

Original Research Paper

## Badminton Athlete in Marketing Communication Strategy: Study of Bank Mandiri Ads on Youtube

Muhammad Ainani<sup>1</sup>

<sup>1</sup> Faculty of Science and Technology, Universitas Sari Mulia. Banjarmasin, Indonesia.

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### \*Corresponding Author:

Muhammad Ainani

### Email:

mehmedanan@gmail.com

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**Abstract:** This paper seeks to analyze and study further about how the marketing strategy is carried out by utilizing badminton athletes in advertisements carried out by Bank Mandiri. This is important to do as an evaluation material for marketing communication strategies carried out in the new media era, because the object of research is taken from videos on the Youtube platform. The focus of the research will be on three advertising videos on Bank Mandiri's Youtube channel which were uploaded on November 5, 2018 – February 10, 2019. The results show that the use of badminton athletes as commercial star for Bank Mandiri is a marketing communication strategy that has been carefully calculated. If referring to the concept of marketing communication strategy, namely segmentation, targeting, and positioning. It can be seen that Bank Mandiri has implemented its marketing communication strategy well and effectively. The strong position of the three athletes in forming a brand image is the reason for Bank Mandiri to use the three as commercial star. It is hoped that the strong brand image of the three athletes can influence the corporate image of Bank Mandiri so that it can imitate the image of the three who are already strong, namely young, millennial, and high achievers.

**Keywords:** Badminton Athlete, Bank Mandiri, Marketing Communication Strategy.



## 1. Introduction

One way that a company can do to improve its image is through advertising media. Advertising media is one of the most important parts of a marketing communication strategy that must be handled by every banking industry. With the right media selection policy and advertising design, an effective marketing strategy will be obtained between the company and the consumer that takes place in close relationships and knots.

When you see a soccer athlete being the endorser or an advertising model for a soccer shoe, then this is commonplace in the advertising world. It's the same when the public sees a swimming athlete showing off a swimsuit with the latest fashion. The public will not wonder because these two things are considered normal. A soccer athlete deserves to be a soccer shoe commercial star. Likewise, a swimming athlete should also be a swimwear commercial star. Because, these two things do have a clear relationship with the world or the profession that each athlete does.

There are also advertisements that use athletes, but the products are not directly related to the athlete's profession. Examples such as energy drink advertisements and advertisements for pain relief ointments that use the services of soccer players as their commercial star. These two advertisements are not directly related to the athlete's profession, but the public can still understand the relationship between the two. Soccer players are assumed to be hard workers who are never tired when competing on the field, even though they feel the pain of being hit by a soccer player, they must continue to play wholeheartedly. This may be the reason why soccer athletes are used as commercial star for energy drinks and pain relief ointments.

But in reality, now there are advertisements that use athletes as the main star, but the products offered have nothing to do with the profession that the athlete is engaged in everyday. An example is the advertisement for Bank Mandiri that uses Jonatan Christie, Kevin Sanjaya, and Markus Gideon as its commercial star. Jonathan, Kevin, and Markus are professional badminton athletes from Indonesia who both won the gold medal at the 2018 Asian Games. Jonathan got the gold medal in the men's singles number, while Kevin and Markus got the gold medal in the men's doubles.

Bank Mandiri's courage in making the advertisement seemed to break the old habit that banking advertisements usually starred models or artists who already had experience acting in films or soap operas. There is no direct relationship between badminton athletes and the banking process and its products. This is the basis for writing this paper. How does Bank Mandiri use badminton athletes as its marketing strategy? Why was it done? Then, whether the ad is well received by the audience? These are some of the questions that will be used as the basis for the formulation of the problem in this paper.

Thus, based on the background description and problem formulation above, it is interesting to study further how the use of badminton athletes as a marketing communication strategy for Bank Mandiri. This paper will take an example of a video advert from Bank Mandiri that uses badminton athletes as its commercial star, which has been uploaded to the Youtube site as the object of research. Some of the basic questions mentioned above will be answered through a qualitative descriptive analysis which will be presented in the discussion section.

