



Proposed Marketing Strategies of Indihome TV to Increase Brand Awareness and Subscribers

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ABSTRACT: Over-the-top (OTT) platforms have experienced phenomenal global growth in recent years. Indonesians are increasingly turning to OTT for their favorite shows. Nearly one in three Indonesians now stream OTT. Indihome TV, is a Video Over The Top (OTT) application service that allows users to experience IndiHome TV on various devices. PT. Telkom's development of its own OTT platform, such as Indihome TV, is crucial for maintaining a competitive edge in the telecommunications industry. However, despite the availability of IndiHome TV on the application, only a limited number of users are aware of its existence. There are only a few active users of the IndiHome TV app. The low number of subscribers of Indihome TV presents a significant challenge. To address this issue, it is crucial for the company to enhance brand awareness and develop strategies tailored to their target consumers. The objectives of this research are to increase brand awareness of Indihome TV, identify significant product attributes influencing customer purchase intention, and design effective marketing strategies to promote the Indihome TV premium package. A quantitative methodology is employed, involving customer analysis and hypothesis testing. Questionnaires are distributed to potential target market respondents who have previous experience with OTT platforms. The collected data is processed using SMART PLS. The research findings reveal that Social Media Marketing and E-WOM have a positive impact on Brand Awareness. Additionally, significant product attributes influencing customer purchase intention include content variety, available payment options, and compatibility. Both Brand Awareness and Product Attributes positively influence Purchase Intention. Based on these findings, several recommendations are made. These include collaborating with local film production companies to enhance content offerings, partnering with Telkomsel to create bundled packages, implementing a point-based system to encourage user reviews, and delivering a seamless user experience across platforms and devices. These strategies are derived from internal and external analysis, as well as the SWOTTOWS analysis and QSPM Matrix.

KEYWORDS: Brand Awareness, E-WOM, OTT Industry, Product Attributes, Purchase Intention, Social Media Marketing.

INTRODUCTION

Over-the-top (OTT) platforms have experienced phenomenal global growth in recent years [1]. Nearly one in three Indonesians now stream OTT. These gains in popularity are attributed to OTT platforms' ability to offer exclusive, rich content that far exceeds the quality and diversity of traditional television viewing experiences [2]. Indonesians are increasingly turning to OTT for their favorite shows. Indihome TV, formerly known as Useetv, is a Video Over The Top (OTT) application service that allows users to experience IndiHome TV on various devices, including mobile phones, tablets, and laptops. This digital streaming platform offers diverse entertainment, information, and lifestyle content such as videos, movies, live TV, and TV on Demand. PT. Telkom's development of its own OTT platform, such as Indihome TV, is crucial for maintaining a competitive edge in the telecommunications industry. With the sale of infrastructure or internet networks alone being insufficient to secure a competitive advantage in the future, the emergence of various OTTs utilizing the Indihome network, including Netflix, Vidio, WeTV, and YouTube, poses a significant threat to PT. Telkom's competitive position.

However, despite the availability of IndiHome TV on the application, only a limited number of users are aware of its existence. there are only a few active users of the IndiHome TV app. Although the number of active users on the website has fluctuated over time, it has reached almost 1.5 million users. On the other hand, the number of active users on Android has remained stagnant, with around 250 thousand users from January 2021 to December 2022. The low number of subscribers of Indihome TV presents a significant challenge. To address this issue, it is crucial for the company to enhance brand awareness and develop strategies tailored to their target consumers. Further research is necessary to identify effective strategies for increasing Indihome TV's awareness, ultimately



boosting potential consumers' purchase intention. By addressing these areas, the company can work towards expanding its subscriber base and achieving greater success in the OTT market.

METHODOLOGY

The collected data will undergo quantitative analysis using the SMART PLS program. SMART PLS is a widely recognized software tool for structural equation modeling that utilizes the partial least squares (PLS-SEM) approach. PLS-SEM is particularly suitable for structural equation modeling when the data distribution is skewed, and the number of participants is limited [3]. The primary data for this study will be gathered through various techniques, including observation, interviews, and questionnaires. The questionnaire will be administered to a sample size of 200 respondents. The sampling unit refers to the research object that possesses several characteristics reflecting elements and will be utilized as samples in the research. Non-probability sampling was employed in this study, implying that not everyone had an equal chance of being selected as a sample. The authors exercised their judgment in selecting respondents and considered the ease of sample collection [4].

