

Application Marketing Strategy Using SocialMedia in the Technology Industry: A Case Study of Gojek, Medan City

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Abstract

This study aims to analyze application marketing strategies using social media in the technology industry: a case study of Gojek, Medan City. Gojek has been operating in the city of Medan, which is the capital of North Sumatra Province, Indonesia. With the presence of Gojek in Medan, people can enjoy the various services offered by this company. It's just that Gojek's success in the city of Medan cannot be obtained without a marketing strategy using social media. Therefore, to analyze it using descriptive qualitative research methods. Data collection is done by means of observation, interviews, document analysis, literature study. The results of the study show that advertisements issued by Gojek in the city of Medan utilize social media such as Instagram, Youtube, Twitter, TikTok, Facebook and others. Big ideas that are unique and innovative, then able to be broken down in more detail. There are five strategies for Gojek in Medan City in utilizing social media, namely: 1) Visual and storytelling with an attractive composition; 2) Using continuity in everyday life; 3) The right location for ad placement (both offline and online media); 4) Demographic analysis of specific target markets.

Keywords: Marketing Strategy; Social Media; Gojek; Medan City; Startup

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INTRODUCTION

Gojek is a technology company from Indonesia which was founded in 2010. Initially, Gojek was known as an online motorcycle taxi service provider company, but over time, this company has developed into a super app that provides various services such as transportation, food delivery, goods delivery, online payments, and various other services (Frey, 2020). Gojek has a mobile application that users can download on their smartphones (Suatmadi et al., 2019). Through this application, users can order transportation services, such as motorcycle taxis or online taxis, food delivery services, such as GoFood, and various other services. Gojek has also expanded to several countries in Southeast Asia, including Vietnam, Singapore, Thailand and the Philippines (Tridana, 2021). The company also collaborates with large technology companies such as Grab to expand the reach and services offered.

Over time, Gojek has also diversified its business by launching financial services, such as GoPay (Siek & Sutanto, 2019), which is a digital wallet that allows users to make online payments easily and quickly. In addition, Gojek has also expanded its services to the logistics sector by launching GoSend, which allows users to send and receive goods quickly and efficiently. Gojek is one of the largest technology companies in Indonesia and has made a significant impact in increasing the accessibility and efficiency of services in various sectors (Moslehpour et al., 2021).

Gojek has been expanding in various regions in Indonesia to reach more users and expand its service range (Almunawar et al., 2021). Here are some areas in Indonesia where Gojek has been operating: Jakarta: Jakarta is the capital city of Indonesia and has been the main base for Gojek since its inception. Gojek's online motorcycle taxi service is very popular in Jakarta and its surroundings. Bandung: Gojek is also active in the city of Bandung, which is one of the big cities in West Java. Bandung residents can use Gojek's transportation and delivery services. Surabaya: Surabaya is the second largest city in Indonesia after Jakarta. Gojek has also been operating in Surabaya to provide online motorcycle taxi services and other services to the public. Yogyakarta: Yogyakarta, or often called Jogja, is a popular student city in Indonesia. Gojek provides online motorcycle taxi services and other services to meet transportation and delivery needs in this city (Anggraeni, 2021). Bali: Bali is a popular tourist destination in Indonesia, and Gojek is here to provide transportation and food delivery services to tourists and locals alike. Apart from that, Gojek has also expanded to many other cities throughout Indonesia, such as Medan, Makassar, Semarang, Palembang, and many more. This expansion effort aims to reach as many users across the country as possible and provide greater accessibility to Gojek services.

Gojek has been operating in the city of Medan, which is the capital of North Sumatra Province, Indonesia. With the presence of Gojek in Medan, people can enjoy the various services offered by this company. Gojek users in Medan can use online motorcycle taxi services to travel within the city easily and quickly. They can order a motorcycle taxi through the Gojek application and choose the nearest driver to take them to their desired destination (Nguyen & Turner, 2023). In addition, Gojek also provides food delivery services (GoFood) in Medan. Users can choose from a variety of restaurants and food stalls available on the Gojek application, and food will be delivered directly to the desired address.

Gojek also provides a goods delivery service (GoSend) in Medan. If users need to deliver goods to other people within the city, they can use this service to arrange delivery quickly and efficiently. Gojek also has a digital payment service (GoPay) that can be used by users in Medan (Sari et al., 2023). With GoPay, users can make payments online at various business partners that work with Gojek, such as shops, restaurants and other services. With the presence of Gojek in Medan, the people of this city can take advantage of the various services offered to meet their needs for transportation, food delivery, goods delivery, and online payments more practically and efficiently.

Of course it is interesting to study further, the process of Gojek's expansion in Indonesia and especially in the city of Medan, North Sumatra. Of course, the marketing strategy used by Gojek also utilizes social media so that it is able to become the company it is today. Marketing strategies using social media are an effective approach in reaching a wider target audience (Lepkowska-White, 2017), increasing brand awareness, and building relationships with potential customers. Here are some marketing strategies that can be implemented using social media, namely: Identify target audience: Get to know who the target audience is. Who do you want to

achieve and what are their needs and interests? By understanding the target audience, you can compile content that is relevant and interesting to them. Choose the right social media platforms: Not all social media platforms are suitable for business. Do some research to find out which platforms your target audience is actively using. Some examples of popular platforms are Facebook, Instagram, Twitter, LinkedIn, and YouTube. Create engaging content: Content is key in any social media marketing strategy. Create content that is informative, interesting and of value to the audience. Use multiple formats such as images, videos and text to increase engagement and share relevant information with your audience.

