



The Influence of the Narrative of Pop-Up Promo Notification Go-JEK on Brand Attitude

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ABSTRACT

Digitalisasi meningkatkan bisnis, dan juga serta merta, menghadirkan kompetisi. Untuk itu, perusahaan dituntut untuk berinovasi dalam hal strategi pemasaran untuk memastikan pendapatan dan mempertahankan konsumen. Gojek berinovasi dengan Notifikasi *Pop-Up* yang muncul melalui ponsel pintar para pengguna. Notifikasi *Pop-up* ini ditujukan untuk berinteraksi dengan konsumen dan memberikan berbagai penawaran. Oleh karena itu, menjadi penting untuk mengidentifikasi pengaruh narasi promosi yang diusung melalui Notifikasi *Pop-Up* terhadap *Brand Attitude* dari para pengguna Gojek. Narasi sebagai variabel bebas terdiri dari sub variabel *copywriting*, pilihan kata, dan gaya bahasa. Sedangkan, *Brand Attitude*, sebagai variabel terikat, memiliki kognitif, afektif, dan konatif sebagai sub variabelnya. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian korelasi, dan perolehan sampel menggunakan teknik purposif. Kuesioner dibagikan kepada pengguna Gojek yang berusia 15 sampai 24 tahun yang berdomisi di DKI Jakarta. Hasil penelitian menemukan bahwa variabel narasi promosi pada Notifikasi *Pop-Up* Gojek berpengaruh secara moderat terhadap variabel *Brand Attitude*. Dengan demikian, Notifikasi *Pop Up* pada aplikasi Gojek berpotensi untuk dioptimalisasi untuk tujuan *branding* maupun *customer engagement* dalam aplikasi Gojek.

INTRODUCTION

The competition in the service industries, particularly in online transportation services, is getting tighter. The provider of transportation services must go the extra mile to get a share in the market by designing an attractive service package or simply by offering the service at the right time, at the most relevant moments, based on the customers' disposition.

Customer retention is the answer to this competitive situation. Dealing with customer retention, the need for digital technology is

inevitable. To narrow it down, the digital technology needed to deal with businesses and customers is termed digital marketing. Digital marketing is a product and service marketing activity that is implemented using digital tools such as the Internet and digital applications. Using these digital platforms, the company could reach out to anyone, be it persons, groups, or customers, without considering distances, times, and places (Ryan, 2014). Digital technology also makes it possible for the company to understand people's profiles and



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buying habits, enabling the company to appeal to a precise offering at a precise time.

Nevertheless, a good and sophisticated digital marketing strategy needs to be supported by good content. A company must pay attention to how to deliver the messages to its customers or prospects. The content's narrative must consist of good copywriting, a good choice of words – or diction – and style of language. The promotional content as messages must consider the choice of words relevant to its targeted audiences, hoping these messages would trigger a positive brand attitude. Referring to Suryani (2013), appealing statements, words, and sentences that explain product function and competitive advantages could create a positive brand attitude.

Gojek, one of the brands in transportation services, offers motorcycle taxi services 24 hours a day. It started in 2015 only to transport people from one point to another. Currently, Gojek has been expanding its services, not only transportation services but also food delivery, shipping, and other services in collaboration with its partners, such as massage services, laundry services, payment gateway, and many more. Every of Gojek's services is ordered online. Thus, to remain relevant and on time, Gojek makes use of pop-up notifications.

Pop-up notifications are part of Gojek's marketing strategy, which is revealed on mobile phones. It will be popping up from time to time on the top screen of users' mobile phones. Daily -which is a regular pattern- the pop-up message will appear one to three times in different schedules. It goes by its name, popping up suddenly; thus, the message is immediately read by mobile phone users. The attention is directly focused on the pop-up messages. To capture longer attention, Gojek uses trendy buzz words or other trendy slang words. Further, the messages are personalized using Artificial Intelligence (AI). These extra mile steps are

directed to convert the attention to buying steps and long-term engagements.

Many prior studies discuss Gojek, its brand, marketing strategy, and business process. As a decacorn business, Gojek attracts attention as a business entity as well as a study case (CNBC Indonesia, 2023). However, there has not been any attention to its pop-up messages or notifications. Thus, this study focuses on the influence of the narrative of Gojek's pop-up promotion on Gojek's brand attitudes. The pop-up message's narrative hypothetically will influence users' attitudes, whether positively or negatively. Any kind of attitude revealed will lead to favorable or unfavorable actions. That will lead to further promotional strategies.