## 2. Literature Review

### 2.1. Communication Strategy

Communication strategy according to Smith [1] in "Strategic Planning for Public Relations" is an informational or persuasive communication activity or campaign to build understanding and support for an idea, idea or case, planned product or service carried out by an organization both oriented towards profit and non-profit, have goals, plans and various alternatives based on research and evaluation.

According to Kabeyi [2] define strategy as follows: namely a collection of decisions and actions that result in the formulation (formulation) and implementation (implementation) of plans designed to achieve organizational or company goals. Meanwhile, according to Effendy [3] the communication strategy begins with research and ends with evaluations that are carried out regularly, this strategy is applied to certain environments that involve the organization and different publics who are related to the organization either directly or indirectly.

Then, the meaning of communication strategy according to Effendi [3] in a book entitled "Dimensions of Communication" states that communication strategy is a guide for communication planning and management to achieve a goal. To achieve this goal, the communication strategy must

be able to show how its tactical operations must be carried out, in the sense of the word that the approach can be different at any time depending on the situation and conditions.

The uses of communication strategies [1], include:

1. A plan, a consciously desired course of action.
2. A manner, a specific maneuver intended to outwit an opponent or competitor.
3. A pattern in a course of action
4. A position, a way of placing the organization in the form of an environment.
5. A perspective, an integrated way of looking at the world.

While the objectives of the communication strategy are:

1. To ensure that there is an understanding in communication.
2. How to keep the reception well nurtured.
3. Activation for motivation.
4. How to achieve the goals to be achieved by the communicator of the communication process.

Anwar Arifin [4] in the book "Communication Strategy" states that: actually a strategy is a conditional overall decision about the actions to be carried out, in order to achieve goals. So formulating a communication strategy means taking into account the conditions and situations (space and time) that are faced and that may be faced in the future, in order to achieve effectiveness. With this communication strategy, it means that it can be reached in several ways using conscious communication to create changes in the audience easily and quickly.

## **2.2. Marketing Communication**

Shimp [5] defines that marketing communication is an important aspect of the overall marketing mission as well as a determinant of marketing success. According to Shimp [5], the purpose of marketing communications is to generate desire for a product category, create brand awareness, encourage positive attitudes and influence intentions and facilitate purchase.

Furthermore, the notion of marketing communication according to Kotler & Keller [6] is a company's means to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold.

In general, it can be understood that marketing communication is a means for marketers to communicate a product or service of a company. Marketing communication can also be understood by describing its two main elements, namely communication and marketing. Communication is the process of thinking and understanding conveyed between individuals or between organizations and individuals. Marketing is a set of activities by which companies and other organizations transfer values (exchanges) between them and their customers.

## **2.3. Marketing Communication Strategy**

Marketing communication strategy is a description of the objectives of a marketing and the steps to achieve these goals. According to Kotler [6], the objectives of marketing communication strategies are divided into 3, namely:

1. Segmentation. Segmentation is the process of dividing the market into certain groups. This group is based on the similarity of needs or the similarity of patterns in conducting economic transactions. Segmentation is done so that companies can deliver better products to consumers. This is also done to make the company more competitive.
2. Targeting. Targeting means determining the market that is the center of marketing the company's products. Targeting is important because companies must focus on consumers who have a greater tendency to buy their products.
3. Positioning. Positioning is the delivery of the image of a product to consumers. Good marketing must leave a very strong impression on the product from the consumer side.

Marketing communication has several characteristics. Lovelock and Wright stated that marketing communication should consist of the following characteristics:

1. Inform and educate potential consumers about the goods and services to be sold.
2. Persuade target consumers by explaining that the product being sold is the best product compared to its competitors' products. The product must create the impression that the product can meet the needs of consumers.
3. Remind customers again to buy the product again.

4. Maintain good relations with regular customers and provide updates and further explanations about the product. This explanation should include how the customer can get the best results or experience in using the product.

#### **2.4. Advertising**

Marketing communication can be done in several ways, one of which is by using advertising. Advertising according to Benedikt [7] is a paid and mediated form of communication from a clear source, designed to influence the recipient to do something now or in the future. According to Widyatama [8] wrote that advertising has a function, namely introducing products and raising brand awareness.

