

# Vocasia's Marketing Communication Strategy in Increasing the Number of Customers

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## Abstract

*Purpose:* This study aims to gain a practical and theoretical understanding of how to use new media as a means of promotion for Vocasia start-ups in increasing the number of customers by testing 4 elements of the Innovation Diffusion theory (innovation, communication channels, timeframe, and social).

*Methodology:* Researchers use qualitative research methods with a case study approach and data collection techniques from observation, documentation, and in-depth interviews.

*Results:* The results of the study show that the adoption of technological innovations in promotional strategies through new media, especially in the use of social media platforms such as Instagram, WhatsApp, TikTok, and Blogs with various promotional offers can be an attraction for customers to make purchases while successfully increasing the number of Vocasia customers.

*Applications/Originality/Value:* This research focuses on marketing communication strategies in increasing the number of customers implemented by Vocasia as a Start-up company in the form of a learning management system platform as well as an online educational marketplace that provides improvement services and skills in the field of self-development. In its marketing, Vocasia uses social media as the main marketing medium. This research is expected to be used as a source of information as well as consideration for people in the business industry, especially in the field of start-ups in increasing the number of customers by implementing promotions using appropriate and effective new media.

## Introduction Section

The rapid growth of technology brings many changes, especially in the world of education ([Budi Harijanto et al., 2021](#)). In line with [McLuhan's \(1964\)](#) often-cited statement "The medium is the message" which means "The media is the message itself" ([Borba et al., 2016](#)). This is where technology becomes the main medium that influences various kinds of innovations in the field of education, learning currently has many variants in its implementation methods, one of which is the use of digital media with the application of mixed learning, e-learning, and also *m-learning* ([Hidayat & Agustina, 2019](#)).

The use of the right technology can bring innovation, one of which is through more varied and flexible learning media, as well as the use of fully online learning as a solution after the Covid-19 pandemic, both formal and non-formal learning from educational institutions ([Sudiana & Si, 2016](#)). This technological innovation also allows a learning management system (LMS) platform to double as a marketplace, which means that in addition to providing educational services, the platform also provides learning content product offerings to each of its users ([Wang et al., 2021](#)).

The development of the industrial era 4.0 in the Indonesian economy has also helped the creative economy industry that is advancing. This can be seen from the development of the number of startups in Indonesia which has increased per year. Quoted from [dataindonesia.id](#), Indonesia is the country with the highest number of startups in Southeast Asia with a total of 2,345 startups on April 11, 2022. As a form of company that innovates in the field of technology in the creative industry, startups have characteristics that are Associative Orientation in the form of ambition, motivation, originality, flexibility, friendly and also stable in emotions ([Kurniawan et al., 2020](#)).

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PT. Vocasia Eduka Technology (Vocasia) is a form of innovation from startups in the form of a platform for a learning management system as well as an online educational marketplace that provides skills and knowledge improvement services that focus on the field of self-development ([Vocasia.id, 2019](#)).

As a learning management system (LMS) platform, Vocasia offers a skill-enhancing experience without having to meet face to face and high flexibility such as access to learning without distance and time restrictions that make it easier for users to adapt to New Habit Adaptation which allows users to deepen their knowledge in a particular field by using courses offered by professionals in various fields ([Saifuddin, 2018](#)).

Vocasia offers various forms of training through online training through virtual classes including online courses, masterclasses, online workshops/boot camps, and online events. Virtual classes refer to the realization of the use of information technology in the field of education that transforms conventional methods into digital methods in the form of web information systems, portals, and software ([Sudiana & Si, 2016](#)).

As an educational marketplace, Vocasia is a forum in the form of an information system or what is commonly called a platform that provides skill improvement facilities by bringing together experts in each field provided and customers who need their services.

Marketing through the marketplace as part of the digital revolution has now been adopted by the public in almost all aspects of life so it is necessary for companies to continue to innovate along with technological developments. Marketing strategies through the marketplace can be formed by doing careful planning to achieve success in doing business or in promoting products ([Singh et al., 2021](#)).

The research conducted by ([Schiavone & Simoni, 2019](#)) titled "Strategic Marketing Approaches for The Diffusion of Innovation in Highly Regulated Industrial Markets: The Value of Market Access" shows that the adoption of a marketing strategy approach can be done with educational activities for all market participants, simulation of implementing innovations in the whole system, and the creation of market units can make the implementation of the diffusion of innovations on the market strategy. This is done so that the diffusion of innovations brought can be accepted by the social system.

