 impressions. On average, we paid 1000 rupiahs per impression. From the managerial point of view, I
needed to calculate if that was too costly or not. Our major interest is the acquisition. Out of those 100,000 impressions, I needed to find out how many got into the website. We had to calculate the percentage of success of that. We would then calculate the cost per acquisition, CPA, which became our benchmark to evaluate the worthiness of a certain medium.

Researcher: based on your opinion, which is the best effective strategy for FO3?

Respondent: Acquisition, online definitely! As our stuff is online, directing them to the web from offline marketing would be too much of a hassle. Using google ads only require clicks to download. One step. Acquisition could be achieved more effectively online. As for awareness, offline activities do the job better, but must tv ads.

Researcher: how fo3 could evaluated the marcomm activities? It could look from increasing of player or what?

Respondent: acquisition…. new player, new user and download. Number of download per day, number of new user. Our peak users per day is 10 thousands while world cup. But at that time, we spend around USD 2,500 for Google ads per day. It’s really expensive but we can get 10thousands users per day. So, around US 20 sen per user. For dvd request is around 1000 while world cup, by the comparison now is 40 dvds per day.

Researcher: is there any future strategy for FO3?

Respondent: we are more focus in communities building. We come to the communities and persuade the user, direct acquisition. And now, we have pocket of community, means the small communities in several cities. Our job is to come at that place, if there is any little flame, we try to get the flame more burn.
For this time, our strongest communities is in Sumatra and Java. Medan and Jakarta. But around at Jakarta such as Bekasi, Tangerang, Depok is also strong. Bandung quite strong, for Medan they build their own strength. For now, there are potential cities in East Java such as Blitar, Malang, Surabaya, the cities that have a strong football culture, we want to get there and conduct a roadshow, teach them and work with them. The last is, we want to work with the communities and to help them grow their own communities.
Appendices 4
Interview transcript with Dina Arisandy

Researcher : Annisa Ayudhita Chandra
Subject : Dina Arisandy
Topic : Marketing communication strategies
Date and time : December, 5th 2014 at 6. 10 – 6. 25 p. m
Place : APL Tower fl 23rd central park, West Jakarta
Added information : The respondent is really cooperatives; respondent explains the answer neatly and simply.
Interview condition : A worked situation, on Dina’s table, because the interview held while the working hour.

Researcher : Hy Dina, I would like to ask some questions. The first is, what is the main reason for FO3 to do marketing communication strategies?
Respondent : hmm exactly we want people know our product.
Researcher : then, what is the purpose for FO3 about marketing communication activities?
Respondent : we want customers accept our product
Researcher : ok, then what is the company opinion about brand awareness? Is it important for this company?
Respondent : awareness of the product is really important, because FO3 already has several communities. Therefore, with existing of FO3 we want to develop E-sports communities.
Researcher : wow, nice! Then, what is the marketing plan that already implemented by Fo3?
Respondent : FO3 introduced the game to citizen in several circle. Even he was knew about this game before or not.
Researcher : are there any specific strategies to do these activities?
Respondent : yup! We often doing event in online either offline in several cities to spread the awareness about our game.

Researcher : how FO3 give the information to the citizen?
Respondent : with using social media, forum and our group to give the most up to date information about this game.

Researcher : by the way, is marketing communication strategies are influenced to develop brand awareness of FO3?
Respondent : yes! From regular online event and offline that we hold in every week, make Fo3 ID’s player increase.

Researcher : ok dina, who is FO3’s target customers?
Respondent : every people and especially for football freak from console game either just like to watch football match.

Researcher : How’s customer’s respond about FO3’s events and activities?
Respondent : The respond is really positive, because events that already held is could introduce one to other player.

Researcher : How about marketing communication process in PT Garena Indonesia?
Respondent : hhmm… based on the take over FO3’s license by Garena Indonesia, FO3 officially open the FO3 ID server on December 2013 and since 2013, there are lots of event, which means OBT (Open Beta Testing)

Researcher : How about the media planning? What is the factor for FO3 to choose media relation?
Respondent : not only social media, we already did the cooperation with one of print media in Indonesia, because we want to more give the awareness about our game to player.

Researcher : Did FO3 cooperate with media?
Respondent : yes, we did. By on several print media
Researcher: Has FO3 reach the right target?
Respondent: so far, we enough to reach the target and want to reach the higher target.

Researcher: Based on the planning implementation, has FO3 success to build interested or curiosity into customer?
Respondent: Yap! In every new feature update, there are new item and event in-game.

