

Smartfren's MPR Model In Building Brand Awareness (Case Study of Smartfren 4G BTS Addition in East Java)

Denni Muharam¹, Dewi Sad Tanti²

Universitas Mercu Buana, Jakarta, Indonesia ^{1,2}

Author correspondence: denni.muhamam@gmail.com

ABSTRACT

The purpose of this research is to find out how Smartfren's Marketing Public Relations (MPR) model in building brand awareness related to the addition of Smartfren 4G BTS in East Java and to examine the activities in the model. The stages in the Whalen 7-steps Strategic Planning Process concept (situation analysis, objectives, strategy, target, message, tactics, evaluation) were utilized to fully disclose Smartfren's MPR model. This allowed for a thorough analysis that included the planning, implementation, and evaluation processes. The research paradigm used is constructivist with case study method and qualitative approach. The data collection technique consisted of conducting in-depth interviews with informants and non-participant observation as well as studying literature and documents. The data validity technique used is the triangulation technique. The results showed that Smartfren used PESTLE and SWOT techniques in analyzing the situation. The strategy objectives is top of mind awareness. The MPR model applied is a three-way strategy for publication, product experience and sustainability. Target audiences are people aged 11-45 years, communities, and media. The message used is 'Sinyal Kuat Smartfren Ada di Sini'. Tactics used are free starter packs, community collaboration programs, media updates, and social media marketing. The evaluation methods used were social media engagement, questionnaires, interviews, and FGDs. The community collaboration programs played an important role in achieving top of mind awareness and winning the Selular Award-Best Social Movement. The shortcomings found were that the MPR strategy program were less publicized on Smartfren's social media, but were rampant on the community's social media.

Keywords: MPR Model, Marketing Public Relations, Smartfren, BTS 4G, Brand Awareness

INTRODUCTION

PT Smartfren Telecom Tbk (Smartfren), one of the mobile telecommunications operators in Indonesia, in 2023 will expand its 4G-LTE (hereinafter referred to as 4G) services in a number of areas in East Java with a plan to add up to 1000 4G BTS in the province. Smartfren's 4G network expansion in East Java includes a number of sub-districts in Bojonegoro, namely Bubulan, Dander, Kalitidu, Trucuk; and a number of sub-districts in Tuban, namely Bancar, Bangilan, Jenu, Kerek, Merakurak, Montong, Palang, Parengan, Plumpang, Semanding, Tambakboyo, Tuban, and Widang.

Smartfren's network expansion aims to make signal coverage wider and also to improve the quality of data services so that they become more optimal and faster than

before (Smartfren, 2023). To build public awareness in these areas to know and use the new 4G services, Smartfren conducted a series of socialization activities. With the socialization, the goal is for the people in these cities to be well communicated so that they are aware that Smartfren 4G services have reached their area. More than that, it is hoped that the community will be able to utilize Smartfren's services optimally.



Figure 1. Screenshot of the article 'Smartfren adds 1000 new BTS in East Java'
Source: www.smartfren.com, 2023

Based on data, the utilization rate of data services on 4G networks in Indonesia is considered quite low, as can be seen in the following report from Datareportal.com (2020):



Figure 2. Mobile Connectivity Index in Indonesia in the Digital 2020 report
Source: www.datareportal.com, 2020

The data in the report above shows that one of the causes of the low utilization of 4G services in Indonesia is in the aspect of consumer readiness, which is an aspect that measures consumer readiness the first time consumers use an innovative new product or consumer knowledge and understanding of what they will do with the product (Shim et al., 2020). This aspect could be improved by socializing and educating the public so that they could know and use 4G services optimally on their respective devices.

Based on research conducted by Azizah and Yuningsih (2023) which quotes Ruslan's statement (2016) socialization activities are a form of Marketing Public Relations (MPR) strategy to form positive public opinion through various activities. The series of socialization activities carried out are part of the MPR strategy, which has the aim of building brand awareness and brand knowledge, with the programs implemented by the MPR section providing information and education to the public so as to build awareness and knowledge of the brand of products or services introduced and offered to the public (Witoko, 2021).

The various benefits of MPR include being more effective and efficient in the use of publication financing, complementing advertising promotions and being able to increase the credibility (trust) of messages conveyed through public relations channels (Ruslan, 2020). The application of MPR strategies stimulates consumer purchases and satisfaction through the communication of reliable information and through positive impressions

generated and related to the identity of the company or its products in accordance with the needs, desires, concerns and interests of its consumers (Ruslan, 2020).

Smartfren is a company that has a special focus on managing its MPR activities. The company has a work unit dedicated to managing MPR initiatives. As part of its MPR strategy, Smartfren really incorporates the community in its program execution. This community is known as the Smartfren community, and it is made up of devoted Smartfren users (Smartfrencommunity.com, 2023) who, as this screenshot of the community's official social media account shows, are also assisting to carry out digital education initiatives in the local areas:



Figure 3. Documentation of Smartfren community activities, Teman UMKM Indonesia in Sidoarjo, East Java
Source: www.instagram.com/smartfrencommunity, 2023

MPR activities involving the Smartfren community can also be seen from the following news in online mass media:

Cetak Kreator Muda, Teman Pintar Smartfren Gelar Kompetisi Konten Kreator

Neny Fitrin Jumat, 2 Juni 2023 | 21:01 WIB



Para juara kompetisi konten creator yang diadakan Teman Pintar Smartfren di Surabaya, (31/5)

Figure 4. Screenshot of the article 'Create Young Creators, Teman Pintar Smartfren Holds Content Creator Competition'
Source: www.radarmalang.jawapos.com, 2023

The Smartfren community is regularly involved in MPR events, which are jam-packed with activities. As shown by the social media profiles of the Smartfren community, a lot of activities were underway at the time this research was conducted. The data exposure that has been mentioned motivates researchers to conduct research to reveal the Smartfren MPR model in building brand awareness in East Java, which has just experienced the addition of 4G BTS in the area.



