



## EVENT MARKETING TOKOPEDIA WIB TV SHOW X BTS ON PURCHASE INTENTION OF INDOMILK MILK PRODUCT, BANANA VARIANT

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### Abstract

This research is motivated by the occurrence of the Covid-19 pandemic in Indonesia and the very rapid development of the Hallyu phenomenon during the quarantine period at home and the PSBB which is used by e-commerce to carry out promotional activities. The Covid-19 pandemic has made almost all business activities in Indonesia have a bad impact until bankruptcy. This forces companies to be able to find ways to survive during the pandemic and also compete with competitors. This study aims to determine and analyze the effect of the Tokopedia WIB BTV Show X BTS marketing event on the purchase intention of the Banana Flavored Indomilk Dairy Product. The method used is quantitative with the aim of causality research and the SEM-PLS analysis method. The sampling technique used is non-probability sampling with a total of 385 people throughout Indonesia who know and have seen the Tokopedia WIB TV Show marketing event. Based on the research hypothesis testing, it is concluded that event marketing directly has a positive and significant effect on buying interest.

**Keywords:** marketing; event marketing; purchase intention; tokopedia

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### INTRODUCTION

The occurrence of the Covid-19 pandemic in Indonesia made almost all economic zones less well affected, as well as all activities in all zones of business fields such as industry, manufacturing, retail, tourism, MSMEs, to flights to a halt, let alone the world's conditions were also affected by various aspects of changing lifestyles. caused by the Covid-19 pandemic, which caused business activities to shrink high because they had to try to adapt to the ongoing pandemic atmosphere. Sourced on data from Akseleran.co.id (2020) research from Moody's, the industry that was heavily impacted was broken down into 3 parts. The initial part of the impact is quite large, namely the garment, automotive, automotive suppliers, consumers, tourism, airlines, and shipping industries. The two moderate impacts are the beverage, chemical, manufacturing, media, metal and mining, oil and gas, property, agriculture and hardware technology industries. The three impacts are rather low, namely industries such as construction, defense, equipment, transportation, pharmaceuticals, packaging, food retail to telecommunications.

After that, to overcome the spread of the Covid-19 Virus which spread widely to all regions in Indonesia, the government made a policy of practicing Large-Scale Social Restrictions (PSBB) to try to avoid a wider spread of the virus (Kompas, 2020). As a result of the implementation of the PSBB policy, many industries are urged to quickly find new strategies so that the sustainability of the industry continues. Unfortunately,

the positive problem of Covid-19 in various regions in Indonesia still has a significant increase, especially after the PSBB. The PSBB has had a major impact on many industries, both private and state-owned. There are many changes that must be experienced by the industry, one of which must be able to control its products digitally. But in fact not all industries experience shrinkage and bankruptcy, moreover there is one industry that continues to rise and grow rapidly during the pandemic, namely the e-commerce industry. Tokopedia's External Communications Senior Lead, Ekhel Chandra said sales at Tokopedia reached 8.6 million, an increase of 1.4 million compared to January 2020 (Astutik & Hastuti, 2020). Large-Scale Social Restrictions, causing shopping routines to also change into ordering through applications. And also added to the policy issued by the government to work from home and an extension of time to study at home. During the Covid-19 pandemic and PSBB, the millennial generation's interest in the entry of Korean culture was very large, such as spending time watching dramas, observing Kpop songs, learning language styles and trying to try the food in Korean dramas. It is known as hallyu. Hallyu has grown rapidly into the life of the millennial generation with the use of large technology media during the pandemic, namely by using the media platforms Youtube, Twitter, Tiktok, Netflix and Instagram.