Generating brand awareness means that by using advertisements, people are able to raise awareness of the existence of a product or brand. With this awakened awareness, the product can always be remembered by the audience, which in turn is expected to always be in a top of mind position. Top of mind is a situation where the product brand is immediately mentioned as soon as the person is asked about the product category.

#### **3. Methodology**

This research relies documentary search/desk research and was based on a qualitative approach. The paper relied on secondary data. It is collected through the review of literature from books, article, newspaper and webs.

#### **4. Finding and Discussion**

As stated by Remziye [9] that an effective advertising strategy is a marketing communication effort between companies and consumers. If the marketing communication is a banking company, then if the marketing communication addressed to the public does not hit the target, the result will of course have a bad impact on the reputation and popularity of the company in the eyes of the public. And vice versa, if the bank conducts marketing communications correctly, consumers will automatically get a good impression regarding the company's identity. Thus the good name of the bank (reputation) of the banking industry will also be raised, because an effective brand quality will appear.

A unique marketing strategy when Bank Mandiri made badminton athletes as its commercial star. Bank Mandiri is not without funds to pay professional commercial star. In fact, Bank Mandiri was the bank that generated the highest net profit in the second quarter of 2019 (<https://databoks.katadata.co.id>). So, the selection of badminton athletes to become commercial star is not due to financial constraints, but really a mature strategy and concept with clear goals.

According to Dominick [10] the concept of strategy can be defined based on two different perspectives, namely: from the perspective of what an organization wants (intends to do) and from the perspective of what the organization ultimately does (eventually does) [11]. Based on the first perspective, strategy can be defined as a program to determine to achieve organizational goals and implement its mission. The second perspective, strategy is defined as a response pattern or organizational response to its environment over time. J. Stanton explained, promotional mix as a combination of the best strategy from the variables of advertising, personal selling, and other promotional tools, all of which are planned to achieve the objectives of the sales program [12]. The forms of promotion consist of advertising (advertising), sales promotion (sales promotion), face-to-face sales (personal setting), publicity (publicity), and public relations (public relations).

There are at least three video advertisements that have been uploaded by Bank Mandiri on YouTube that use badminton athletes as their commercial star. The first video ad is titled #mudabelirumah | independent kpr millennial. This video was uploaded on November 5, 2018. In this ad video, Bank Mandiri uses Jonatan Christie as its ad star. Jonatan Christie or who is usually called Jojo plays a young millennial who previously lived in a boarding house. However, Jojo encountered problems caused by his boarding house mother who set Jojo's privacy too much. Jojo finally intends to move boarding and then look for another boarding house. Jojo found his dream boarding house, but another problem arose because the price was too expensive for young people or millennials like Jojo. Until one chance Jojo saw a nice house for sale. Jojo remembered his friend's message, "Instead of paying for the boarding house, it's better to buy a house". This is where the persuasion process of a marketing strategy begins. Jojo, who is associated as a millennial youth, represents the market share of other young people who do not have a home. Bank Mandiri is here to answer that need. At a

glance, this is what the #mudabelirumah ad looks like | self-employed millennial mortgage in screenshot.



Figure 1. mudabelirumah | independent kpr millennial

The second ad is a video that was uploaded by Bank Mandiri on January 20, 2019. In this ad, Bank Mandiri uses Kevin Sanjaya and Markus Gideon as the main characters. Their advertisement is titled #bisnismakincuan | independent business savings | restaurants. There's not much to tell in this ad because it's only 30 seconds long. In general, this short description of the advertisement tells about Kevin and Markus as managers of a restaurant using an independent business savings product that makes their business more "Ian" or profitable. This is what the ad looks like in the screenshot.