Figure 5. Smartfren's MPR activities with the community
Source: www.instagram.com/smartfrencommunity, 2023

LITERATURE REVIEW & THEORY

Organizational Communication

The series of activities of MPR Smartfren in its efforts to socialize a new service is a process of organizational communication. Organizational communication according to Zelko and Dance (Roskina Mas and Haris, 2020) is an interdependent system that includes internal communication and external communication. Clappitt (in Romadona and Setiawan, 2020) states that the dimensions of communication are divided into two, namely internal and external communication. Internal communication is the process of conveying messages or information between organizational members for the benefit of the organization such as communication between leaders and subordinates and fellow organizational members, both interpersonal and group communication, primary or secondary communication processes so that there are two directions, namely vertical and horizontal communication (Romadona and Setiawan, 2020). Meanwhile, external communication is communication between organizational leaders and the outside environment, so that there is a reciprocal process (Effendy, 2019).

External Stakeholder

Referring to the communication dimension statement above, the targets of public relations (PR) activities are generally divided into two, namely internal and external publics. These two types of public are then referred to as stakeholders. Stakeholders are individuals, communities, social groups, or an institution that have an impact and are affected by a policy, program or development of a company (Arumsari in Rahayu et.al., 2020). Giray (2022) in his research states that a stakeholder is any party or individual who is affected by or can affect the achievement of organizational goals. External stakeholders are parties that are completely outside the organization, but they can influence decision making in the organization and vice versa. Parties included in external stakeholders according to Syaputra (2022) are (1) Society/community, (2) Consumers, (3) Suppliers, (4) Media, (5) Government.

Marketing Public Relations(MPR)

The presence of PR in a company/organization is necessary considering the importance of the public for a company/organization. Keith Butterick (2022) cites the definition of PR according to Cutlip, Center and Broom which states that PR is a management function that identifies, builds, and maintains mutually beneficial relationships between organizations and various publics that determine their success and failure. According to Ardianto (in Witoko, 2021), PR can expand its role in the field of marketing (MPR) as a supporter of the promotional element in the marketing mix as follows: (1) Increasing brand awareness for the company and its product names; (2) Assisting in the introduction of new products or product improvements; (3) Aiding in the improvement of a product, such as by adding new information to advertising and promotional messages; (4) Locating new market shares and growing its presence; and (5) Establishing all positive images for its businesses and products. According to Thomas L. Harris (in Ruslan, 2020) MPR is a process of planning and evaluating programs that stimulate sales and customers. This is done through communicating credible information and impressions that can connect companies, products with customer needs and concerns.

The Whalen 7-steps Strategic Planning Process

In his book entitled *The Marketers Guide of Public Relations in the 21st Century*, Harris and Whalen (in Nurulita and Primadini, 2021) explain that there are seven planning stages in creating an MPR program known as The Whalen 7-steps Strategic Planning Process which consists of (1) Situation Analysis, (2) Objective, (3) Strategy, (4) Target, (5) Message, (6) Tactic, (7) Evaluation.

At the situation analysis stage, it is the process of analyzing and identifying problems accurately to then be able to determine the activities in the strategy appropriately. This process is used to analyze the situation and define what is happening in the organization or company to get a decision about the actions carried out by the organization in an effort to solve the problem (Destanti et al., 2021). According to Harris and Whalen (in Nurulita and Primadini, 2021), in addition to conducting a research stage in defining company problems, a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis is also

carried out. The purpose of doing this situation analysis is to find out where the brand is currently "positioned" and what the brand will achieve.

To have an overview of the environment in which the company operates, the PESTLE analysis technique can be utilized. In the book 'What is PESTLE Analysis' by Paul Newton (2014, in Paramadita, et al., 2020), it is stated that all organizations or companies must identify external factors that exist in their environment and are likely to affect the company's operational activities. In the process, the identification of these factors must be done through various disciplines. That way, it is hoped that the company will get a big picture of all these external factors to conduct further research and analysis of their impact.

PESTLE analysis (in Paramadita, et al., 2020) stands for political, economic, sociocultural, technological, legal, and environmental. PESTLE analysis is a tool to analyze the factors that exist in a country or market and examine how these factors affect the success of a company's market competition. Political factors include government policies and legislative changes that affect the economy such as taxes and labor laws. Economic factors include inflation, exchange rates, recession, supply and demand. Social and cultural factors include consumer demographics, culture and lifestyle. Technology includes factors such as technological change, how technology is used in different sectors and industries, and research. Legal factors that affect business such as consumer law, copyright law, and health and safety law. Environmental factors include climate, pollution, weather, and issues related to the environment.

At the objective stage, it is a stage to determine objectives in accordance with the results of the previous situation analysis. MPR objectives are a set of MPR communication goals to be achieved, which are specific, measurable and in line with company goals as this stage is related to the last stage of planning, namely evaluation. Then at the strategy stage, is the planning of how the MPR effort will be carried out. Strategizing is prepared by adjusting the company's budget, so that PR can make the right planning (Destanti et al., 2021). At this stage, it provides a clear picture of MPR planning in achieving goals. The strategy is made as a guideline for all MPR campaign activities.

Furthermore, in the next planning stage, namely identifying targets, which is done to find out who will be reached in the preparation of the strategy being made. This can be done based on geographic conditions (place of residence), demographics (age, income, gender, etc.), to psychographics (economic class, personality, or lifestyle preferences) (Destanti et al., 2021).