LITERATURE REVIEW AND METHODOLOGY

Communication holds an important role in marketing communication. Digital applications that basically exercise users' ability to read and navigate between lines rely on the creation of messages. The creation of messages or copywriting should consider users' cultures and subcultures, their perspectives, and the tools' limitations.

Digital Marketing Communication

Recent developments have dictated the necessity to apply digital marketing communications strategies. Digital marketing is a marketing activity that uses the internet and technology to deliver companies' messages and services. It is accomplished by tools, including websites, web banners, social networking sites, search engine marketing, viral marketing, email marketing, and affiliate marketing (Malik, 2017). Using digital marketing, companies can exist in different marketing platforms that belong to different consumer groups. Digital marketing leverages a company's reach in terms of promoting and delivering its products and services (Smith, 2012). Further, these marketing



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channels enable companies to develop relationships with their consumers (Fadjri and Silitonga, 2019). Engagement takes form when consumers or users express their point of view according to their experiences regarding companies' products, services, or any communication encounters (Kannan and Li, 2017). Digital platforms are expected to provide favorable online environments for companies and, at the same time, provide access to target audiences as well as target markets specifically (Chaffey & Ellis-Chadwick, 2016).

As mentioned earlier, content is important in digital marketing communications. The content itself should be appealing, relevant, and useful. The content is a mash of creative content, copywriting, and informative news structures (Kotler, Kertajaya & Setiawan, 2019). The use of content creation in marketing communications is beneficial in several ways: (1) Content develops brand awareness regarding brands and companies. (2) Appealing content could increase visitors' traffic on websites, social media accounts, links, or other platforms. (3) Exposure to brand or company messages will lead to sales or references for future needs. (4) Content creates engagement that leads to a familiarity with companies' products and services. These benefits could be achieved if the marketer is skillful enough in terms of (1) Creative content writing, which is not only appealing but also bears a language style that fits the company's target audience. Thus, good content demands audience research to understand audiences' concerns and points of view. (2) Ability to create unique content that carries similar appeal even though it transports between platforms for transmedia usages. (3) Ability to interpret messages verbally and non-verbally to ensure that expressed cues would be interpreted in similar meaning. Furthermore, a content strategy should also consider typography, background, the tone of color pallet, and layout. (4) The content could also be

relatable to current fads or issues. Relation to current or top issues could attract attention. Nevertheless, it is getting easier to share content between users daily. Lastly, (5) Consider the reading experiences, the layout, the choice of font type, and the suitable timeline (Yusuf et al., 2020).

Push Notification (Pop-Up Notification)

Push notification is a mobile phone's feature that is used to give a notification or an alert of receiving new messages. There are three types of push notifications: (1) Banner notification, a short message notification that is revealed and disappears automatically after a few seconds. (2) Badge notifications refer to numeric red signage on the application's icon. (3) Alerts refer to a short message that appears on the screen and will be stayed until swiped out by the user manually. When users click the messages, they will be directed to the specific application (Siddik & Nasution, 2018). Based on the study, a reminder or alert using push notifications could increase active users by about 65%. Moreover, the application owners could specifically identify the users that access the application. Push notifications also direct users to do transactions in dedicated applications about 48% of the time. Whereas the transaction process is interrupted midway, the push notification will remind the users to proceed after a while. The pop-up notification takes the form of a promotion or advertisement with distinctive copywriting through a square block on a smartphone screen.

Narrative

The narrative paradigm emphasizes that humans are easier to persuade using stories than through argumentation. Walter Fisher stated that human values, emotions, and aesthetics define perception, belief, action, and decision (Griffin, 2012). A narrative could mesmerize people with its sequences (introduction-climax-anticlimax)

and be much more suggestive in guiding audiences to interpret the meaning based on each person's belief (Widyaningstiyas, 2019). Further, the narrative approach could be distinguished into (1) narrative and (2) rational narrative. *Narrative* refers to a sequence of events, either real or fiction, chronologically expressed by verbal and non-verbal communication (Fisher, 1984; Alwasilah, 2013; Zaimar, 2015; Sholihati, 2018). *Rational Narrative* refers to the notion of whether a story fulfilled a logical standard formally or informally, reflecting coherency and truth (Sholihati, 2018).