RESULT AND DISCUSSION

A. CUSTOMER ANALYSIS

1) R- Square

The R-square value indicates the extent to which a research model accurately represents a particular phenomenon. Presented below are the findings of the analysis:

Table 1. R – Square (Author, 2023)

Dependent Variable	R Square
Brand Awareness	0.617
Purchase Intention	0.418

R square → 0.613. This model (X1 Electronic Word of Mouth, X2 Social Media Marketing, and Y Brand Awareness) **is only able to explain as much as 61%** which represents the phenomenon. The remaining 39% cannot be represented (there are outside variables that affect Brand Awareness).

R square → 0.413. This model (X1 Brand Awareness, X2 Product Attributes, and Y Purchase Intention) **is only able to explain as much as 41%** which represents the phenomenon. The remaining 59% cannot be represented (there are outside variables that affect Purchase Intention).

2) T Statistics

The acceptance or rejection of the proposed study hypothesis can be determined by comparing the t-statistic value with the critical t-table value. A t-value greater than 1.96 is considered statistically significant [6]. Here are the observed results:

Table 2. T Statistics (SmartPLS, 2023)

Variable	Indicator	T Statistics
Brand Awareness	BA1	48.056
	BA2	44.458
	BA3	75.163



	PA1	10.650
	PA2	12.873
	PA3	22.357
	PA4	19.680
	PA5	24.433
	PA6	31.149
Purchase Intention	PI1	37.423
	PI2	38.772
	PI3	29.514
	PI4	39.152
	PI5	34.214
	PI6	28.816
Social Media Marketing	SM1	34.128
	SM2	62.991
	SM3	51.632
	SM4	44.386
Electronic Word of Mouth	WM1	35.522
	WM2	52.822
	WM3	42.655

- Based on the provided table, it is evident that all T-values exceed the threshold of 1.96, indicating a significant and positive association between the latent variables. This analysis reflects the consensus among respondents, as expressed through the questionnaire, regarding the influence of variable x on variable y.
- The utilization of the t-statistic value is crucial in achieving one of the primary objectives of this study, which is to ascertain the key product attributes influencing customers' purchasing intentions. The findings reveal that PA3 (Content Variety), PA5 (Available Payment Options), and PA6 (Compatibility) are the most significant product features impacting purchase intention.

3) P Values

The significance of the results can also be assessed using the p-value. A p-value below 0.05 indicates statistical significance [6]. Here are the observed findings:


Table 3. T Statistics (SmartPLS, 2023)

Relationship	P value
Brand Awareness → Purchase Intention	0.000
Electronic WoM → Brand Awareness	0.000
Product Attributes → Purchase Intention	0.000
Social Media Marketing → Brand Awareness	0.000

Based on the P-value analysis conducted, it is evident that all variables demonstrate a significant relationship, implying a positive influence. Thus, it can be concluded that hypotheses H1,H2, H3, and H4 are supported and accepted, as indicated in Table 4.

Table 4. Customer Analysis Conclusion (Author, 2023)

Hypothesis	P value	Conclusion
H1: Electronic Word of Mouth has a positive influence on Brand Awareness	Accepted	Electronic Word of Mouth has a positive influence on Brand Awareness
H2: Social Media Marketing has a positive influence on Brand Awareness	Accepted	Social Media Marketing has a positive influence on Brand Awareness
H3: Brand Awareness has a positive influence on Purchase Intention	Accepted	Brand Awareness has a positive influence on Purchase Intention
H4: Product Attributes have a positive influence on Purchase Intention	Accepted	Product Attributes has a positive influence on Purchase Intention

B. SWOT Analysis

Sr. No.	Helpful	Harmful
Internal Analysis	Strength 1. Provide the most complete Indonesian and International live-streaming TV channels 2. Brand reputation as PT. Telkom Indonesia 3. Strong capital and healthy financial performance 4. Providing on-demand content that users can play back and play anytime anywhere	Weakness 1. Lacking brand awareness as an application of 'Indihome TV' 2. The content of the series and movies is not up to date and incomplete 3. Errors often occur in the application 4. Not fully utilizing social media marketing to promote Indihome TV Applicatin



