



Digital-based Persuasive Communication Strategy

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Abstract

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This research discusses the digital-based persuasive communication strategies used by OLX Autos in building effective communication with their digital platform users. This research uses a qualitative approach with a case study, and purposive sampling technique is used in the selection of informants, which consists of managers, Regional Heads, OLX Autos employees, and experienced customers. The results showed that OLX Autos successfully integrated strong persuasive principles in their communication strategy, including the use of social proof, creating a sense of urgency, and delivering relevant information. Persuasive communication is key in building effective relationships with consumers and increasing their awareness and interest. OLX Autos also utilizes digital platforms such as social media, websites, and mobile applications to reach a wider audience and provide more compelling messages. The change in OLX Autos' business model that combines traditional and digital concepts brings innovation in used car marketing. The research also highlights the importance of the concept of digital anthropology in the analysis of used car marketing. Through digital data analysis, OLX Autos can understand consumer preferences and needs more accurately. In conclusion, OLX Autos has successfully built an effective digital-based persuasive communication strategy and utilized online platforms to increase consumer awareness and interest, and integrated the concept of digital anthropology in their marketing analysis.

Keywords: *OLX Autos, persuasive communication, digital anthropology, used car marketing, communication strategy, digital platform.*

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INTRODUCTION

The automotive industry is one of the largest economic sectors globally. Factors such as economic growth, urbanization, and rising incomes have driven demand for motor vehicles. This increased demand creates a huge market for new car sales, but new vehicles depreciate in value quickly, making used car buying an attractive alternative. In the age of technology and changing consumer preferences, many people have turned to searching for used cars online through used car trading platforms. One of these platforms is OLX Autos, which has reached a valuation of billions of US dollars in Indonesia. OLX Autos has a network of more than 4000 partners and has 100 inspection centers in 10 major cities in Indonesia, namely Jabodetabek, Bandung, Solo, Semarang, Yogyakarta, Surabaya, Bali, Medan, Malang, and Sidoarjo (Widodo, 2020).

Through the survey report, it was found that the pandemic has increased used car buying and selling transactions on the OLX Autos website, which offers thorough inspections and various guarantees, but this is not in line with the reports of mass layoffs by OLX Autos management. In competition with competitors, it

was seen that OLX Autos had significantly lower visits. To address this situation, OLX Autos changed its business model from B2C to C2B, and this brought about a change in their marketing communication strategy. The change in business model also changed the form of marketing communication strategy carried out by Public Relations. According to S. Steinberg, the purpose of Public Relations is "to create a favorable public opinion about the activities carried out by the agency or company concerned (Sitorus et al., 2019). Communication strategies are not just about promoting products or services, but also about building deeper relationships with customers (Caropeboka, 2017). This change in business model is accompanied by the company's efforts to reduce operating costs.

Kotler et al. (2019) explains in the book *Marketing 4.0* that marketers need to adapt to the new reality of having to create brands that behave like people—approachable and likable, but also vulnerable. Brands should be less intimidating. They should be authentic and honest, admit their flaws, and stop trying to be perfect. Driven by core values, human-centered brands treat customers as friends, and become an integral part of their lifestyle. In addition, it examines digital anthropology conducted by the OLX Autos team using interviews and observation instruments while the study uses a questionnaire. The equation in this research is that both discuss marketing communication strategies (Mongkau et al., 2017).

This research aims to examine the digital-based persuasive communication strategies used by OLX Autos in building effective communication using digital platforms, due to changes in business models and their efforts to compete with larger competitors in the automotive industry.

METHODS

In this research, the research method used is a qualitative method with a case study approach. Qualitative methods are used for in-depth exploration and understanding of the meaning of individual or group behavior. Case studies are used to collect data in depth from various sources using observation methods, in-depth interviews, documentary data, and audiovisual data. Qualitative methods do not rely on evidence based on mathematical logic, numerical principles, or statistical methods. The main objective of qualitative research is to maintain the form and content of human behavior and analyze its qualities (Pahleviannur et al., 2022).

Case studies, as described by Denzin et al. (2023), It begins by identifying a specific case to be analyzed, which can be an individual, organization, community, decision process, or specific event. The case studied may consist of one or more cases for comparison. Case studies are usually used to study new or ongoing phenomena, so that researchers can collect accurate and relevant information that is timeless.