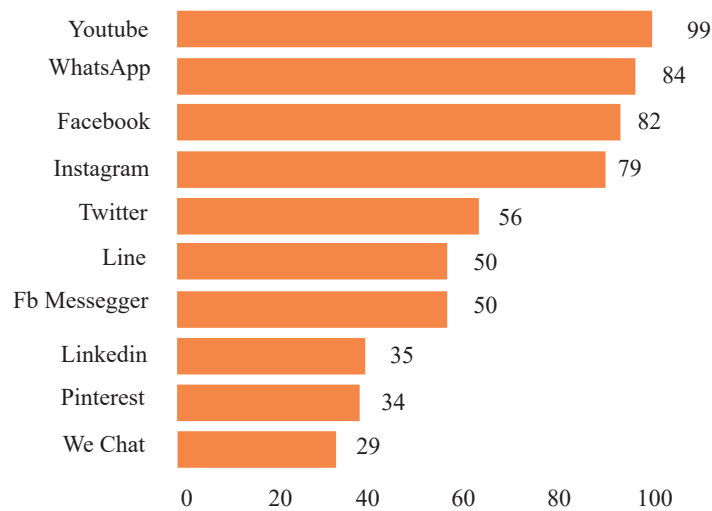


Figure 1. Platform Media Sosial yang sering digunakan di Indonesia  
Source : [www.wearesocial.com](http://www.wearesocial.com), tahun 2021

Based on the information obtained from Katadata. id originating from We Are Social, Hootsuite in 2020 is known as a social media platform that is very often used in Indonesia from the age of 16 to 64 years, namely Youtube with a percentage of 88% of users accessing it. After that, WhatsApp was 84%, Facebook was 82%, and Instagram was 79%. The time spent by Indonesian citizens when accessing social media is 3 hours 26 minutes with a total of 160 million active users or 59% of the total population of Indonesia during the pandemic which is accessed via smartphones. Searching for South Korean drama keywords in the search column there was an increase of 130 percent during the ongoing Covid-19 pandemic which was recorded by Google Indonesia with the keywords 'korean drama', 'korean', and 'drakor'. The hallyu phenomenon that has re-emerged in Indonesia is the viral drama *The World of Merried and Crash Landing on You*. Opportunities and large consumer targets for the K-pop industry in Indonesia are allotted opportunities for the E-commerce industry during the Covid-19 pandemic, which are made to compete for promotions. As tried by Shopee, which carried out a campaign to enliven the Television Show 9.9 Shopping Day program on November 9, 2020 Similar to e-commerce Tokopedia, it presents a monthly festival celebrating the Indonesian Shopping Time (WIB) throughout the Covid-19 pandemic. Not only that. Tokopedia also introduced one of the most influential K-pop boy bands in the world, namely BTS as a special performance and invited appearances from Weird Genius who were on the rise during the pandemic.

The Tokopedia Wib Television Show, which was broadcast on July 29, 2020, can be accessed by streaming via Tokopedia Play and broadcast on National Television stations such as INDOSIAR and SCTV. One of them can be tried by the industry to boost sales and protect business continuity so that it can always run with conditions in the midst of a pandemic and PSBB by doing online marketing or digitization to collaborating in marketing activities or events with other businesses and transforming by shifting to digitalization systems such as e- This is certainly a challenge for brands or industries to be able to make efficient strategies and not

only carry out promotions or sales but can also increase the strength of the brand so that it is always famous and known to many people in the midst of the Covid-19 pandemic. During the pandemic, as described, every industry must be able to see the opportunity so that it can always survive during the pandemic. The kind that was tried by PT. Indomilk is collaborating with Event Marketing held by Tokopedia during the Pandemic and Psbb. one of the dairy products from PT. Indomilk that appeared in the Tokopedia Wib Television Show X BTS activity was a banana flavored Indomilk UHT milk product which was one of the dairy products from Indonesia in collaboration with a program that invited popular celebrities from South Korea, namely BTS, who was a guest star from Tokopedia at the event. Tokopedia Wib Television Show.

Event marketing according to Belch and Belch (in Fajrin & Wibowo, 2018) Event Marketing as a promotional category where an industry or a brand is connected to the event or where themed activities are created with the aim of generating experiences for customers and also to promote products or services. Collaboration in an event or program that is good and can invite very large attention is one opportunity to carry out marketing activities in the midst of a pandemic such as collaborating with a marketing event. Based on an article from Fimela.com, the Tokopedia WIB TV Show X BTS marketing event has successfully become a worldwide trend on Twitter and ranked first both in Indonesia and in the world. Customers or potential consumers have an interest in purchasing a product or item based on many factors, one of which is coming from marketing events run by the company or brand which can cause consumers to want to buy goods offered by the company or brand .