In this research, the narrative is delivered by copywriting and diction or choice of words. Copywriting refers to the art of delivering verbal messages in a creative way intended to persuade audiences, usually used for advertisement and promotion (Yogantari & Ariesta, 2021). In such a way, copywriting aims to increase the desired intensity of products, services, or ideas (Nafi & Putro, 2022).

Diction is the art of choosing words that fit for the intended audience. Words are arranged to deliver a verbal message for a specific context (Al-Ma'ruf, 2012) and are intended to highlight the aesthetic of the whole narrative (Munir, 2013). Diction could be differentiated into denotative and connotative words (Keraf, 2009; Damayanti (2018). Further, diction as a tool to heighten the narrative could employ foreign language, idioms, and greeting words.

The narrative is influenced by the style of language, which is defined as the accuracy of words, phrases, and sentences to describe a situation (Keraf, 2016). Style of language is essential to heighten the effectiveness of the message (Andriano, 2021) and, moreover, to express ideas and affection in verbal ways (Pratiwi et al., 2022). In terms of style of language, slang language or street style language is one of the examples that manifested in advertisements in various cases. Slang language is used to reach adolescent audiences (Saputra & Aida, 2019).

Brand Attitude

Brand attitude is created as the result of consumers' total evaluation of a brand, influenced by consumers' experiences and

preferences (Zhao et al., 2014). Brand attitude is expressed by liking or disliking, favoring or unfavorable (Schivinski & Dabrowski, 2014). A positive brand attitude will lead to action or purchase behavior (Jalilvand & Samiei, 2012; Sasmita & Suki, 2015). There are three components to measure brand attitude, i.e. (1) Cognitive refers to an understanding of a factual or objective matter of a subject, (2) Affection emphasizes feeling and emotion regarding a subject, and (3) Conative is described as a tendency or probability of someone doing something related to a subject (Clow & Baack, 2014).

Methodology

This study approach is quantitative associative and objectively measures the correlation between variables (Creswell, 2014). The variable discussed is narrative as the independent variable (expressed as X variable) and expressed in several dimensions: copywriting and style of language, while brand attitude is the dependent variable (expressed as Y variable) and expressed in dimensions: cognitive, affective, and conative.

The theoretical hypothesis is explained as the following:

H0 states

"The narrative of pop-up notifications on the GoJEK application has not influenced the brand attitude of GoJEK."

H1 states

"The narrative of pop-up notifications on the GoJEK application has influenced the brand attitude of GoJEK."

Thus, the research hypothesis stated as "accept H0 and reject H1" or "reject H0 and accept H1".

The object of this research is a pop-up notification on the GoJEK application, which is revealed regularly and designed to promote GoJEK services. Moreover, the subjects of the study are users of GoJEK applications who reside in Greater City Jakarta and are in the age range of 15 to 24 years old in 2019-2021. The number of residences in Greater City Jakarta that meet the age criteria is about 1,689,230 persons (Central Board of Statistics, 2022). The

data is gathered using a survey via Google Forms with a non-probability sample. Using Slovin, the number of respondents required for this study was about 100 respondents, with a margin of error of about 20%.

The validity and reliability test determines that three indicators out of 22 of the *Narrative Variable* and three indicators out of 21 of the *Brand Awareness Variable* fall short of the validity criteria. Those six indicators are deleted in the further measurement. The reliability test is as follows:

Table 1. Reliability Test

| Variable | Cronbach's Alpha | Conclusion |
|--------------------|------------------|------------|
| Narrative (X) | 0,872 | Reliable |
| Brand Attitude (Y) | 0,872 | Reliable |

N=100, Alpha Cronbach > 0.6

The data is analyzed by inferential statistics that employ a normality test, overall mean score analysis, and regression to test the correlation between two variables. Further, the hypothesis is tested using determination coefficients and t-tests.