[Putri's research \(2017\)](#) with the title "Diffusion of E-Filing Tax Program Innovation (Qualitative Descriptive Study with Diffusion Theory Approach to Innovation of e-filing Tax Program of the Radio Office of the Republic of Indonesia in Surakarta)" is used as a reference in the implementation of the innovation diffusion theory by researchers. With the results of research e-filing is a form of innovation because it has the characteristics of relative advantages, compatibility, complexity, trial, and observability.

On the other hand, Vocasia is not the only digital technology innovation platform that offers a type of digital product education or self-development training (self-development course), many similar platforms have developed in the market and are familiar in society such as RuangGuru, MySkill, Qubisa, Udemy, and Coursera. Here it can be seen that competition in the realm of similar business is not easy.

With fierce competition, Vocasia must have its own advantages in order to remain able to compete in the field of skill improvement, including in business competition in the field of online educational marketplaces. To realize this, Vocasia must find and implement the right marketing strategy to meet market needs and demands for self-development services offered by Vocasia along with the use of existing innovative technology ([Syafii & Budiyanto, 2022](#)).

The whole process of diffusion of innovation itself in technological developments does not escape the influence of the media because the media plays the role of an intermediary for disseminating new ideas or ideas to social systems through certain communication channels. The Internet as a form of technological development is able to become a forum that gives the public access to receive information or communicate anytime and anywhere. New Media or new media is the result of the development of the internet which refers to the context and concept of contemporary culture where technology has functioned as a medium ([Faidlatul Habibah & Irwansyah, 2021](#)).

In its application, promotion strategies can be an alternative solution in the midst of the times that help the company's promotional activities. The research that has been conducted ([Waksito & Ayuh, 2020](#)) with the title "Utilization of New Media in Hospitality Promotion in Bengkulu City", shows that the application of innovation and the use of New Media can be an alternative in following technological developments in hospitality promotion activities in the city of Bengkulu.

Murdough (2009) in research [\(Supriyono, 2020\)](#), states that marketing activities by utilizing social media have turned into a major element in promotional strategies. Supriyono also stated that marketing activities using social media through Instagram, Facebook, Twitter, Whatsapp, Youtube, LinkedIn, Tiktok, Blogs, and so on can be a strategic step in the promotion. These various types of media can be utilized by Start-up companies to promote the products or services they offer so that there will be more social media users who know the company's products or are even interested in making purchases [\(Supriyono, 2020\)](#).

The use of new media, especially social media, can be combined with the implementation of an integrated marketing communication strategy, namely Promotion Mix which consists of four elements, namely: advertising, sales promotion, publicity (Public Relations), personal selling, direct marketing, and interactive marketing [\(Yanuar et al., 2022\)](#).

Another research on the increase in the number of customers by [\(N. D. Putri & Ardhanariswari, 2020\)](#) shows that a well-implemented Promotion Mix or promotional mix using social media as the main channel can help business people in reaching new customers in accordance with a predetermined target market.

Although the implementation of marketing communication strategies in the form of promotions has been matched with current technological developments, it was found that not all elements of promotional activities, especially promotion mixes are applied optimally so that some promotional activities only focus on some elements of the promotional mix. It can be seen from the research [\(Nursatyo & Rosliani, 2018\)](#) titled "Digital Marketing Communication Strategy for Price Comparison Sites Telunjuk.com" shows that only the application of Display Advertising marketing communication strategies is a practical strategy that provides great benefits to Telunjuk.com in optimizing their site promotion.

Research conducted by [\(Katrin & Vanel, 2020\)](#) with the title "Digital Marketing Platform (Cashbac) Communication Marketing Strategy to Increase Consumer Purchasing Power", also shows that not all Marketing Mix and Promotion Mix communication strategies with the help of social media can attract consumers' purchasing power so that they can increase Cashbac sales. In his research, the application of Advertising, Sales promotions, publicity, Personal, and Direct Marketing strategies is more dominant than other Promotion Mix elements.

From the findings above, it is concluded that the formulation of the problem from the study researchers want to know how the use of new media as a means of promoting Vocasia startups can increase the number of customers by testing 4 elements of the Innovation Diffusion theory (innovation, communication channels, timeframe, and social). The reason for conducting research on Vocasia is because researchers are interested in how marketing promotion strategies are applied by the diffusion of new media innovations, namely social media such as Instagram, Whatsapp, TikTok, and Blogs.

The theoretical benefits of research are expected that the results of this study expand insights and obtain empirical knowledge regarding the application of the theory of diffusion of innovation in marketing communication strategies. Academically, this research is expected to be useful for referring efforts to develop communication science, especially in the theory of diffusion of innovation. And practically this research is expected to provide input and evaluation for the Vocasia Platform.