By consumers even before the Tokopedia event was held on July 29, 2020. According to Kotler and Keller (in Priansa, 2017:164), Purchase Intention is a consumer attitude that arises as a reaction to an object that proves a person's desire to make a purchase. Based on information obtained from the Journal of Humanities Vol. 2 No. 2 (2011) in Pratiwi, et al. (2019) that events are one way of promotion in marketing activities for companies. Events can be used as promotional tools that can increase sales of products or services that are promoted during the event. Where the banana flavored milk product can be purchased through Tokopedia too, because PT. Indomilk markets and sells its products online, not only buying directly at retail stores. In this regard, one method that manufacturers can try is transforming selling their products online through e-commerce so that they can adapt and explore changes in consumer buying patterns who continue to choose to make online purchases that aim to reduce the effects of exposure to the Covid-19 virus.

Based on the explanation above, this study takes the research object of Indomilk Dairy Products Banana Flavor Variant, with the research title "The Effect of the Tokopedia WIB TV Show X BTS Marketing Event on Purchase Intention of Indomilk Milk Products, Banana Variant". Based on the above framework, the proposed hypothesis and will be proven true are Hypothesis 1: Event Marketing Tokopedia WIB TV Show X BTS has an effect on Purchase Intention of Indomilk Dairy Products with Banana Flavor Variants.

## METHOD

Based on the discussion above, the framework of thought in this research is arranged as presented in the Figure 2.

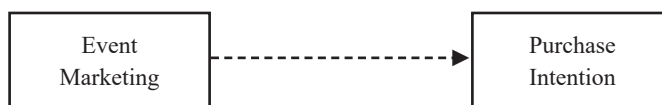


Figure 2. Framework Design

The method used in this study is quantitative and based on the type and purpose of this study, namely associative and causal. The method of quantitative research for Sugiyono (2017) is a research method based on the philosophy of positivism which is then used to study certain populations and illustrations. Causal research according to Sekaran & Bougie (2017) says causal research is research that is tried to test and confirm whether one variable causes another variable to change or not. The population in this study is Indonesian people who know and have seen the Tokopedia WIB TV Show X BTS marketing event which was held during the Covid-19 and PSBB pandemic on July 29, 2020. The sample of this study is part of the research population, namely some Indonesian people who know and have seen the Tokopedia WIB TV Show X BTS marketing event which was held during the Covid-19 pandemic and PSBB on July 29, 2020. The sampling technique used was non-probability sampling. with the type of purposive sampling obtained a sample of 385 respondents the SEM-PLS analysis method. The focus of the problem in this research is how big the influence of the Tokopedia WIB TV Show X BTS Marketing Event on July 26, 2020 on the Purchase Intention of Indomilk Dairy Products Banana Flavor Variant until the effect until now in 2021.

The purpose of this study was to determine how the influence of the Tokopedia WIB TV Show X BTS Marketing Event on the Purchase Intention of Indomilk Banana Flavored Milk Products.

## RESULTS

Based on the test using SmartPLS, the validity and reliability of the research instrument consisted of convergent validity and discriminant validity to test the validity. Testing convergent validity by looking at the AVE value of each mandatory construct  $> 0.50$  (Ghozali and Latan, 2015). Then test the discriminant validity by looking at the intended Cross loading  $>$  Cross loading with other constructs. Reliability assessment using the value of Composite reliability which must be  $> 0.70$  (Eisingerich and Rubera, 2010).

Table 1. Convergent Validity

Variable	AVE	Value	Model
Event marketing	0,541	$>0,50$	Valid
Purchase Intention	0,601		Valid

Table 2. Discriminat Validity (Cross Loading)

Indicator	Event Marketing	Purchase Intention
EM_01	0.770	0.621
EM_02	0.706	0.534
EM_03	0.738	0.619
EM_04	0.731	0.580
EM_05	0.688	0.509
EM_06	0.710	0.483
EM_07	0.744	0.546
EM_08	0.742	0.522
EM_09	0.734	0.515
EM_10	0.722	0.523
EM_11	0.714	0.549
EM_12	0.758	0.590
EM_13	0.697	0.566
EM_14	0.748	0.637
EM_15	0.731	0.575
EM_16	0.768	0.584
EM_17	0.762	0.594
EM_18	0.789	0.611
EM_19	0.765	0.555
EM_20	0.721	0.544
EM_21	0.685	0.544
EM_22	0.742	0.593
EM_23	0.739	0.634
PI_01	0.603	0.683
PI_02	0.597	0.739
PI_03	0.545	0.762
PI_04	0.589	0.788
PI_05	0.669	0.834
PI_06	0.658	0.828
PI_07	0.620	0.811
PI_08	0.590	0.797
PI_09	0.505	0.737
PI_10	0.595	0.763