RESULT AND DISCUSSION

Data Description

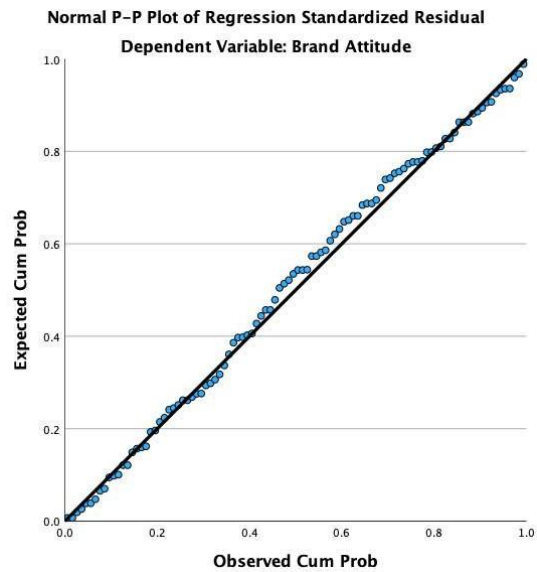
Since the sampling survey is non-probability and purposive sampling, all respondents reside in Greater City Jakarta and use GoJEK mobile apps.

The data description regarding narrative variables consists of copywriting, diction, and language style dimensions. The response to each dimension is clustered in “agree” and “strongly agree.” Meanwhile, brand attitude variables consist of cognitive, affective, and conative variables. For cognitive and conative dimensions, the response is dominantly clustered in “agree and “strongly agree.” Meanwhile, for affective dimensions, the response is diverted fairly in “agree” and “not agree.”

Normality Test

The normality test is conducted using the One-Sample Kolmogorov-Smirnov normality test. The significance score was 0.20 above 0.05, which is where the data is normally distributed. The second normality test is conducted using the P-Plot test, which defines that data is cluttered along a diagonal line. It

indicates that the data is normally distributed. Though the data is non-parametric, which means it does not necessarily require a normality test, the normality test still shows a normal distribution of data.



N = 100

Picture 1. P-Plot Test

Overall Mean Score (OMS)

OMS is applied to both variables, as seen in Table 2 and Table 3. OMS of the Narrative Variable describes that most respondents agree with statements in the Narrative Variable. It goes the same way with OMS of Brand Attitude. Observing each dimension, there could be variety in the final mean score; however, when put them all together, the response for both variables is agreeable.

In the copywriting dimension, the highest MS is the first indicator that is stated: “The caption in the pop-up notification is compact and straightforward,” which falls into the strongly agree category.

In the diction dimension, the highest MS is the second indicator, which states, “The pop-up caption is personalized.” Meanwhile, there are three other indicators that fall into the strongly agree category. Those indicators are stating “trendy expressions,” “specific call to action,” and “apply relevant emoticon.”

In the language style dimension, the only indicator that falls in the strongly agree category is stated as “using casual language style.”

Table 2. OMS of Narrative Variable

| Dimension | Mean Score | Description |
|----------------|------------|----------------|
| Copywriting | 3.06 | Agree |
| Diction | 3.34 | Strongly Agree |
| Language Style | 3.10 | Agree |
| OMS | 3.17 | Agree |

N = 100

The above result is synchronized with Kotler, Kertajaya, and Setiawan (2019), who stated that the content could be appealing, create engagement, and lead to familiarity with the product and service. Moreover, the ability of respondents to express their responses has already reflected a recall and recognition that is an important node in perpetuating brand messages in customers' minds.

Table 3. OMS of Brand Attitude Variable

| Dimension | Mean Score | Description |
|-----------|------------|-------------|
| Cognitive | 3.00 | Agree |
| Affective | 2.81 | Agree |
| Conative | 2.85 | Agree |
| OMS | 2.89 | Agree |

N = 100

The only indicator that falls into the strongly agree category for the brand attitude dimension is the cognitive dimension, which is the third indicator. It stated that "the pop-up notification is easy to grasp and understand." It means the message of the content is easily crossing the bridge. This could happen as the first orientation of the audience is looking for information. Where the information fulfills logical standards formally and informally (Sholihati, 2018). Further, the structure of pop-up notifications is too short to instigate further feelings and actions.

The call to action (CTA) is quite clear in the pop-up notification, and we could expect that content to trigger feeling and action have enough space in the further clicks. The pop-up notification provides an informative springboard to the next step.