## ***Theory***

### *Diffusion of Rogers Innovations*

The adoption of technological innovations in society encourages infrastructure improvements in meeting people's communication needs in the digital era. In 1962 Everett M. Rogers came up with the theory of Diffusion of Innovation (DOI). Rogers' theory of diffusion of innovation is a form of action design that is useful for minimizing uncertainty in causality (causality) relationships in the process of achieving the expected final result [\(Sahin & Rogers, 2006\)](#).

Diffusion is also defined as the response of individuals in communicating new or existing innovations through certain channels within a certain period of time among different individuals in the social system. Overall, the diffusion of innovation itself is the role of communication broadly in transforming society

through the continuous dissemination of ideas and new things beyond the boundaries of place, time, and field ([Rahmah, 2019](#)).

[Rogers \(2003\)](#) uses the words "technology" and "innovation" as a synonym of his theory because many innovation diffusion studies involve technological innovation ([Bharadwaj & Deka, 2021](#)).

In the research of Owolabi Yusuf and Mat Derus (2013), it is stated that the theory of diffusion of innovation is used to examine the process of accepting innovation in social systems. This theory can also be applied to both individuals and organizations ([Ali et al., 2019](#)).

The Theory of Diffusion of Innovation involves four main elements, namely: innovation, which is the process of introducing innovations, ideas, and products; time frame, which refers to the point in time when something has to be done; communication channels, or the process of transmitting information; and the latter is the social system, which shows the network of relationships between individuals, institutions, and others ([Bharadwaj & Deka, 2021](#)); ([Ali et al., 2019](#)).

The process of diffusion of innovation in technological developments in this study focuses on the application of diffusion of innovations implemented in the promotion strategy carried out by Vocasia.

### *New Media as Promotional Media*

New media is a media that contains a combination of data in the form of text, sound, and other types of images stored in digital formats that are then disseminated through satellite networks, microwaves, and broadband optical cables which are also a perfection of conventional media that have ever existed such as print and electronic media ([Waksito & Ayuh, 2020](#)).

The effectiveness of information technology relates to human social contact in society. Contact here has the meaning of an activity that connects behavior or morality from the sender of the message to the recipient of the message. Social media is part of the development of new media in the form of online applications and internet facilities that are used to accommodate interaction activities, such as exchanging information and also collaborating ([Habibullah ya Ramadhan, 2022](#)).

Research from [Jung & Jeong \(2022\)](#) also states that social media has become an unavoidable communication platform in the era of digital marketing. Marketing strategies through social media play an important role in the progress of the company's business in keeping up with the development of trends and technology. Companies must adapt the concept they have to the business they run to do company marketing through social media as the company's main promotional media ([Elita Tarihoran et al., 2021](#)).

[Murdough \(2009\)](#) in research ([Supriyono, 2020](#)), stated that marketing activities by utilizing social media have turned into the main element in promotional strategies. Supriyono also stated that marketing activities using social media through Instagram, Facebook, Twitter, Whatsapp, Youtube, LinkedIn, Tiktok, Blog, and so on can be a strategic step in promoting. These various types of media can be used by Startup companies to promote the products or services offered so that there will be more social media users who know the company's products or are even interested in making purchases ([Supriyono, 2020](#)).

Based on research ([Yanuar et al., 2022](#)) related to digital marketing communication strategies at Wedding Organizers using new media as the main medium, it shows that the application of marketing communication strategies using new media in the 4.0 era, especially Instagram social media can be used as a promising promotional media by utilizing all free features in it such as snapgrams, reels, feeds, highlights, direct messages and so on.

Research on marketing communication activities was also carried out by ([Diena & Lestari, 2021](#)) on Tiktok with the title "Zalora Fashion Brand Analysis on the TikTok Application" showing that Zalora as an e-commerce platform promotes by utilizing the TikTok application as a form of marketing communication strategy in the digital era. This promotional activity is carried out in the form of videos that present informative content that is in demand by many people so that it can encourage potential customers to download the Zalora application and make transactions.

The use of websites and blogs is also considered effective in company promotional activities by providing information about the company on the website or blog page. In his research, ([Nursatyo & Rosliani, 2018](#)) observed websites and blogs from Telunjuk.com to confirm marketing strategies that have been carried out by

Telunjuk.com as a price comparison site. From the research, it was found that websites and blogs indirectly become channels that accommodate marketing communication between customers and companies.