Table 3. Reliability

Variable	Composite Reliability	Value	Cronbach Alpha	Value	Model
Event Marketing (X)	0.964	>0,70	0.961	>0,60	Reliabel
Purchase Intention (Y)	0.938		0.926		Reliabel

Based on Table 3, it can be seen that the AVE value of each variable already has an AVE value > 0.50, it can be concluded that the three variables are valid with convergent validity. Then in Table 3 each indicator statement already has a loading value that is greater than the other constructs, it can be concluded that the three variable constructs are valid with discriminant validity. Based on Table 3, it can be seen that each variable has shown a value > 0.70 so that each variable has met the reliable requirements based on the composite reliability criteria.

The inner model test is conducted to test the effect of other latent variables and aims to be able to predict the causal relationship between latent variables. In PLS, the evaluation of the inner model is carried out using R-Square, Q-Square, and Estimate path coefficients. The test in this study is based on the path value to be able to see whether or not the influence obtained from the t value is significant by means of bootstrapping. The following is the inner model in this research:

Table 4. R-Square

Variabel	R-Square
Purchase Intention (Y)	0,599

Based on Table 4 the R-Square value of the Purchase Intention (Y) variable is 59.9% which means that the Purcahse Intention variable can be explained by the event marketing variable (X) and the remaining 40.1% is influenced by other variables not explained in this study, including in the moderate category. The predictive relevance of the q-square obtained is 0.358 which is greater than 0 (zero) which explains that the model has a relevant predictive value.

Table 5. Path Coefficient

Variabel Laten	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
Event Marketing (X) → Purchase Intention (Z)	0,774	0,776	0,031	25,093	0,000

## DISCUSSION

The tstatistic value of the Tokopedia WIB TV Show Marketing Variable is greater than the ttable value (25,093 > 1.96), so H0 is rejected and H1 is accepted. And the significance value is smaller than the 5% alpha accuracy level (0.000 < 0.05), it is said to have a significant effect. And the coefficient value is 0.774 which indicates that the direction of the relationship between the variable Marketing TV Show X BTS Tokopedia WIB with the purchase intention of Indomilk Dairy Products with Banana Flavor Variant is positive. Therefore, it can be concluded that the marketing variable for the Tokopedia WIB TV Show has a significant effect on the purchase intention of Indomilk banana flavored milk products. Although the positive direction of this relationship means an increase in the marketing of the Tokopedia WIB TV show, it is accompanied by an increase in the desire to buy Indomilk milk products with a banana flavor variant.

## CONCLUSION

Based on the results of research related to "the influence of the Tokopedia WIB TV Show X BTS marketing event on the purchase intention of Indomilk Dairy Products Banana Flavor Variant" using the SEM-PLS analysis method, several conclusions can be drawn according to the problem formulation that has been proposed in the previous chapter with the following results, The results of hypothesis testing H1: Event Marketing Tokopedia WIB TV Show X BTS has a significant and positive effect on Purchase Intention of Indomilk Dairy Products Banana Flavor Variant by 25,093. suggestions made in this study are as follows is PT Indomilk is able to see opportunities and take advantage of the large Indonesian Kpop industry market to increase purchasing power, thereby increasing sales, and indirectly attracting investment from other companies. PT. Indomilk pays more attention to maintaining the purchase intention of Indomilk banana-flavored milk products and other company products. According to research results, participating in quality and attractive marketing activities can increase

public and potential consumers' buying interest. Covid-19 pandemic. Can have an impact on increasing company profits. Thus the company here is PT. Indomilk can continue to search for, select and participate in marketing events, which can have a lasting positive impact on the company's products nationally and internationally, such as participating in the creation and events of Tokopedia.

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