Figure 2. #bisnismakincuan | Independent Business Savings | Restaurants

Next up is the third ad. This ad is titled waze | Jonathan Christie's voice navigation tutorial. In this advertisement, Bank Mandiri uses Jonathan Christie again as the main actor. However, this time the advertisement produced did not discuss the product. The ad only contains a tutorial so that navigation on the Waze application can make Jonathan Christie's voice a guide. This ad was uploaded less than a month after the ad starring Kevin and Markus. To be exact, this ad was uploaded on February 10, 2019. What the ad looks like in the screenshot is as follows in Figure 3.

To explain the reasons why badminton athletes are used as commercial star for banking products. The concept that will be used in unraveling this problem is to use the concept of a brand ambassador. Brand ambassador according to Trehan [13] is an ad supporter or also known as a commercial star who supports the advertised product. According to Royan in R. Yogi Prawira W et al [14] a brand ambassador is someone who is trusted to represent a particular product. The use of brand ambassadors is carried out by companies to influence or invite consumers to use a product.

In selecting a brand ambassador, it is important for marketers to pay attention to the characteristics of a person. This person is usually a famous person or celebrity who will later affect the success or failure of the company's promotions. The characteristics of brand ambassadors according Kertamukti

[15] can be seen using the VisCAP model. VisCAP consists of four elements, namely Visibility, Credibility, Attraction, and Power. The description of the four elements of the `VisCAP model is as follows:

1. Visibility is the popularity attached to the celebrity who represents the product.
2. Credibility is the skill and trust given by the star.
3. Attraction is three things in the star, namely similarity (similarity), familiarity (familiarity), and linking (liking).
4. Power is the level of power of the celebrity to persuade consumers in the advertised product.

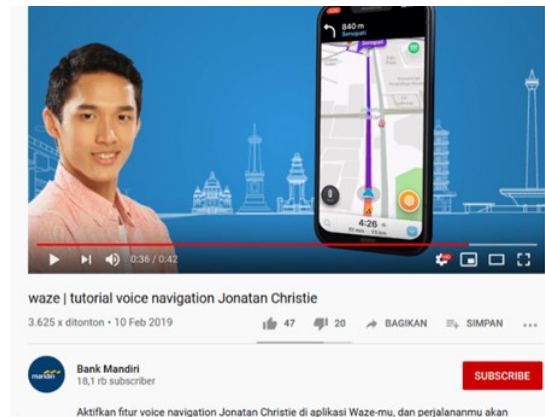


Figure 3. waze | Jonathan Christie's Voice Navigation Tutorial

The brand ambassador is expected to be the spokesperson for the brand so that it is quickly embedded in the minds of consumers, so that consumers are interested and willing to buy the brand. In addition, celebrities can also be used as the right tool to represent the targeted market segment. Therefore, it is not surprising when the advertised product uses many celebrities, each of which will represent the targeted market segment [14].

According to Royan [14] brand ambassadors here are famous people who are used to promote their products, can serve to give testimony, provide encouragement and reinforcement, act as actors in the topic (advertising) they represent, and act as spokespersons.

Based on the description of the brand ambassador concept above, it is clear that the selection of Jonatan Christie, Kevin Sanjaya, and Markus Gideon has met the criteria and characteristics of a brand ambassador. All three are international achievers with huge fans. As an illustration, Jonatan Christie has 1.9 million followers on Instagram. Kevin Sanjaya has 1.3 million followers, while Markus Gideon has 641,000 followers. This data was taken by each of their personal Instagram accounts as of October 1, 2019 at 23.07.

The popularity and power of their celebrities can be said to rival those of soap opera actors and actresses if they are counted through followers on Instagram. While on the assessment of credibility, it is difficult to find fault with their credibility. Because so far they have only focused on competing as badminton athletes. They are far from the word glamor which is usually the cause of the decline in the credibility of an artist.

Furthermore, referring to Kotler's [6] concept of marketing communication strategy, there are three main objectives of marketing communication strategy, namely segmentation, targeting, and positioning. In the three advertisements above, it can be seen that Bank Mandiri has implemented its marketing communication strategy well. The selection of badminton athletes as commercial star for their products is not without reason. Jonatan, Kevin, and Markus are national badminton athletes with international achievements. In 2018, the three of them just won gold medals at the Asian Games which took place in Jakarta and Palembang.