In determining key informants, researchers use purposive sampling techniques. Purposive sampling is a data collection technique that allows researchers to determine the number of samples to be taken and select samples according to research objectives. The criteria for the selected informants were based on direct involvement with the case under study, time availability, use of natural language, and specific criteria according to their role in the research context. The informants consist of managers, Regional Heads, OLX Autos employees, and customers who have experience in buying and selling cars through the OLX Autos

platform. Through this approach, the researcher seeks to gain an in-depth understanding of the digital-based persuasive communication strategy implemented by OLX Autos in building effective communication with sellers and buyers.

RESULTS & DISCUSSION

The results of this study refer to the concepts and theories used in the research, namely persuasive communication strategies and digital anthropology. Based on the results of interviews and non-participant observations conducted by researchers, it was found that in building a digital-based persuasive communication strategy, OLX AUTOS has integrated strong persuasive principles. They utilize social proof in the form of positive customer testimonials and supportive reviews, create a sense of urgency through special offers and time limits, and provide relevant and compelling information about the vehicles being sold.

The Role of Persuasive Communication in Building Relationships with Consumers

Based on the research results that have been described, it can be seen that persuasive communication is a communication strategy that aims to influence a person's beliefs, attitudes, and behavior. In the context of OLX AUTOS, persuasive communication is very important to build good relationships with consumers. Through persuasive communication strategies, OLX AUTOS can convince consumers of the superiority of the services and products offered, so that consumers feel confident and trust in this platform. In building effective relationships with consumers, persuasive communication plays a key role in several aspects explained by Fauzan Raudatul Hayat as Head of Regional West Java, namely:

"Increasing Consumer Awareness and Interest, We have several strategies that we will use to increase consumer awareness and interest in our products or services. First, we will focus on digital marketing. We will utilize various social media platforms, websites, and search engines to increase our visibility and reach potential customers. We will optimize our existing websites such as Inspection Center, and Online Auction Platform that we have been using. In addition, we also pay attention to consumer preferences and interests to direct them to our products or services that best suit their needs."

The results of this interview explain that in increasing consumer awareness and interest OLX Autos uses the Inspection Center and Online Auction Platform to facilitate consumers and direct consumers to products or services that are relevant and suitable for their needs and are the main focus of digital marketing. To increase consumer awareness and interest in their services. Head of Regional West Java hopes that the OLX Autos website can be found more easily by search engines and improve customer experience. And also pay attention to consumer preferences and interests to direct them to the services that best suit their needs. In this case, OLX Autos will conduct data analysis of consumers and understand their behavior. From there, they will deliver relevant and interesting messages to consumers to gain stronger influence and grow consumer interest and desire for the services offered by OLX Autos. By combining digital marketing strategies, website optimization, and understanding consumer preferences, OLX Autos hopes to achieve its goals and also increase consumer awareness and interest.

Utilization of Digital Platforms in Persuasive Communication

The digital platform allows OLX AUTOS to effectively deliver persuasive messages to consumers. In this case, OLX AUTOS uses social media, websites, and mobile applications as a means to communicate with potential customers. By utilizing various features provided by digital platforms, OLX AUTOS can develop interesting and persuasive content, such as video shows, consumer testimonials, and special promos, to influence consumers. Through an interview with Sell Out Online explains:

"We believe that the utilization of digital platforms can be a very effective tool in communicating persuasive messages to consumers. One of the key benefits of utilizing digital platforms is the ability to reach a wider audience. With various social media platforms, websites. OLX Autos can reach potential customers from different backgrounds and geographical locations. This allows us to deliver persuasive messages to a larger and more diverse customer base. In addition, by using digital platforms we can also provide flexibility in delivering persuasive messages. Through various types of content such as text, images, video, and audio, we can create messages that are interesting and attract customer attention. However, the most important thing we want to maintain honesty, transparency, which is in OLX Autos by using the C2B (Customer to Business) Business concept."

Based on the results of this interview, it explains that OLX Autos uses digital platforms in various visual and interactive features that can be used to convey persuasive messages in a more interesting and effective way. Such as using video shows to introduce superior features or positive consumer testimonials. By using the online platform they use to customers. OLX Autos can see firsthand how this platform works and gain stronger confidence from customers and gain confidence from the services offered by OLX Autos. It is an opportunity to get the attention and interest of customers in a creative and interesting way. And also reach potential customers from various backgrounds and geographic locations. In addition, OLX Autos by running a C2B (Customer to Business) business model. OLX Autos is experiencing changes in the way it interacts with customers or with its business partners, by combining traditional concepts to the digital concept of OLX Autos this becomes interesting, engaging, and influencing consumers to interact on the OLX Autos platform.