## Method

Researchers use qualitative case study methods which means the research wants to conduct in-depth research into marketing communication strategy programs and activities in Vocasia. The case study according to [Herdiansyah \(2015\)](#) explains that case study research is a research design that is comprehensive, intense, detailed, and in-depth, and is more directed as an effort to examine contemporary (time-limited) problems or phenomena. This method focuses on conveying the truth in the field obtained by researchers ([Dewi & Hidayah, 2019](#)); ([Maharani et al., 2021](#)).

Informants were selected using purposive sampling techniques, which according to [Sugiyono \(2017\)](#) is a technique for determining data source samples that match the categories set by the author ([Dermawansyah & Rizqi, 2019](#)). The informants who are the subject of the study are important actors who are in direct contact with Vocasia's marketing strategy and are considered suitable to be the right informants for this research consisting of 1) the Chief Administrative Officer (CAO), chosen because he has the responsibility to manage all forms of Vocasia's operational activities; 2) Chief Operating Officer (COO), elected on the grounds that he is the holder of the role of determining the content production and marketing programs of Vocasia; 3) Vocasia customers, chosen as a benchmark for the success of Vocasia's marketing communication strategy.

This study used primary data and secondary data in collecting information. Primary research data is obtained from the results of interviews (question and answer) and observations of the research subject. Meanwhile, the secondary data used to add data to this study is in the form of documentation in the form of documents, photos, and recordings.

Researchers analyzed data from interviews and observations in the preparation of research data. Researchers compile data systematically by grouping data into predetermined categories, describing into units of synthesis, compiling into patterns, choosing which ones are important and which will be studied then, and making conclusions. According to Nasution in [Sugiyono \(2013\)](#), the analysis begins from the moment the researcher formulates, before exploration into the field, and will continue until the researcher writes the research results ([Hamzah et al., 2020](#)).

Researchers used triangulation validation techniques to measure the validity of the data. Triangulation is carried out by conducting interviews, observations, and documents. In addition to being used to measure the validity of the data, triangulation was chosen to deepen the researcher's data. According to [Nasution \(2003\)](#), triangulation is reflective because it can also be useful for investigating the validity of the results of data meaning carried out by researchers ([Hamzah et al., 2020](#)).

## Result

Based on in-depth observations and interviews about the use of new media in the promotion of Vocasia products studied through 4 elements in the assumption of the Diffusion of Innovation model (Innovation, Timeframe, Communication Channels, and Social).

### **New Media Utilization of the Innovation Diffusion Model: Innovation**

Innovation is synonymous with new traits that can be measured subjectively from the point of view of those who adopt them. The word "new" in innovation here refers to an idea, practice, or object that is considered new by individuals or other units when adopted. [M. Saleh Marzuki \(1989\)](#) stated that innovation does not always mean purely new, but that innovation must be seen in the context of solving the problem at hand because the same way cannot solve it anymore.

In this research, Vocasia utilizes new media which is part of conventional media innovation forms. The new media used in the promotion strategy implementation process are social media such as Facebook, Instagram, TikTok, Twitter, Whatsapp, and Youtube. From the results of observations and interviews conducted, researchers

describe the application of marketing communication strategies in increasing the number of Vocasia customers on social media with a promotion mix consisting of six components, namely: advertising, sales promotion, and public relation, personal selling, direct marketing, and interactive marketing.

[Mardikanto \(2010\)](#) in his research ([G.E. Putri, 2017](#)) mentions several traits and characteristics that influence how quickly innovation is accepted, namely relative advantage, compatibility, complexity, trialability, and observability.

### *Relative Advantage*

Relative advantage is the position in which an innovation is considered better or superior to what has existed before. This can be measured from several aspects, such as economic, social, convenience, satisfaction, and others. The greater the relative advantage perceived by adopters, the faster the innovation can be adopted ([I. D. A. H. Putri, 2013](#)).

Vocasia itself has an advantage in terms of accessibility, where compared to other competitors, access to Vocasia content has no time limit, so it can be accessed at any time as long as the user's account is still active.

"..I see that Vocasia is currently quite competitive in terms of products and prices, and then we also provide umm.. free access, which means lifetime access. So if we don't... So when people buy our course, we can still access it until later.

In its marketing strategy, Vocasia applies a marketing communication strategy using new media, especially on Instagram and Tiktok with the highest number of followers. Vocasia has a Regular Promo program every month and Flash Sale on beautiful dates. What distinguishes these two types of promotions is the validity period of the promo where the Regular Promo can last up to one month, while the Flash Sale only lasts one day.

From the results of an interview with Farhan Ilham as a Vocasia customer on October 20, 2022, at 7.30 PM, it was found that the benefits of implementing a promotional strategy in the form of discounts or discounts are the main attraction that encourages new customers to try subscribing to Vocasia.