The hustle and bustle of the Asian Games, which has captured the attention of the Indonesian people, has been put to good use by Bank Mandiri by signing the three badminton athletes as commercial star. This is where the concept of segmentation is implemented well by Bank Mandiri. Bank Mandiri is aware that the excitement of the Asian Games is heavily influenced and affects the

Indonesian middle class. This segmentation will continue to be maintained by cooperating with athletes who excel at the Asian Games.

The selection of the three badminton athletes who were used as commercial star also did not escape the target market's goals. The three athletes who are commercial star, namely, Jonathan, Kevin, and Markus are icons of the millennial generation who are not only famous, but also accomplished. This market share of the millennial generation is Bank Mandiri's marketing target, making the three athletes the star of its advertisements. In particular, the target market for the millennial generation is clearly stated in the product naming and advertising descriptions played by Jonatan Christie, namely the millennial mortgage independent.

Icon as an accomplished millennial youth. That is the positioning that Bank Mandiri hopes to make in making Jojo, Kevin, and Markus as its commercial star. Actually, there is no direct relationship between badminton and the banking industry. However, the strong position of the three athletes in forming a brand image is the reason for Bank Mandiri to use the three as commercial star. It is hoped that the strong brand image of the three athletes can influence the corporate image of Bank Mandiri so that it can imitate the image of the three who are already strong, namely young, millennial, and high achievers.

The next question arose regarding the selection of badminton athletes as Bank Mandiri commercial star. The question is, whether the advertisement that has been made has been well received by the audience? To answer this question, it is necessary to observe in the comments column and calculate the number of viewers (viewers) and likes on the ad.

In the first advertisement, #mudabelirumah | Mandiri kpr millennial, the total video ad has been watched 10,354,120 times on the YouTube site, the number of likes is 580, disliked 37. This data was taken on October 1, 2019 at 23.07 WIB. Figure 4 is a screenshot in the column comments of #mudabelirumah.

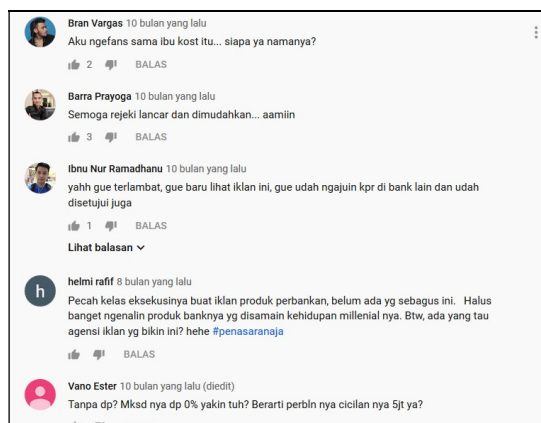


Figure 4. Column Comments of #mudabelirumah | Mandiri KPR Millennial

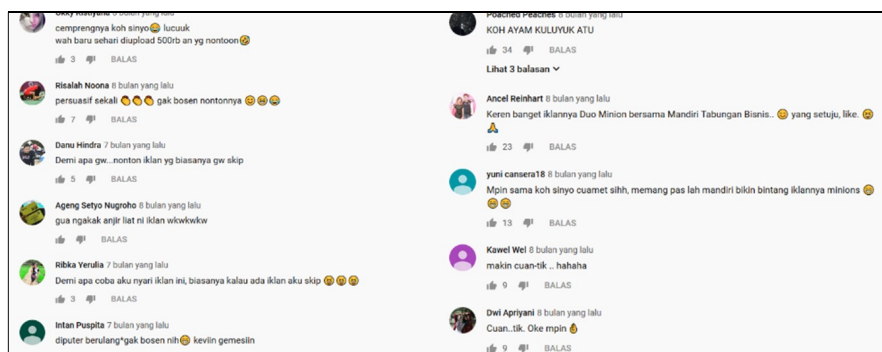


Figure 5. Column Comments of #bisnismakincuan | Independent Business Savings | Restaurants

In the second ad entitled #bisnismakincuan | independent business savings | restaurants. Total viewers 9,940,684 times, the number of likes 414 dislikes 96. The data was taken on October 1, 2019 at 23.07 WIB. Figure 5 is a screenshot in the column comments of #bisnismakincuan.