At this important stage, it is necessary to map and identify the target audience to support the achievement of objectives before strategy development is carried out. Determining the target audience needs to be done correctly in order to convey the campaign message optimally. Then at the stage of making messages, it must be based on deep insight to find out the interests of the public and the things that make them make decisions on a product. In addition, the message is also adjusted to the form of strategy that will be taken. Messages can be made interesting and persuasive (Destanti et al., 2021).

The tactics stage is the method applied to achieve MPR objectives. Tactics are important as they are the basis for the successful implementation of MPR. The application of tactics in MPR can be done by giving awards, publishing books or magazines, organizing exhibitions, seminars, interviews, and video news releases. (Destanti et al., 2021). After determining the strategy as the main guideline for the MPR campaign, various tactics are determined which will be a tool to achieve the objectives of the previous strategy. One of the objectives of implementing tactics is to obtain considerable publication and media coverage.

The last stage is the evaluation of the MPR program planning that has been carried out. Harris and Whalen revealed that evaluation is an important component in MPR program planning, as at this stage it is measured how successful and successful the program is in achieving its goals. The evaluation must be in the form of outcomes (whether there is a change in behavior in the target audience) and outputs (whether this campaign achieves the desired coverage) as well as impacts (whether the target audience understands and absorbs the messages conveyed) of the company after the program is implemented. Measures for evaluation must be set when developing the MPR plan. Evaluation can be a measure of whether the MPR program is successful or not, whether

the results obtained are proportional to the time and costs that have been incurred and become a measure for the next steps / decisions to be taken (Nurulita and Primadini, 2021:112). Activities to measure the success seen from the realization of several aspects of the planning above. In addition, evaluation also functions as material for improving the planned activities (Destanti et al., 2021:88).

7 Steps of Planning Process by Whalen



Figure 6. The Whalen 7-steps Strategic Planning Process
Source: Harris and Whalen (in Nurulita and Primadini, 2021)

MPR Strategy

In the concept of MPR (in Ruslan, 2020), there are three-way strategy models to implement programs in achieving goals, namely: First, that PR has the potential to produce pull strategy tactics, then the second is push strategy. The third strategy is the pass strategy as an approach to influence or create favorable public opinion. Pull strategy aims to attract customers through various media and is aimed at end consumers, so that consumers will come by themselves to use the product. Usually this strategy is carried out through media events / visits, product publications, expo exhibitions, sampling, surveys, newsletters, public service advertisements, websites, and others (Destanti et al., 2021). The push strategy aims to promote a product aimed at distributors, dealers, sales force and retailers. For example, by selling goods directly and organizing points of sale to increase visibility with a form of exchange, either in the form of money or goods (Destanti et al., 2021). The pass strategy aims to create favorable public opinion. This target is aimed at the government, NGOs, consumers as the public and opinion formers. Usually,

this strategy is carried out through collaboration with activists, community leaders, care programs, event holding and sponsorship (Destanti et al., 2021).

Brand Awareness

One of the objectives to be achieved in the MPR strategy is brand awareness. Rangkuti (in Firmansyah, 2019) states that brand awareness is the ability of a customer to remember a certain brand or certain advertisement spontaneously or after being stimulated with key words. Then Durianto (in Firmansyah, 2019) said that brand awareness shows the ability of consumers (or prospective buyers) to recall (recognize) or recognize (recall) that a brand is part of a particular product category. The next definition is conveyed by Mohammad Pambudi (in Chayadi 2021) which states that brand awareness is the memory that consumers have for certain products and has been embedded in the minds of consumers for certain needs. From the definitions mentioned above, it can be concluded that brand awareness is a person's ability to be able to recognize or remember a brand attached to a particular product.

In brand awareness, there are four levels consisting of (1) Unaware of brand, (2) Brand recognition, (3) Brand recall, (4) Top of Mind (Firmansyah, 2019). Unaware of brand is the lowest level in the brand awareness pyramid, where consumers are not aware of the existence of a brand. Brand recognition is the ability of consumers to recognize a brand just by looking at the logo, design, or brand name, but it is the minimum level of brand awareness. Brand recall is the recollection of a brand based on a request to mention a particular brand in a particular product grouping in the same category. So, it shows that brand recall is the extent of the customer's ability to remember a brand in a particular product or service category. Top of mind is the highest level of awareness, that is, if a person is asked directly without being given a recall aid and the person will be able to mention one brand name, then the brand that is mentioned the most is the top of mind. In other words, the brand is the main brand from various brands in the minds of consumers.



Figure 7. Brand Awareness Level
Source: Durianto (in Manafe and Ardeana, 2022)

METHODOLOGY

This research applies a constructivist paradigm. The base assumption of the constructivist paradigm is that reality is not scientifically formed, nor does it descend due to God's intervention. Instead, it is shaped and constructed. Thus, the same reality can be responded to, interpreted and constructed differently by each person. This is due to the fact that everyone has certain experiences, preferences, education, and social environment or associations, all of which will later be used to interpret the social reality around them with their respective constructions (Butsi, 2019).

This research uses a qualitative approach since it is a research approach that is oriented towards natural phenomena or symptoms. Qualitative research refers to a term in the research paradigm that is concerned with meaning and interpretation (hermeneutics). This research is characteristic of the human sciences. In essence, this research study places the researcher in direct contact, establishing a dialectical relationship with the research study (Butsi, 2019).

According to Bogdan and Taylor (in Moleong, 2022) define a qualitative approach as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. Based on this definition, the data collected are words, pictures and not numbers. These data can be obtained from interviews and observations, field notes, photos, video tapes, personal documentation and other documentation.