"...Vocasia is a website that is worth subscribing to because there are lots of discounts related to the courses that are being sold. Because every month there seems to be, there are bound to be attractive discounts. The discount isn't only 10%, sometimes it's almost 50%, 75% used to be like that."

According to the informant Alif Bagus Pratama in an interview conducted on October 20, 2022, at 9.40 PM, he also believes that promotions in the form of price discounts on social media can also benefit customers by offering free events or price packages which at the same time irritate customers' expenses.

"Actually, there are many benefits, especially if we look at Instagram, there are lots of free webinars that you can attend and get certificates too. Then sometimes there are also online course promos, so they give big discounts and that's pretty cool if you want to add more to your CV."

Research that has been carried out by ([Adrian & Meliana, 2022](#)) on the Shopee and Tokopedia marketplaces shows that the use of promotional package offers in the form of Flash Sale and Regular Promos in the long term is a form of promotion that is efficient in attracting consumers to purchase products because the package Promotional prices are highly favored by consumers.

### *Compatibility*

Compatibility is the position in which the innovation has been considered equivalent or in harmony with the values , belief systems, previous ideas, needs, tastes, customs, and so on from social conditions, and the needs of adopters.

According to Rogers, if the level of conformity of a new innovation is not in accordance with the values and norms adopted by the adopter, the new innovation will not be adopted by the adopter.

Innovation in the marketing of Vocasia products that are compatibly referred to here is regarding the spread of innovative product promotion strategies in general for Vocasia where the level of compatibility between the existence of innovative marketing strategies using new media and customer needs. The use of new media as a promotional medium here is in accordance with the needs of the community. The use of Instagram social media as a promotional medium can also be a medium where customers meet their needs.



"...if we look at Instagram, there are lots of free webinars that you can follow and get certificates too. Then sometimes there are promos for online courses, so they give big discounts and that's really good if you want to add more to your CV."

### *Complexity*

The complexity of this program innovation is related to the difficulty level of the community to understand the existence of new innovations, if the innovation program is easily understood by the community, then the innovation program will be adopted more quickly by the community, but if the innovation program is difficult to understand, then the program innovation will take a long time to be adopted by the public ([Pratama, 2016](#)).

In this study, Vocasias customers who want to make payments for the promotional course content they get can do it easily. The results of an interview with Alif Bagus Pratama on October 20 2022 stated that there were no special obstacles in accessing Vocasias content.

"So far it hasn't, there haven't been any obstacles and the access is also easy."

This was also conveyed by Farhan Ilham in an interview on October 20, 2022, regarding the course payment process that is currently being promoted.

"For payments, it's easy, apart from transfers, you can also use e-wallets like OVO, DANA, Shopee Pay, Gopay and others. So when we want to buy a course we have been directed to, just choose which one. When you want to transfer, there will be a lot of steps to pay later. So far it's safe and also after we pay, it doesn't take five minutes and it's automatic, it doesn't take up to 5 minutes to use it, it can be accessed"

From the data above, it can be concluded that the community, especially Vocasias's target customers, can adapt quickly to current technological developments that also utilize digital payments.

### *Trialability*

According to [Rogers \(2003\)](#), explaining trialability is the extent to which an innovation can be experimented with within certain limits. In addition, trialability is positively correlated with adoption rates. The more innovations that are tried, the faster the adoption. As discussed in the implementation stage of the innovation-decision process, reinvention can occur during the piloting of an innovation. Then, the innovation can be changed or modified by potential adopters. Increased reinvention can create faster adoption of innovations.

Previously, Vocasias's promotional activities focused on Flash Sale discount promotions on beautiful dates, after being tested, it turned out that Flash Sale promotion brought in a high number of customers. This is supported by the statement of one of the informants who said that during a promotion in the form of a Flash Sale, both visitor traffic and Vocasias sales traffic could increase dramatically compared to normal days.

In this case, Vocasias has its own uniqueness in its Affiliate Marketing, namely the existence of a course class called VAMA (Vocasias Affiliate Marketing Academy) as a container program for Vocasias affiliates. In VAMA, every affiliate is educated by experienced professional mentors so they can market Vocasias's products to the fullest. The activities of VAMA itself are education in the form of webinars and assignments that focus on discussing marketing strategies, especially in the digital era. It's different from Affiliate Marketing belonging to other marketplaces such as Shopee Affiliate or Tokopedia Affiliate where the affiliates in it are released or are not given hosting facilities.

"... in the past, we made a VAMA (Vocasias Affiliate Marketing Academy), so we hope that they will be of such quality. . ." Interview with Citra Kusuma Widyastuti, on October 18, 2022, 2.52 PM.