In the third ad entitled waze | Jonathan Christie's voice navigation tutorial. Total views are 3,625 times, the number of likes 47 dislikes is 20. The data was taken on October 1, 2019 at 23.07 WIB. Figure 6 is a screenshot in the column comments of waze. There are no comments in the comments column.

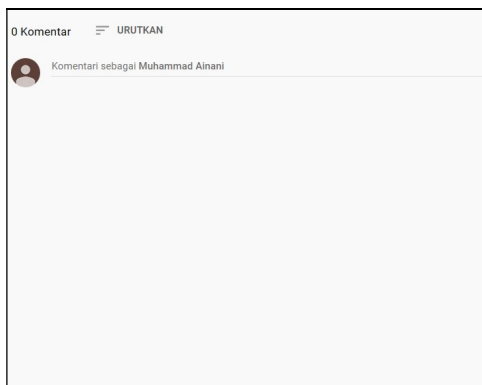


Figure 6. Column Comments of waze | Jonathan Christie's voice navigation tutorial

So, based on observations in the comments column and calculations on the number of viewers (audience) and likes on the three advertisements, several conclusions can be drawn.

1. For the first advertisement entitled #mudabelirumah | independent millennial kpr, very good audience reception. The advertisement that has been watched more than 10 million times is an extraordinary thing considering that banking products are not commercial products like other retail goods. The various positive comments from netizens that can be read in the screenshots are also a sign of the audience's good reception of this ad.
2. For the second ad entitled #bisnismakincuan | independent business savings | restaurant, is also considered to have received a good reception from the public. A total of 9 million times and almost 10 million views. Positive comments also fill the available comments column.
3. For the third ad entitled waze | Jonatan Christie's voice navigation tutorial, is considered to have received less positive response from the audience when compared to the two previous advertisements. In total, only 3,625 times this ad was watched. In the comments column, there are no netizens who have commented.

## 5. Conclusion

The selection of the three badminton athletes, namely Jonatan Christie, Kevin Sanjaya, and Markus Gideon, has met the criteria and characteristics of the brand ambassador concept. All three are international achievers with huge fans. Thus, even though their profession is professional athletes, the popularity and strength of their celebrities can be said to rival those of soap opera actors and actresses if they are counted through followers on Instagram.

The use of badminton athletes as commercial star for Bank Mandiri is a marketing communication strategy that has been carefully calculated. If referring to the concept of marketing communication strategy, namely segmentation, targeting, and positioning. It can be seen that Bank Mandiri has implemented its marketing communication strategy well. The selection of badminton athletes as commercial star for their products is not without reason. Jonathan, Kevin, and Markus are national badminton athletes with international achievements. In 2018, the three of them just won gold medals at the Asian Games which took place in Jakarta and Palembang.

Icon as an accomplished millennial youth. That's what Bank Mandiri hopes to make Jojo, Kevin, and Markus as its commercial star. Actually, there is no direct relationship between badminton and



the banking industry. However, the strong position of the three athletes in forming a brand image is the reason for Bank Mandiri to use the three as commercial star. It is hoped that the strong brand image of the three athletes can influence the corporate image of Bank Mandiri so that it can imitate the image of the three who are already strong, namely young, millennial, and high achievers.

Finally, the assessment of audience acceptance. Based on observations in the comments column and the calculation of the number of viewers (audience) and likes on the three Bank Mandiri advertisements, it can be concluded that the audience's acceptance of the advertisements made by Bank Mandiri using badminton athletes as the star of the advertisement is relatively acceptable. The reason is, two of the three advertisements received great enthusiasm from netizens. #mudabelirumah advert | Mandiri kpr millennial was watched more than 10 million times, then #bisnismakincuan | independent business savings | restaurant was viewed nearly 10 million times. Positive comments also fill the comment space available on the Youtube site.

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