The characteristics of research with a qualitative approach (Moleong in Gatriyani, N.P., & Nanny, 2022) are (1) More concerned with the process, (2) Natural settings, (3)

Humans as instruments, (4) Theory from the base, (5) Descriptive, (6) Inductive data analysis, (7) Design is temporary, (8) Research results are negotiated and agreed upon, (9) Data analysis is carried out from the start.

The method used in this research is a case study, since researchers are interested in examining the activities carried out by Smartfren as an effort to socialize to the public and consumers for the addition of 4G BTS in cities in East Java, which are planned and arranged in a marketing public relations strategy to build brand awareness. Researchers are also interested in examining the reasons underlying Smartfren in planning and developing these strategies, so that in-depth knowledge can be obtained from the case under study.

Case study is a research method that is suitable for research with how and why questions on contemporary phenomena in real-life contexts (Yin, 2022). Case studies allow researchers to preserve the holistic and meaningful characteristics of real-life events, such as the life cycle of a person, organizational and managerial processes, changes in the social environment, international relations, and the maturity of industries (Yin, 2022).

In the case study research method, there are four designs, including (1) Holistic single case, (2) Embedded single case, (3) Holistic multiple cases, (4) Embedded multiple cases (Yin, 2022). This research uses an embedded single case design, which uses one case with more than one unit of analysis. Embedded design is an important tool to focus a case study inquiry (Yin, 2022). In this study, the researcher focused the case study inquiry on the marketing public relations strategy carried out by Smartfren to build brand awareness related to the addition of 4G BTS in cities in East Java, as well as the rationale behind the planning of the marketing public relations strategy.

Research subjects in qualitative research are called informants, namely insiders who are used to provide information about the situation and conditions of the research setting (Djamal, 2017). The use of informants in qualitative research is to get as much information as possible needed in depth in a short time. By utilizing informants, researchers were also able to exchange ideas or make comparisons on information obtained from other subjects (Bogdan and Biklen in Moleong, 2022).

Researchers gathered data for this study from both key and secondary informants. Bungin (2015) defines key informants as those with in-depth understanding of the issue being researched. Furthermore, Moleong (2022) stated that in addition to having a wealth of knowledge about the research environment, key informants also need to be able to offer a particular perspective on events that take place. As key informants in this research are (1) Maria Claudine, Marketing Public Relations Specialist of Smartfren, (2) Ciba Gangga, Head of Public Relations of Smartfren, (3) Dani M. Akhyar, Head of Community Development of Smartfren, while secondary informants are (4) Didik Jatmiko, National Leader Smartfren Community.

Sugiyono (2022) states that primary data is data that directly provides data to researchers as data collectors. The techniques used by researchers to obtain primary data in this study are conducting in-depth interviews with informants and non-participant observation. Meanwhile, secondary data is a data source that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are data sources that function to complement primary data. Researchers get secondary data from literature and documentation studies.

Data analysis in qualitative research is carried out since before entering the field, during the field, and after completion in the field (Sugiyono, 2022). The data analysis technique in this study uses the Miles and Huberman analysis model, which divides the steps in data analysis activities into several parts, namely data collection, data reduction, data display, and conclusion drawing / verification (Sugiyono, 2022).

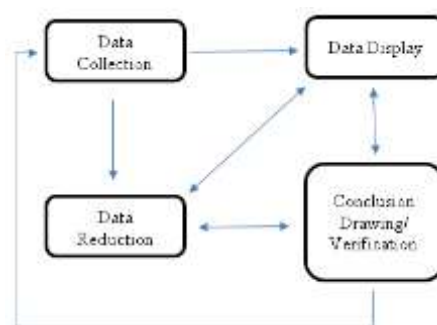


Figure 8. Qualitative Research Data Analysis Process: Interactive Model
Source: Sugiyono (2022)

The data validity check technique in this study uses triangulation techniques. Triangulation is a data validity checking technique that utilizes something else outside the data for the purpose of checking or comparing the data (Moleong, 2022). Researchers used triangulation techniques to check the validity of the data in this study. Triangulation technique is a technique to test the credibility of data by checking data with the same source using different techniques (Sugiyono, 2022). Based on the data validity checking technique used by the researcher, the data obtained from the interviews were then checked on company documentation and publications available in mass media and social media.

RESULTS AND DISCUSSION

The results of research on Smartfren's MPR activities in building brand awareness of the people of East Java who have just experienced the addition of 4G BTS, based on the stages of MPR strategy planning in the concept of The Whalen 7-steps Strategic Planning Process are as follows:

Table 1. Analysis of Smartfren's MPR Activities

No	Stages of MPR Strategy Planning	Findings	Explanation
1	Analyze the situation before determining the MPR strategy for Smartfren	Observing areas in East Java to measure and analyze: I. Awareness level of the audience in the area. II. Smartfren network service quality, economic, demographic and cultural conditions in the area	I. The analysis results obtained in the form of brand recognition level which is the minimum level of brand awareness. II. In comparison to other operators, Smartfren's 4G services offer strengths and advantages. The company may also assess and analyze the area's demographics to determine what potential exist there.
2	Objectives in the Smartfren MPR strategy	Building community awareness in areas experiencing BTS additions	I. Brand awareness II. Product awareness III. Network availability IV. Corporate awareness
3	The MPR strategy carried out by Smartfren	Three-way strategy model which consists of Pull Strategy, Push Strategy and Pass Strategy.	I. The form of pull strategy carried out by Smartfren is by holding media updates in the form of media visits and holding press conferences.