Through an interview with the West Java Regional Head, who explained the business model in OLX Autos, namely:

"OLX runs a C2B (Customer to Business) business model and we combine traditional concepts with digital concepts and we are the only platform in Indonesia that runs a business model like this. For example, we have an inspection center that is useful for checking the real condition of the vehicle by the inspector. Then there is also a price negotiation process between the sales and the car seller. Then instead of that, we also use an online system in the form of a website that can be used by prospective sellers to make bookings and find out the price range of the car before checking. Then for the prospective buyers, we have an auction platform that is connected to more than 2000 of our dealer partners throughout Indonesia. Later in the application, dealer partners can see a real report on the condition of the vehicle that has been checked, then the dealer will make a bid. The winning dealer is the dealer who gives the highest bid."

The interview results prove that OLX Autos has just changed its business model. In addition, car buying and selling transactions are generally carried out through conventional methods such as involving dealers, brokers, or exhibitions. However, OLX Autos has managed to integrate all of these elements in its business model consisting of a Website, Inspection Center, and Auction Platform. The change in business model combines a combination of traditional and digital concepts, as the only platform that facilitates its users. This also changes the form of communication strategy which is not only about promoting products or services, but also about building deeper relationships with customers.

Application of digital anthropology concept in used car marketing

The application of the digital anthropology concept at OLX Autos in used car marketing provides several benefits. First, by analyzing digital data, companies can understand consumer preferences and needs more accurately. Data on search behavior and user interactions help companies to understand the most desirable car brands and models, feature preferences, and more. This information can be used to optimize ad placement and targeting to match consumer preferences, increasing the likelihood of achieving sales.

Second, by observing user interactions on the online platform, OLX Autos can understand how consumers communicate and interact with ads and marketing campaigns. This information helps the company customize messages and marketing strategies to be more relevant, interesting, and effective in reaching and influencing customers. Observation of customer responses can also help OLX Autos identify customer needs and expectations that may not be met or new opportunities to improve the customer experience.

By using the concept of digital anthropology, OLX Autos Regional Head and Employees provide a strong foundation for OLX Autos in understanding and fulfilling consumer preferences and needs in used car marketing. By using this approach, OLX Autos can optimize their marketing strategies, generate increased sales, and build better relationships with consumers. This helps OLX Autos to remain competitive in the growing and online used car market.

"The concept of digital anthropology is one of the key aspects in the OLX Autos strategy. We use this approach to understand consumer behavior in a digital environment and engage them in the process of selling and buying used cars. Using data analysis techniques, we are able to collect and analyze consumer data related to preferences, search habits, and interactions within our online platform. We study information such as preferred car makes and models, purchase budget, preferred location, and other factors that influence consumers' decision to buy a used car. In addition, we also use digital anthropology methods to study consumers' interaction patterns with our platform and content. We monitor how consumers interact with advertisements, customer reviews, and promotional messages, so that we can understand their preferences and expectations. The data we collect and analyze helps us to develop more effective marketing strategies, including ad placement, precise consumer targeting, and relevant content."

OLX Autos uses consumer data to understand their preferences and needs. This data includes information such as car make, model, year of production, color, and location. OLX Autos regional heads study search patterns and consumer behavior when interacting with the platform. Using sophisticated data analysis

tools, they build better consumer profiles and provide used car recommendations that match their preferences.

By combining consumer data and market trends, OLX Autos can understand popular trends and needs. This allows them to target ads more accurately to the right consumers. For example, if there is an increased interest in family cars in an area, OLX Autos can target their ads geographically and offer cars that are most suitable for consumers in that area. Therefore, the use of the concept of digital anthropology at OLX Autos is very important in carrying out used car marketing effectively in the digital era.

CONCLUSION

Based on the findings or results of the research that has been carried out and reviewed in the previous chapter, it can be concluded that OLX Autos has succeeded in integrating all these elements in its business model consisting of a Website, Inspection Center, and Auction Platform. Business model changes that combine a combination of traditional and digital concepts, as the only platform that makes it easy for its users. Data on search behavior and user interaction helps the company to understand the most desirable car brands and models, feature preferences, and more. This information can be used to optimize ad placement and targeting to match consumer preferences, increasing the likelihood of achieving sales.

Based on the results of research at OLX Autos, researchers need to provide suggestions for further researchers considering that OLX Autos is a startup company based on an online platform for buying and selling used cars, it is important to continue the development in terms of what kind of online platform for buying and selling used cars and the communication applied by OX Autos in building relationships with partners or with customers. so that it is also useful for the progress of other startups, especially startups engaged in online platforms for buying and selling used cars.

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