External Analysis	Opportunities	Threats
	1. Viewers now turn to OTT for their favorite shows rather than traditional TV 2. Electronic Word of Mouth can increase people's brand awareness towards Indihome TV 3. Social Media Marketing can increase people's brand awareness towards Indihome TV 4. Brand Awareness that can increase people's purchase intention towards Indihome TV 5. Content Variety, Compatibility, and Payment method options are significant product attributes that influence purchase intention	1. High bargaining power of buyers 2. High Power of Suppliers 3. Rivalry Among Existing Competitors 4. Competitors that offer original series 5. Competitors that offer more payment methods

C. TOWS Analysis

SO Strategy

- 1) Partnering with Telkomsel to create a bundling package for Indihome TV subscription (S2,O5)
- 2) Highlighting Indihome TV's unique value by utilizing digital advertising platforms (S1, S6, O1, O3, O4)
- 3) Develop Personalization and Recommendations feature (S5, O6).

WO Strategy

- 1) Create behind-the-scenes, "a day in my life as an actor", and sneak peeks content to attract and retain followers of Indihome TV (O3, O4, W1, W2, W4).
- 2) Collaborate with local film production companies to enhance the content offerings of Indihome TV and involve users in the ideation process (O5, W2,W4).
- 3) Implementing a point-based system to encourage user reviews on app stores, Play Store, and social media platforms (O2, O4, W1, W4).
- 4) Conduct Exclusive Content Giveaways (W1,W4, O1, O2, O3).

ST Strategy

- 1) Leveraging strengths to mitigate supplier power (S2, S3, T2, T3).
- 2) Expand the range of payment methods available to enhance user convenience when subscribing (S2, T1, T3, T5).

WT Strategy

- 1) Collaborate with local film production companies to produce original series (W2, T3, T4).
- 2) Develop a live chat assistance feature within the Indihome TV application (W3, T1).
- 3) Delivering a seamless user experience across all platforms and devices (W3, W5, T1, T3).
- 4) Exclusive Content Giveaways (W1, W4, T1, T2).

CONCLUSION

Considering the challenge of low brand awareness for Indihome TV and the findings from the analysis conducted, effective marketing strategies can be implemented to address this issue. Specifically, engaging in E-Word of Mouth and Social Media Marketing initiatives can significantly contribute to increasing brand awareness and subsequently enhancing purchase intention.



The marketing strategies **to increase the number of subscribers** of Indihome TV are to collaborate with local film production companies to enhance the content offerings of Indihome TV and involve users in the ideation process and partner with Telkomsel to create a bundling package for Indihome TV subscriptions. Furthermore, by ensuring a seamless user experience, Indihome TV can bolster its brand reputation and cultivate stronger customer loyalty, ultimately driving higher purchase intention.

The next finding pertains to key product attributes that significantly influence customers' intention to purchase. These attributes include Content Variety, Available Payment Options, and Compatibility. To enhance **Content Variety**, Indihome TV can collaborate with local film production companies and involve users in the process of generating ideas. By leveraging the expertise and resources of these partners, Indihome TV can expand its range of content, offering viewers a more engaging and culturally relevant viewing experience. For **Available Payment Options**, Indihome TV can partner with Telkomsel to create bundled packages for subscriptions. This allows customers to conveniently and securely make payments through the Telkomsel application, providing them with several benefits when making online transactions. To address **Compatibility**, it is crucial for Indihome TV to improve the application's stability and ensure it works smoothly across different platforms and devices. By doing so, users will be able to avoid technical difficulties and frustrations, resulting in a more enjoyable and hassle-free viewing experience.

RECOMMENDATION

In order to enhance potential consumer awareness, it is recommended that Indihome TV improves its marketing activities, specifically focusing on Social Media Marketing and Electronic Word-of-Mouth (E-WOM). Additionally, the company can explore the implementation of the following proposed marketing approaches:

1. Collaborate with local film production companies to enhance the content offerings of Indihome TV and involve users in the ideation process
2. Partnering with Telkomsel to create a bundling package for Indihome TV subscriptions
3. Implementing a point-based system to encourage user reviews on app stores, Play Store, and social media platforms
4. Delivering a seamless user experience across all platforms and devices

In conclusion, the implementation of the four proposed strategies provides a promising opportunity for Indihome TV to not only enhance consumer awareness but also increase its subscriber base. Furthermore, it is crucial for Indihome TV to maintain and improve its existing product attributes, including available payment options, compatibility, and content variety, as these factors play a significant role in shaping consumer purchase intentions. By effectively addressing these aspects, Indihome TV can strengthen its position in the market and foster long-term customer loyalty and engagement.

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