			<ul style="list-style-type: none"> II. The push strategy carried out by Smartfren is by holding a Smartfren 4G service socialization event to the community in the form of activities to provide Smartfren starter packs for free to the community in the area. III. The pass strategy carried out by Smartfren is by creating a collaborative program with the Smartfren community.
4	Target audience in Smartfren's MPR strategy	Target stakeholder data obtained from the Smartfren Marketing Research team based on the results of analysis from field research.	<p>Smartfren's target audience for its MPR strategy in East Java:</p> <ul style="list-style-type: none"> I. People between the ages of 11 and 45. II. Smartfren community III. Media
5	The message that the Smartfren MPR approach aims to deliver	'Sinyal kuat Smartfren ada di sini'.	All the messages are the same as that is the only message they want to convey to the people in areas that have just experienced the addition of Smartfren 4G BTS in cities and regencies in East Java, simple and straightforward.
6	Tactics carried out in the Smartfren MPR strategy	<ul style="list-style-type: none"> I. Regional events II. Collaborative program with Smartfren Community III. Media updates IV. Social media marketing 	<ul style="list-style-type: none"> I. Regional events: Providing free starter packs to the public. II. Collaborative program: Gerakan 100% untuk Indonesia: Teman UMKM Indonesia, Teman Pintar Indonesia, Teman Kreasi Indonesia, and WOW 100% for Indonesia. III. Media updates: Smartfren invited the media from provincial capitals to cities/regencies that had just experienced the addition of 4G BTS to visit and test the Smartfren network in the area. A press conference is then held and then publicized by the media. IV. Social media marketing: Collaborated with the Smartfren community who actively posted educational program content that supports the use of Smartfren in East Java.
7	Evaluation used in measuring the achievement of the Smartfren MPR strategy	<ul style="list-style-type: none"> I. Social media engagement II. Distribution of questionnaire III. Interviews IV. Forum Group Discussion/FGD 	<p>Evaluation Results:</p> <ul style="list-style-type: none"> I. High engagement outcomes. II. Smartfren achieved top of mind awareness. III. Smartfren won the Selular Awards 2023 award in the Best Social Movement category - Gerakan 100% untuk Indonesia, national

Situation Analysis

At the situation analysis stage, Smartfren analyzed the awareness level of the audience in areas in East Java that experienced the addition of Smartfren 4G BTS. The above analysis was carried out by conducting observations in areas that had just experienced the addition of Smartfren 4G BTS in East Java. The purpose of this situation analysis is to find out where the brand is currently positioned and what Smartfren will achieve for the brand. From the results of this analysis, it was found that the condition of Smartfren's awareness level achievement in East Java, which has just experienced the addition of 4G BTS, is the brand recognition level, which is the minimum level of brand awareness, although it is not at the lowest level, namely unaware of brand. Smartfren also analyzed the quality of Smartfren's network services. In this analysis, Smartfren managed to measure the extent of coverage and the strength of Smartfren's transmitting power in areas that have just experienced the addition of Smartfren 4G base stations.

Furthermore, Smartfren also measures the economic level of the people in the area so that it will be able to determine a sales package that adapts to the economic level of the people in the area. Smartfren also analyzes the demographics and culture in the area so that it will be able to identify the profile of the community and also determine the socialization program that will be applicable in the area according to the profile and culture of the area.

The analysis technique that measures the economic, demographic, and cultural network service quality (technology) factors carried out by Smartfren is part of the PESTLE analysis. This analysis is used to measure and assess political, economic, social, technological, environmental, and legal factors, so that the character of the analysis with this technique is comprehensive with the objective of getting a complete picture of the area targeted by Smartfren's MPR strategy to build brand awareness. The results of the next analysis, by conducting SWOT analysis techniques, Smartfren was able to find out Smartfren's current position and could see the strengths (Strengths) and opportunities (Opportunities) it had to be able to provide optimal service to the community in areas in

East Java that had just experienced the addition of Smartfren 4G BTS. A comprehensive analysis is needed as it significantly helps the Smartfren PR team in determining and formulating the right form of MPR strategy to build public awareness in East Java related to the addition of Smartfren 4G BTS in cities/regencies in East Java.

Objective

In the next stage, the objectives to be achieved in Smartfren's MPR strategy related to the addition of 4G BTS in East Java are to build brand awareness, products, the availability of Smartfren's 4G network in East Java and also the introduction of the company to the people in the region. The determination of these objectives is of course based on the results of the analysis that has been carried out in the previous stage, where it was found that the community is not yet aware of the addition of Smartfren 4G BTS in their area. The results of further awareness analysis found that the community actually knew about the plan to add 4G BTS in East Java, but they did not know clearly where the points of the 4G BTS addition area were. So, thus it can be conveyed that the awareness level related to the addition of 4G BTS in East Java is the brand recognition level which is the minimum level of brand awareness, although not the lowest, which is unaware of brand. Therefore, Smartfren needs to carry out an MPR strategy that aims to build brand awareness to the top of mind level related to the addition of Smartfren 4G BTS in East Java.

Strategy

At the strategy stage, Smartfren applies a three-way strategy model in the MPR strategy carried out to build brand awareness. The strategy consists of three parts, namely pull, push and pass strategies as an effort to influence or create favorable public opinion. The pull strategy is carried out through media events/visits and product publications, where in carrying out this strategy Smartfren holds media updates in the form of media visits and holds press conferences to be published by the media. Then in the push strategy, Smartfren provides products in the form of Smartfren starter packs for free, so that people in areas that have just experienced the addition of BTS can immediately recognize and experience the 4G services provided by Smattfren products. Furthermore, in the pass

strategy, Smartfren created a collaborative program with the Smartfren community. The collaborative program is in the form of socialization activities in the form of digital education to communities in areas that have just experienced the addition of Smartfren 4G BTS in East Java, by involving its community of loyal Smartfren customers who are members of the Smartfren community.