The results of an interview with Alif Bagus Pratama on October 20, 2022, also show that having a VAMA provides beneficial benefits for customers.

"In the past, Vama's agenda was like a webinar, actually, it was like an effective way of selling. That really adds to the experience, moreover, it's free, right?"

### *Observability*

Observability is a condition in which the results of innovation can be seen by others. The easier it is for someone to see the results of an innovation, the more likely an individual or group is to accept and adopt the innovation. In short, you can arrange the innate fit between relative advantage, and compatibility, then the

complexity in the ability to be tested and the ability to be observed will be smaller, which means that the innovation brought will be adopted more quickly.

Vocasia's regular promo and Flash Sale program innovations are innovations based on observations or reviews from Vocasia's management. This review proves that so far the Flash Sale has been the main attraction for potential Vocasia customers. This was written from interview data with Aditya Setiawan in an interview on October 18, 2022, at 8.55 PM, during promotions in the form of Flash Sale, both visitor traffic and Vocasia sales traffic can increase dramatically compared to normal days. Aditya Sretawan also explained that Flash Sale activities sometimes also cause the Vocasia server to experience a "down" because visitor access exceeds a predetermined limit.

"...Vocasia was down because during the Vocasia Flash Sale, many people bought it, then the server actually went down, and the traffic actually increased. In other words, the server has an access limit, right? Well, if you access it beyond the specified limit, it will be down, and actually, the server is down. And that's been proven."

Utilization of Blog media as a promotional medium also brings benefits in increasing the number of Vocasia subscribers. The Vocasia blog has a number of promising visitors every day. From the results of an interview with Aditya Setiawan on October 18, 2022, at 8.59 PM, it was found that in a day the average number of visitors to the Vocasia blog or article page reaches 8000 visits. In the blog, there is also a CPA (Cost Per Action) which leads potential customers to certain course pages. CPA is listed in the form of hidden links in the form of writing.

"Vocasia is also active in articles and blogs. We can get up to 8,000 people accessing our article page, and in it, there are various kinds and lots of articles and in it, there is a CPA, yes, that links to certain courses. So we give hidden links in the form of writing like that. So apart from that, we are also the most affiliated, we want to maximize affiliates."

Chitra Kusuma Widyastuti, on 18 October 2022, at 2.30 PM, also said that the Vocasia blog is also a source of increasing the number of Vocasia subscribers, due to the high volume of visitor traffic.

"...then we also created a Vocasia blog. The Vocasia blog is also umm, we have quite a lot of traffic so we put ads too, meaning not advertisements, so a link to the website, to the Vocasia website. So, from there, there are also many from the blog directly, umm, maybe those who have read it continue to relate to the course, or maybe the writing may not relate too, but because there is a link to the course, I'm interested. So then we also have a promo like that."

From the data above, Vocasia continues to make observations on blog management because of the potential that has been discovered.

In this case, Vocasia also has a specific strategy for observing the implementation of promotion strategies with new media.

From the results of the data processing, it was also found that Vocasia's uniqueness is different from other companies, namely the use of the Agail company method in every activity from administrative management to the company's operational activities. This method is used by Vocasia to update performance or strategies that have been implemented in response to changes in the internal and external business environment to design and develop new capabilities because literally. The Agail method can be defined as the ability of a company to adapt to a rapidly changing business environment ([Petermann, 2021](#)).

"Besides that, internally Vocasia also uses Agail, what is Agail? One of the points is that we cut out things that are time-consuming... So, this is also rich, for example, if later there is one division that doesn't fail, it will overlap with each other's demands. The point is that at this time everything has to be Agail and hope that with this Agail method, the content is dense."

Vocasia who applies the Agail method is neither worried nor afraid of failure. In fact, even if you experience a failure, with agile methods Vocasia will accept the failure and will immediately fix it. The implementation itself is carried out by holding weekly meetings called "Townhall Meetings" in which each division will deliver delivery and problems encountered in marketing activities, then will be discussed together to find solutions and will be implemented directly in future work programs.

## **New Media Utilization of the Innovation Diffusion Model: Timeframe**



The time period is the process in which a person begins to know whether an existing innovation decision will be accepted or rejected. The determination of this decision itself can not be separated from time. In marketing, Vocasia is not necessarily 'successful' in implementing the promotion mix strategy by utilizing new media. There needs to be a transition period that must be carried out in adjusting and using the new media

Within the timeframe element of this Innovation Diffusion model, factors are needed which are reasons for Vocasia to use social media as a means of promotion, such as the transition time. The use or utilization of new media as promotional media is not a decision that has a short timeframe, there need to be adjustments and other important factors such as the influence of information technology developments and the needs of the market. Of all the promotional activities carried out by Vocasia, it was found that from the observations, because not all social media provided the targeted number of new customers, Vocasia is now focusing promotional activities on social media with the highest number of followers such as Instagram and Tiktok.