Researcher: Which one is the best from marketing communication strategies in offline or online strategies?
Respondent: offline, because the penetration is better than online.

Researcher: How FO3 evaluated the marketing communication strategies?
Respondent: We conduct meeting in every week to evaluate and review the task or target before.

Researcher: ok, this is the last question. What are the future marketing communication strategies for FO3?
Respondent: hmm… conduct more event and road show to gain the awareness for FO3ID
## Appendixes 5

### Labeling Audience

<table>
<thead>
<tr>
<th>Big concept</th>
<th>Indicator</th>
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<tbody>
<tr>
<td>1. Respond of marketing communications</td>
<td>1. A. Image</td>
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<tr>
<td></td>
<td>b. Trust</td>
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<td></td>
<td>c. Credible</td>
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<tr>
<td>2. Respond of Product / Brand</td>
<td>2. A. Intangible</td>
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<tr>
<td></td>
<td>b. Tangible</td>
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Appendices 6
Interview transcript with Ogi and Rico

Researcher : Annisa Ayudhita Chandra
Subject : Ogi and Rico
Topic : Marketing communication strategies respond
Date and time : November, 15th 2014 at 1.10 – 1.36 p. m
Place : Nucleous internet café, Jatibening Bekasi
Added information : The respondents are exactly knew what the question and answer the question neatly.

Interview condition : After tournament finished, and the situation was really noise.

Researcher : Halo Ogy and Rico, I would like to asking you several questions. The first question is how long do you play FO3?
Respondent Ogi : hhmmm around 6 months
Respondent Rico : I play from FO2 into FO3, maybe from 2011
Researcher : wow, cool! Where did you know about FO3?
Respondent Ogi : Because I’m owner of internet café, so in every new game that release I must try all of them.
Respondent Rico : fortunately, I’m the internet café operator so I must doctrine the people to play the game that exist in my internet café.

Researcher : How many times Ogi and Rico join the tournament?
Respondent Ogi : I only join once in offline, for online is twice
Respondent Rico : Offline in dream cup 1,2,3 and 5

Researcher : What is the most interesting thing from this tournament?
Respondent Ogi : Usually if we play in online, we only know about the game ‘just fifa online 3’ but in here we can meet the others.
Respondent Ogi : Frankly, it could be stimulated the adrenaline. If people
usually play on internet café and can hit the table, but in here we must control and it could give us the experience.

Researcher : Have you ever seen FO3’s advertisement? How’s your opinion? And do you think Franda is suitable with out product?

Respondent Ogi : hhmm… I thought is really suitable if Franda being a Fifa online 3’s ambassador. Because, the player are men then the ambassador is woman and also actress.

Respondent Rico : in my opinion, I thought is not suitable, it could be better lah… for example Raisa… I thought she could be play the game while singing hahhaa”

Researcher : hahaha good answers, in your opinion, is this tournament could reach more player?

Respondent Ogi : yeeah, can definitely! Because people who never join tournament before will curious, because the tournament is conduct weekly. I’m sure they will make one team and try to join tournament, moreover the registration is free.

Respondent Rico : yaap, for example people usually play ranking mode in this game, but after they join the tournament ‘oohh.. this is the feeling, really different.

Researcher : Do you join the community? If yes, why’d you join?

Respondent Ogi : yeah, I join the community. But in Bekasi I only focus in my internet café, but in Jakarta we already have lots of friend who always gather together.

Respondent Rico : hhmm I’m not join the community, only fb group and people in internet café.

Researcher : Have you ever seen the forum, website or social media of FO3? Is the information given clearly?
Respondent Ogi: I only followed the information on forum. In forum, the information is quite clear, I thought is very clear, but it is depend about the perception on the people who read it.

Respondent Rico: I subscribed the youtube channel, usually I saw the content. Luckily if I could get the prize on the game, and I thought the information which given clearly.

Researcher: Have you ever seen the tournament streaming? Is that good or not?

Respondent Ogi: quite good

Respondent Rico: yeeah, good! But the minus point is only in connection.

Researcher: What did you most remember about tournament streaming? Is that about the quiz? Match?

Respondent Ogi: game and match exactly!, we can see the player character, good or not, maybe we can get the lesson of that.

Respondent Rico: hhmmm announcer, the shoutcaster hahaha

Researcher: which one is the most remember tournament streaming?

Respondent Ogi: The most remember is streaming super cup, casually I was the finalist, because of tournament streaming, my manager name could be remember with people, and I really proud of it.