Table 2. Smartfren's MPR Strategy Model

Strategies	Programs	Actors	Outputs
Pull	Media updates/visit	Smartfren Management, PR/MPR team, regional team, and media	Publications, media coverage
Push	Providing free starter packs and activation	Regional teams, communities	Product experience
Pass	Implementation of digital education programs to communities in East Java that have recently experienced the addition of 4G base stations	Smartfren Management, PR/MPR team, Marcomm team, regional team, community, media, marketing research team.	Comprehensive, sustainable results, publication on social media and mass media, evaluation

Target

At the stage of determining the target audience in Smartfren's MPR strategy, the target audience is stakeholders obtained from Smartfren's Marketing Research team based on the results of analysis from field research. Stakeholders in East Java consist of people with an age range of 11 to 45 years, the Smartfren community, and the media. People with the age range above are obtained from the Marketing Research team's data which presents user profile data which is Smartfren's target market. The Smartfren community is one of the stakeholders that really assist Smartfren in conducting sustainable activities, including activities that support the socialization of the addition of Smartfren 4G BTS in East Java. Then, the media is needed as it is important for Smartfren to publish information on the addition of Smartfren 4G BTS in East Java and the socialization programs that support it. The parties mentioned above are external stakeholders which are parties that are completely outside the organization, but may affect decision-making within the organization and vice versa.



Figure 9. Smartfren community talk show activity in Tuban
Source: www.instagram.com/smartfrencommunity, 2023

Message

Furthermore, due Smartfren claims that this is the only message it wishes to transmit, it is also the same in every location that has recently seen the deployment of 4G BTS. This is due to the fact that the messages provided in the MPR approach are consistent and uncomplicated. The content of the message is only one sentence 'Sinyal kuat Smartfren ada di sini'.



Figure 10. 'Sinyal kuat Smartfren ada di sini' banner during the launch of Smartfren BTS in Kedungbajul Village, Drenge, Kec. Kertosono, Nganjuk, East Java
Source: www.harianbhirawa.co.id, 2023

Tactic

In the tactics stage, Smartfren held regional events in areas in East Java that had just experienced the addition of 4G BTS, consisting of socialization activities in the form of giving and activating free starter packs to the community. Then also create a collaboration

program with the Smartfren community, where the program is a nationally implemented program with the community to support the socialization of the addition of Smartfren 4G BTS in the area.

The national program is Gerakan 100% untuk Indonesia, which is a series of programs and initiatives designed to encourage digitalization and digital literacy at various levels of Indonesian society. The programs include Teman UMKM Indonesia, Teman Pintar Indonesia, Teman Kreasi Indonesia, and WOW 100% for Indonesia. These programs were also implemented collaboratively with the Smartfren community in areas in East Java that experienced the addition of Smartfren 4G BTS. The next tactic is to hold media updates, where in practice Smartfren invites the media from the provincial capital to the city/regency that has just experienced the addition of 4G BTS to visit and test the Smartfren network in the area. A press conference is then held and then publicized by the media. Smartfren also implements social media marketing tactics that are also carried out collaboratively with the Smartfren community, which actively posts educational program content that supports the use of Smartfren in East Java. Tactics are methods implemented to achieve MPR objectives. Tactics are important since they are fundamental to the successful implementation of the MPR.



Figure 11. Gerakan 100% untuk Indonesia Program
Source: www.smartfren.com, 2023

Evaluation

In the last stage, namely the evaluation used in measuring the achievements of its MPR strategy, Smartfren uses social media engagement methods, distributing questionnaires, interviews, and Forum Group Discussions / FGDs. Smartfren uses the above measurement

methods to obtain valid data that is directly obtained based on the results of interactions with its stakeholders. From these evaluation methods, the results show that Smartfren is increasingly recognized and has reached the top of mind awareness level by people in East Java who have just experienced the addition of Smartfren 4G BTS in East Java. Where Smartfren is not only known as a 4G service provider operator, but also as a telecommunications operator company that supports digital activities for both students and MSME players. Then Smartfren also won the Selular Awards 2023 award for the Best Social Movement category - 100% Movement for Indonesia, a national program that was also implemented in East Java.



Figure 12. Screenshot of the article
'Gerakan Smartfren untuk Indonesia raih penghargaan Selular Awards 2023'
Source: www.babel.antaranews.com, 2023

The achievement of these results is inseparable from a series of stages of MPR strategy planning carried out by Smartfren, starting from careful analysis so that then Smartfren was able to determine its target audience, the objectives to be achieved, the strategies applied, the content of the messages delivered, to the tactics used. This award was achieved due to Smartfren's success in implementing digital education programs to the public by involving their communities so that this program was sustainable and ultimately succeeded in building brand awareness in areas that experienced the addition of 4G BTS and including in East Java.

Based on the results and discussion that have been exposed, which refers to the concept of The Whalen 7-steps Strategic Planning Process, the researcher presents a concept development model on Smartfren's MPR strategy in building brand awareness of the addition of Smartfren 4G BTS in East Java as follows:

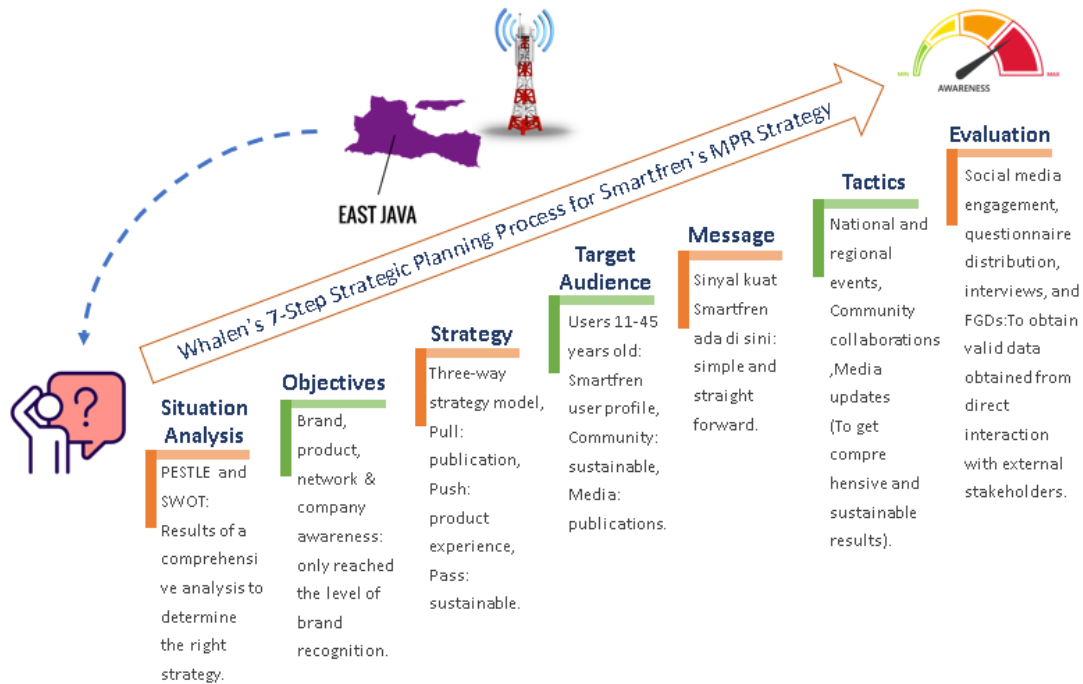


Figure 13. Research Findings, The Whalen 7-steps Strategic Planning Process Concept Development Model on Smartfren's MPR Strategy to Build Brand Awareness
Source: Researcher analysis, 2023

CONCLUSION

Based on the results of the research that has been carried out, the researcher presents conclusions in accordance with the stages of The Whalen 7-steps Strategic Planning Process as follows:

1. The situation analysis before determining the MPR strategy carried out by the Smartfren Marketing Research team was to obtain data on the awareness level of the people in East Java who had just experienced the addition of Smartfren 4G BTS towards the brand, product, network availability and the Smartfren company itself. Smartfren also uses PESTLE and SWOT analysis methods to be able to know the profile of the region and the people in the area to measure and analyze the strengths and advantages of Smartfren 4G services. The comprehensive analysis

conducted by Smartfren was carried out with the intention of determining and developing the right form of MPR strategy to build public awareness in East Java related to the addition of Smartfren 4G BTS in the region.

2. The objectives to be achieved in the MPR strategy carried out by Smartfren are to build brand awareness, products, availability of Smartfren 4G network in East Java and also the introduction of the company to the people in the region. The determination of the objective is based on the results of an analysis that found conditions that people in East Java are not yet aware of the addition of Smartfren 4G BTS in their area. From the results of the analysis also obtained data on Smartfren's awareness level in areas that have just experienced the addition of new 4G BTS reaching the brand recognition level which is the minimum level of brand awareness.
3. Smartfren applies a three-way strategy model in its MPR strategy to build brand awareness. The strategy consists of three parts, namely pull, push and pass strategies as an effort to influence or create favorable public opinion. The pull strategy is carried out through media events/visits and product publications, where in carrying out this strategy, Smartfren holds media updates in the form of media visits and holds press conferences to be published. In implementing the push strategy, what is done is in the form of promotion by giving products in the form of Smartfren starter packs for free. Then in the pass strategy, Smartfren created a collaborative program with the Smartfren community, in the form of socialization activities to communities in areas that have just experienced the addition of Smartfren 4G BTS in East Java. The purpose of Smartfren applying the three-way strategy in its MPR strategy is so that people in areas experiencing the addition of 4G BTS get information from media publications. Then the community also gets experience in using Smartfren 4G services. Then, by involving the community, it is hoped that the programs that have been initiated by Smartfren will be sustainable.
4. The target audience in the MPR strategy to build brand awareness related to the addition of Smartfren 4G BTS in East Java are external stakeholders consisting of

target users, namely people with an age range of 11-45 years, the Smartfren community, and the media. The user profile data is obtained from the Marketing Research team data which is then used as a reference for Smartfren product user profiles. Smartfren community is a stakeholder that is needed to run socialization programs in the form of digital education on an ongoing basis. Meanwhile, in order to aid Smartfren publicize the launch of Smartfren 4G BTS in East Java as well as the socialization initiatives which promote it, the media is required as an external stakeholder.

5. There was a similarity in the message used in each area in East Java that experienced the addition of Smartfren 4G BTS in carrying out MPR strategies to build brand awareness. The message used was 'Sinyal Kuat Smartfren Ada di Sini'. The message was based on deep insights to find out the public's interests and the things that make them make decisions about a product. The message was created as Smartfren stated that it was the only message it wanted to convey, simple and straightforward, as it was the message it wanted to convey to the people in the areas that had recently experienced the addition of Smartfren 4G BTS in cities/regencies in East Java.
6. The tactics used in the MPR strategy to build brand awareness are in the form of socialization activities in the form of giving free starter packs to the public. Furthermore, Smartfren created a socialization program in the form of an event in East Java by collaborating with the Smartfren community. The next tactic is to hold media updates, where in practice Smartfren invites the media from the provincial capital to cities / districts that have just experienced the addition of 4G BTS in East Java to conduct Smartfren network tests and publicize them. Smartfren also implements social media marketing tactics in collaboration with the Smartfren community in terms of loading educational program content that supports the socialization of the addition of Smartfren 4G BTS in East Java. The mentioned tactics were carried out with the aim of obtaining comprehensive and sustainable results so that brand awareness related to the addition of Smartfren 4G BTS in East Java could ultimately be achieved.