At the beginning of its promotion, Vocasia focused on using Instagram, along with the development of social media in society, Vocasia tried to manage Tiktok's social media. This adjustment is accompanied by the diffusion of Vocasia's regular promotion program which is the result of regular evaluation observations every month.

The results of an interview with Chitra Kusuma Widyastuti on 18 October 2022, at 2.45 PM show a condition where many Vocasia customers miss the opportunity to get promotional prices due to a very short promotional time of 24 hours. So from this problem, Vocasia created a Regular Promotional Innovation product that has a longer deadline, namely for one full month.

"For the Flash Sale it is scheduled every beautiful date, for the Regular Promo it means a discount but not as big as the Flash Sale. If it's a Flash Sale, there aren't many products, but the price is special. For example on 19.19, 20.20, right? We make Regular Promos every month and now we are making them a bit longer because we have already reviewed that Flash Sale really makes people interested but sometimes people like to miss it."

With current technological developments, business people must be able to choose the right strategy in transacting or promoting their business, so that Vocasia still has strength in facing business competition in similar fields for a long time.

### **New Media Utilization of the Innovation Diffusion Model: Communication Channels**

Communication channels are tools for conveying innovative messages to audiences. This communication channel uses the media as a 'middleman' that bridges the source of innovation with the target audience. Vocasia does not implement interpersonal or face-to-face communication in carrying out promotional activities, all promotional activities still depend on the role of new media. Vocasia uses social media such as Facebook, Instagram, Tiktok, Whatsapp, and Youtube which are also forms of mass communication channels in promoting its products. It is more efficient in reaching audiences and saving on promotional expenses

Vocasia sales promotion is carried out through two kinds of communication channel strategies, namely ATL (Above the line) and BTL (Below the Line). Both ATL and BTL promotion strategies focus on creating brand awareness in the market to increase the number of new Vocasia customers. The ATL (Above the Line) communication channel strategy is a promotion strategy that uses social media (Facebook, Instagram, Twitter, Youtube, etc.) to have a national to international reach effectively in promoting brands at a much higher level ([Shahzad, 2021](#)).

BTL (Below the Line) has a fairly limited target audience where products are introduced and targeted to a predetermined target audience. The demographic and geographical position of customers is also considered in the use of BTL strategies ([Bhatti & Akram, 2020](#)). This promotion strategy can be carried out through the media or in the form of activities with the aim of making customers interact directly and then make purchases. BTL implementation can use various communication media such as organizing promotional events, partnerships, sponsorships, point-of-sale (POS) materials, consumer sales promotion, trade sales promotion, direct email, and so on ([Katrin & Vanel, 2020](#)).

Vocasia implements the BTL strategy by collaborating with public and private agencies in Indonesia, such as the Meteorology, Climatology, and Geophysics Agency, the Independent Campus Certified Internship Program, and Jember State University. The form of cooperation that is carried out is by collaborating to hold

webinars, workshops, courses, and work internship programs. This cooperation project is also a bridge for Vocasia to increase brand awareness as well as the number of customers in Vocasia's target market which includes students, fresh graduates, and job seekers.

All Vocasia promotional activities in the form of interactive marketing are carried out through Vocasia's official social media channels. In the utilization of Instagram social media, data was found that Vocasia carried out interactive marketing by responding to every comment left by a user on Vocasia posts. A similar form of interaction is carried out by Vocasia on the social media platform Tiktok, which currently has forty-nine thousand followers. The Tiktok Vocasia platform places more emphasis on tips content called Vocasia Tips. The Vocasia Tips content itself received a positive response from users. This can be seen from the responses left in the comments column in the form of questions, suggestions, constructive criticism, or praise. Vocasia itself as a creator interacts in the form of a friendly response to those left in the comments column.

"..for communication that occurs on social media, for official Vocasia accounts they only respond to whatever is in Vocasia posts. For example, the Vocasia admin will make a post, then if you comment, the Vocasia admin will reply later."

Vocasia also uses an email marketing strategy as its communication channel with its customers. In this case, Vocasia will send an e-mail containing detailed information to potential customers with additional flyers or posters of the product being promoted along with a solicitation sentence with the intent and purpose that potential customers can easily digest product information and be interested in making a purchase.