Respondent Rico: Spearhead competition on Korea, I watched the stream from Indonesia match until the final, that are Thailand and Korea at that time.

Researcher: haha oke, Rico and ogi why you really like this game?

Respondent Ogi: hhm men, usually like to play football

Respondent Rico: yes, gender status. Moreover, adaptation I thought. We used to play Winning Eleven (WE), PES, an now since Fifa exist with the best graphic, then I choosed Fifa online 3

Researcher: what is your favorite feature in game?
Respondent Ogi: hmm maybe feature when player update, because I got the feeling and wow! Really exciting…

Respondent Rico: Exactly!! I’m agree with Ogi, player update is really have high tense.

Researcher: what is your favorite in game event?

Respondent Ogi: New update event, I thought that is really cool. We can’t getting bored when play Fifa online 3, this November event player has a target ‘there is unaccomplished mission..’ they will play over and over again to accomplished the mission

Respondent Rico: I think November event, we have a target because we can think ‘ouch.. there are quest that haven’t finished yet’ moreover, for now we can accomplished the mission in achievement target on manager mode.

Researcher: What is the most activities that you waiting for?

Respondent Ogi: hhmm… streaming exactly! Because in streaming we can know about the player. we can see the characteristic of them, we can imitate their way.

Respondent Rico: same.. with streaming, we can see the characteristic one by one.

Researcher: oke, I want to ask about does FO3 has weaknesses from other game?

Respondent Ogi: in this internet café usually about connectivity’s problem.

Respondent Rico: maybe the weaknesses about the system when we play ranking mode, usually the comparison is too far, for example we only semi pro but we can meet the legendary one.

Researcher: and then, what is FO3’s strength from the other game?

Respondent Ogi: Graphic is better, more real and seems like we play the real football, not in game.
Respondent Rico: First is graphic, second we can choose to play with keyboard or joy stick, there is several options that can we choose.

Researcher: yup, that’s right! Ok, this is the last question. Do you want to still playing FO3?

Respondent Ogi: As long as Fifa online 3 hasn’t closed yet, I still play the game.

Respondent Rico: As long as Fifa online 4 hasn’t launched yet, we still play Fifa online 3.
Appendices 7

Interview Questions to producer

1. What is the main reason for FO3 to do marketing communication activities?
2. What is the purpose for FO3 about marketing communication activities?
3. What is the company opinion about brand awareness? Is it an important aspect or not?
4. What is the marketing communication plan that already implemented by FO3?
5. Are there any specific strategies to do these activities?
6. How FO3 give the information to the citizens?
7. Is marketing communication strategies are influenced to develop brand awareness of FO3?
8. Who is FO3’s target customers?
9. How customer’s respond about FO3’s activities and events?
10. How about marketing communication’s process in PT Garena Indonesia?
11. How about the purpose and strategies in every activities that planned by FO3?
12. How about the media planning? What is the factor for FO3 to choose media relation?
13. Has FO3 cooperated with the media?
14. Has FO3 reach the right target?
15. How much the highest amount of players in one day?
16. Based on the planning implementation, has FO3 success to build interested or curiosity into customer?
17. Which one is the best from marketing communication strategies in offline or online?
18. How FO3 evaluated the marketing communication strategies?
19. Based on the company revenue, has marketing communication strategies success to increase the awareness and players?
20. What is the future marketing communication strategy for FO3?
Appendices 8

Interview Questions for end user

Offline strategies
1. How many times do you join the tournament?
2. What is the most activities that you waiting for?
3. What is the most interesting thing from this tournament?
4. Have you ever seen FO3’s advertisement? How’s your opinion? Is that good?
5. In your opinion, is this tournament could reach more new player?
6. Do you join the community? If yes, why’d you join?
7. Do you know about the FO3’s brand ambassador?
8. In your opinion, is she suitable with our brand image?

Online Strategies
9. Have you ever seen the forum, website or social media of FO3? Is the information given clearly?
10. Where do you know about new features and new events?
11. Have you ever seen the tournament streaming? Is that good or not?
12. What did you remember about tournament streaming? Is that about the quiz? Match?
13. Which one the most remember tournament streaming?

Product responds
14. Do your friends know about FO3? How much?
15. Where did you know about FO3?
16. Why you really like play this game?
17. How long do you play FO3?
18. What is your favorite feature? (in game)
19. What is your favorite event? (in game)
20. What is the FO3’s weakness from the other game?
21. What is the FO3’s strength from the other game?
22. Which one do you prefer? Game console on PS or FO3?
23. Do you want to still play FO3? Why?