Linier Regression Test

| Model | | Unstandardized Coefficients | | Standardized Coefficients Beta | t | Sig. |
|-------|------------|-----------------------------|------------|--------------------------------|-------|-------|
| | | B | Std. Error | | | |
| 1 | (Constant) | 5.708 | 5.091 | | 1.121 | .265 |
| | Narasi | .770 | .084 | .680 | 9.179 | <.001 |

a. Dependent Variable: Brand Attitude

Picture 2 Linear Regression Test

As seen in Picture 2, the linear regression test explains that if the narrative of pop-up promo notification on the GoJEK application is zero (0), it makes the brand attitude GoJEK score 5.708. Meanwhile, the positivity of the Constanta means that the independent variable influences the dependent variable positively or symmetrically. The regression coefficient is stated as 0.770, implying that every unit increase in the narrative variable will increase the brand attitude variable by 0.770.

Determination Coefficient

The determination coefficient, expressed as R Square, is applied to know the amount of influence owned by the Narrative Variable to the Brand Attitude Variable. The closer the R Square is to 1 (one), the stronger the influence of the Narrative Variable to the Brand Attitude Variable.

Based on Picture 3, the R Square score is 0.462, which implies Narrative Variables influence Brand Attitude Variables by about 42%. A further correlation score of 0.680 could be interpreted as "Strong Enough" based on coefficient correlation interpretation (Indra, Pratiwi, Putra, 2022).

Reading the result of the OMS Linear Regression Test, there is an affirmation that the narrative variable only specifically influences higher cognitive dimensions. Such that it still results in an influence of about 42%. Thus, the company could focus the narrative to be created with the orientation only to cognitive dimension, particularly the informativeness and the call to action, as Yusuf et al. (2020) stated that creative content needs to be similarly interpreted first between platforms.

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1 | .680 ^a | .462 | .457 | 7.092 |

a. Predictors: (Constant), Narasi

Picture 3 Determination Coefficient

T-Test

This test is used to identify the significance of the influence of the Narrative Variable on the Brand Attitude Variable. Based on Picture 3, the

significance score is less than 0.001, which puts it less than 0.05. Thus, it implies that there is a significant influence between the Narrative Variable and the Brand Attitude Variable.

Discussion

GoJEK maintains its customers by blasting pop-up notifications containing persuasive promotional content. In terms of the venue, it is a brilliant strategy since different channels could mean different customer groups (Smith, 2012). Pop Up Notification is also a new window to engage with customers that serve as marketing as well as information channels (Fadjri & Silitonga, 2012).



Picture 3. Pop Up Notifications of Gojek

The trendy and relevant content regarding ideas and copywriting is deemed to stay longer in people’s minds, as Fisher states that human values, aesthetics, and emotions define perception, beliefs, and actions (Griffin, 2012). The pop-up notification serves as a reference and reminder for customers’ upcoming purchases (Kotler, Kertajaya & Setiawan, 2019)

Furthermore, it is supported by the OMS numbers, which showed the highest OMS for the Narrative Variable, which is the sub-variable “choice of words” (Score 3.34). The majority of respondents agree that the choice of words in the Gojek application uses buzz words, calls of

action, nicknames that refer to personalization, and trendy terms (Yusuf et al., 2020). For the Brand Attitude, the highest score is in the cognitive sub-variable (OMS score 3.00). It stated that almost all customers are aware of and actively turn on the pop-up notification settings on their smartphones. This is an anticipation for engagement since the engagement reflects expressions towards products and services (Kannan & Li, 2017).

The push notification was deemed to increase active users by about 65% and convert users to transactions by about 48% (Siddik & Nasution, 2018). The results show that the Pop-up Notification increases usage by about 46.2%, while about 53.8% is determined by other factors such as pricing, service quality, and customer reviews.

CONCLUSION

Data analysis states there is a significant influence of the narrative of pop-up promo notifications GoJEK to brand attitude GoJek. The influence itself is moderate, as much as 46.2%, and supported by OMS, which defines respondents’ agreement with the statements in both variables. The pop-up notification uses trendy and relevant languages. The receptivity of customers to the push messages (pop-up notifications) indicates that GoJEK as a brand is evaluated to be reliable.

Based on the result, we conclude that H0 is rejected and H1 is accepted. It means that the Narrative of GoJEK’s Pop-Up Notification influences the Brand Attitudes. This also implies that Pop-Up Notification serves as a front in engagement, and the company should also optimize other fronts or channels to maintain and keep customers.

In other words, pop-up notifications serve as a springboard that could be orientated specifically for information and CTA. The structure of pop-up notifications limits the number of words and stories. Since the OMS of Brand Attitude showed the strongly agree category revealing only cognitive dimensions, the affective and conative dimensions could have space in a click-through after a pop-up notification.

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