Promotion using the "Whatsapp Story" feature is also a solution to the strategy of increasing the number of customers. Observations that were found by researchers in the field resulted in data that marketing through Whatsapp Stories makes Existing Consumers aware of the latest news from Vocasia, both in the form of new products, Regular Promos and Flash Sales. Based on this information, Vocasia's products will be marketed conventionally and indirectly from Vocasia to customers or customers to other potential customers through Word of Mouth. This strategy is not much different from the implementation of Affiliate Marketing as an evolution of MLM.

### **New Media Utilization of the Innovation Diffusion Model: Social Systems**

The social system is a system that is used by individuals or groups in an environment, in which the people involved implement the applicable system (rules) to support innovation in changing the environment. The social system plays an important role in the adoption of innovation because social determines whether an innovation is accepted or rejected. Social can change with the encouragement of changes in the mindset of progress, lifestyle, needs, and desires to develop to improve the quality of life. These changes can influence other people to follow the changes that occur.

In this study, social conditions have changed, and society has adapted to technological developments and the digital revolution in everyday life so that society has become part of the 4.0 revolution era. On the other hand, the impact of the Adaptation of New Habits during the pandemic was also a factor that encouraged society to go hand in hand with technological developments.

Looking at the field conditions where there are many online educational marketplaces engaged in self-development, it proves that there is a social desire and needs to change to improve self-quality. Vocasia as an Online Educational Marketplace is here as a solution for those who want to remain productive while retaining their abilities or skills during the pandemic.

The social system that is the social target of Vocasia itself is open to the public, not limited by age, gender, and nationality as long as they are able to operate gadgets and smartphones. In an interview on 18 October 2022, at 2.33 PM, Chitra Kusuma Widyastuti explained;

"... Our target market is open. For example, in terms of gender, men and women are okay, in terms of age, all ages are like that, as long as they can use a laptop or smartphone. But if we look at it from this scale, yes, actually we are open to all ages and genders, but if we look at the segments, it turns out that many of them are students, fresh graduates, and job seekers."

## Discussion

The factor of rapid technological development is the main reason for accepting new ideas in the use of new media as a means of promotion. With current technological developments, Vocasia as a startup platform online educational marketplace that is engaged in improving skills proves Vocasia's foundation as a startup company. can maintain its existence and be able to compete with competitors in the same field by utilizing technological innovation, namely new media as the main media for promotional activities.

New Media theory itself explains the convergence or locking of old media into new media. One of the characteristics of new media theory is interactive. This interactive character allows Vocasia to carry out two-way communication with its customers and invites its customers to be directly involved in uploading Vocasia content such as telling customer experiences, the customer wants, and needs ([Sholihah, 2018](#)).

In this study, innovation comes in the form of using social media as a means of promotion in increasing the number of customers because Vocasia does not implement a door-to-door marketing strategy or MLM (Multi Level Marketing). Vocasia combines an integrated marketing communication strategy, namely the promotion mix using social media as its main means. The use of various types of social media in promotions is currently a marketing communication strategy that can help develop startup companies because it does not require high costs for marketing activities and can also speed up the process of delivering information to prospective customers ([Elita Tarihoran et al., 2021](#)).

Implementation of the promotion mix with the theory of innovation diffusion also encourages Vocasia to improve the quality and variety of its products. These superior products include Flash Sale and Regular Promo activities, which are very effective in increasing the number of purchases as well as new customers at Vocasia.

With the condition of Indonesian people who are familiar with new media, innovations in Vocasia promotion strategies can be easily accepted and accessed by social systems in Indonesia. This shows that Vocasia still has strength in facing business competition in similar fields for a long time.

## Conclusion

Utilization of technological innovations in the form of new media in the four elements of innovation diffusion (Innovation, Timeframe, Communication Channels, and Social Systems) together with a marketing communication strategy can be an alternative solution or a fast way to match technological developments in line with changing trends or the social and business environment. The research results also prove that the adoption of social media (Instagram, Tiktok, Whatsapp, Blog, and others) in implementing the Promotion Mix marketing mix strategy can increase the number of Vocasia subscribers.

Based on the results of the research that has been done, the researcher provides recommendations for Vocasia and also for academics. The recommendation given by the researcher is that the results of this research can help provide input for Vocasia regarding how the promotion mix marketing communication strategy using social media can be carried out properly, precisely, and efficiently so that it can be perfected in its implementation in the future. With this research, it is hoped that it can provide references and material for consideration for scientific writing, to provide knowledge related to marketing communication strategies in the field of online marketplace startups in building brand awareness.

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