7. In measuring the achievements of the MPR strategy carried out to build brand awareness related to the addition of Smartfren 4G BTS in East Java, the evaluation was carried out using social media engagement methods, distributing questionnaires, interviews, and Forum Group Discussions (FGD). Smartfren conducted the above measurement methods to obtain valid data that was directly obtained based on the results of interactions with its stakeholders. From the evaluation method, it was found that Smartfren products are increasingly recognized and have even reached top of mind awareness level by people in East Java who have just experienced the addition of Smartfren 4G BTS in East Java. This is due to the fact that Smartfren has implemented 'The Whalen 7-steps Strategic Planning Process' and 'Three-way Strategy' MPR models to build brand awareness in East Java. Smartfren also won the Selular Awards 2023 award in the Best Social Movement category - Gerakan 100% untuk Indonesia, a national program that was also run in East Java. This award was achieved due to Smartfren consistently creating programs that deliver digital benefits to the community, while involving its stakeholders. Smartfren conducted measurements using the methods mentioned above and obtained results that were in line with Smartfren's MPR strategy objectives, namely building brand awareness related to the addition of 4G BTS in East Java.

Researchers suggest to future researchers to conduct further research that measures the influence and effectiveness of MPR strategies to build brand awareness related to the addition of Smartfren 4G BTS in East Java. While suggestions for the Smartfren MPR team to also actively socialize on Smartfren social media, in addition to the Smartfren community social media. Meanwhile, the evaluation stage will be more complete if measurements are also made of the effectiveness of the budget in programs that are the implementation of the MPR strategy.

REFERENCES

Azizah, D. N., & Yuningsih, S. (2023). Strategi marketing public relations dalam mempromosikan bisnis fashion Meccanism di masa pandemi Covid-19. *Jurnal*

- Manafe, L. A., & Ardeana, Y. (2022). Strategy to increase brand awareness through public relations activities with PENCILS analysis method: (Case study: EDVI Beauty Glow Skincare). *International Journal of Education, Social Studies, and Management (IJESSM)*, 2(3), 76–91. <https://doi.org/10.52121/ijessm.v2i3.126>
- Moleong, L. J. (2022). *Metodologi penelitian kualitatif* (Edisi Revisi). Remaja Rosdakarya.
- Nurulita, F. S., & Primadini, I. (2021). Peran key opinion leader dalam pemasaran film bertema kekerasan seksual. *Jurnal Komunikasi Profesional*, 5(2). <https://doi.org/10.25139/jkp.v5i2.3630>
- Paramadita, S., Umar, A., & Kurniawan, Y. J. (2020). Analisa PESTEL terhadap penetrasi Gojek di Indonesia. *Jurnal Pengabdian dan Kewirausahaan*, 4(1), 37–49. <http://dx.doi.org/10.30813/jpk.v4i1.2079>
- Radarmalang.jawapos.com. (2023, Juli 12). *Cetak kreator muda, Teman Pintar Smartfren gelar kompetisi konten kreator*. Diakses pada 20 November 2023, dari <https://radarmalang.jawapos.com/ekonomi-bisnis/811092934/cetak-kreator-muda-teman-pintar-smartfren-gelar-kompetisi-konten-kreator>
- Rahayu, M. N., Poerana, A. F., & Lubis, F. O. (2020). Pemanfaatan Instagram dalam menjaga hubungan baik PT Pupuk Kujang dengan stakeholders. *Wacana: Jurnal Ilmiah Ilmu Komunikasi*, 19(2), 186–201. <https://doi.org/10.32509/v19i2.1080>
- Romadona, M. R., & Setiawan, S. (2020). Komunikasi organisasi dalam fenomena perubahan organisasi di lembaga penelitian dan pengembangan. *Jurnal Pekommas*, 5(1), 91–104. <http://dx.doi.org/10.30818/jpkm.2020.2050110>
- Roskina Mas, S., & Haris, P. I. (2020). *Komunikasi dalam organisasi (Teori dan aplikasi)*. UNG Press.
- Ruslan, R. (2020). *Manajemen public relations & media komunikasi: Konsepsi dan aplikasi*. RajaGrafindo Persada.
- Shim, H. S., Han, S. L., & Ha, J. (2020). The effects of consumer readiness on the adoption of self-service technology: Moderating effects of consumer traits and situational factors. *Sustainability*, 13(1), 95. <https://doi.org/10.3390/su13010095>

- Smartfren. (2023, Februari 17). *Smartfren tambah 1000 BTS baru di Jawa Timur*. Diakses pada 30 Maret 2023, dari <https://www.smartfren.com/connect-with-us/whats-new/featured/smartfren-tambah-1000-bts-baru-di-jawa-timur/>
- Smartfren Community. (2023). *Sejarah, visi dan misi*. Diakses pada 20 November 2023, dari <https://smartfrencommunity.com/sejarah-visi-dan-misi/>
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Syaputra, A. R. (2022). Analisa dampak pemegang kepentingan (stakeholders) dalam bisnis. *Jurnal PUSDANSI*, 2(4), 1–10. <http://pusdansi.org/index.php/pusdansi/issue/view/8>
- Witoko, V. (2021). Aktivitas marketing public relations dalam membangun brand positioning di PT Foods Beverages Indonesia. *Jurnal Visi Komunikasi*, 20(1), 110–124. <http://dx.doi.org/10.22441/visikom.v20i01.14259>
- Yin, R. K. (2022). *Studi kasus: Desain & metode*. RajaGrafindo Persada.