Schedule and organize posts consistently: Consistency is key in building a strong online presence (Scutelnicu et al., 2019). Schedule and organize posts regularly to keep your audience engaged and informed about your product or service. Use social media management tools to help manage posting schedules. Use relevant keywords and hashtags: When posting content, use relevant keywords and hashtags to increase the content's visibility. This will help audiences looking for related topics find posts more easily. Engage with audience: Be responsive to audience comments, messages, and feedback. Provide fast and valuable responses to build strong relationships and strengthen customer loyalty.

Use paid ads: Apart from posting organically, also consider using paid ads on social media platforms. These ads can help reach a wider audience, optimize marketing results and increase brand visibility. Analysis and evaluation: Perform regular analysis of social media campaign performance. Use metrics such as engagement rate, reach, clicks and conversions to evaluate the success of your marketing strategy. Use the results of this analysis to refine and optimize future campaigns. Keep in mind that an effective social media marketing strategy requires dedication and consistency. Stay in touch with developments in social media trends and changes in user behavior to ensure marketing campaigns remain relevant and effective.

As we know, Gojek is a service company engaged in online transportation services. This easy and practical Gojek service touches the target market very seamlessly (Suseno, 2018). This motorcycle taxi service owned by the Gojek company has achieved its goal of providing excellent service (Adhikara & Bagus Wicaksono, 2017). Getting Gojek's success cannot be separated from Gojek's marketing strategy itself. But of course, it must go hand in hand with providing good service as well which makes consumers feel satisfied. Gojek is an original startup created by the nation's children that is truly successful and accepted by society (Santoso et al., 2021). In fact, Gojek is able to have a positive impact, namely increasing economic growth, especially in Indonesia with many jobs.

Quite successful in its marketing field, Gojek can make almost all Indonesian people know and also use it. Introducing online-based services to all people, not only to millennials, is not easy. This is a challenge in itself and the strategy used is successful enough that it can be learned and you can try it. Note that in 2022 yesterday, Gojek has reached 190 million application users and also 2 million more Gojek partners (Sentoso & Dini, 2020), who we usually know as ojol drivers. This is what is predicted as a benchmark for the success of Gojek's marketing strategy. What is Gojek's marketing strategy like? Digging up information about what and how Gojek's marketing strategy is very interesting to learn about. Marketing is an important part for a business to be known, accepted, and ultimately used in society (Cova & Cova, 2002). Without introducing it to users, it is impossible for a business to be known by itself in a short time. Therefore this study aims to analyze application marketing strategies using social media in the technology industry: a case study of Gojek, Medan City.

RESEARCH METHODS

Descriptive qualitative research methods are used to gain an in-depth understanding of a particular phenomenon or situation in a specific context (Creswell & Creswell, 2018). This method focuses on the description and interpretation of qualitative data collected from various sources, such as interviews, observations, and documents (Sugiyono, 2017). The following are the general steps involved in a descriptive qualitative research method: Determine Research Objectives: Define clear and specific research objectives. In this context, analyzing application marketing strategies using social media in the technology industry: a case study of Gojek, Medan

City. Designing a Research Design: Identification of the relevant population or group for research, in this context is Gojek in Medan City.

Data collection techniques used are interviews, observation, literature studies, or document analysis. Planning also involves selecting representative research participants. Interviews were conducted using structured question guides, and observations were made by observing behavior and interactions in relevant places. Apart from that, data collection can also involve analyzing documents such as recordings or transcripts from Medan City Gojek. Regarding the literature study, researchers read journal articles related to marketing strategies using social media, the technology industry, Gojek companies, the demographics of the city of Medan and others. Data analysis was carried out with transcripts and documentation of the data collected. Perform coding or thematic tagging of the data to identify emerging patterns, themes, or categories. Next, do an in-depth analysis to understand the meaning behind the data that has been collected.

Interpretation and Description: In this step, the researcher interprets the data found and provides a comprehensive description of the phenomenon under study. This description is based on an in-depth analysis that has been done (Lubis & Hasudungan, 2022). **Verification and Validity:** ensuring the reliability and validity of research findings by checking the correspondence between the findings and the data collected. This step involves comparison with existing theory, data triangulation, and consultation with colleagues or experts.

Descriptive qualitative research methods allow researchers to gain a deep understanding of the phenomenon or situation being studied (Ningsih et al., 2022). By using the right data collection techniques, careful analysis, and careful interpretation, this method can provide valuable insights in understanding the context and complexity of a problem or phenomenon related to the Gojek company in Kota and Gojek's marketing strategy using social media.

RESULTS AND DISCUSSION

Results

Go-Jek, a motorcycle taxi and instant courier ordering service provider, relies heavily on social media as its main promotional tool because this route has proven to have a huge impact on increasing the company's popularity and revenue. Currently, the social media that Go-Jek relies on are Facebook and Twitter. Also from social media, consumers sometimes like to share their experiences in using Go-Jek. Social media is very effective, especially Facebook and Twitter. They have a huge impact on the company," said Go-Jek CEO Nadiem Makarim (Pratomo, 2015).

Nadiem believes that consumers' impressions and mutual retweets can introduce Go-Jek to the wider community and effectively popularize their brand. Go-Jek itself is a two-wheeled transportation ordering service that was present in 2011 with service areas covering Jakarta, Bogor, Depok, Tangerang and Bekasi. Initially, ordering this service only used SMS and telephone, but then Go-Jek created applications for Android and iOS to place orders.

In addition to ordering motorcycle taxis, Go-Jek also provides instant courier services and services for purchasing a product which will then be delivered to the customer (shopping delivery). Gojek is an application company, not a motorcycle taxi company. Go-Jek has so far invited motorcycle taxi drivers to become outsourced partners. Therefore, the number of drivers in Go-Jek is quite large. Gojek believes that ojek services can be an alternative transportation in breaking through severe traffic jams like in Jakarta and can shorten travel time. The fare that consumers have to pay depends on the taximeter according to the distance and travel time. From every transaction that occurs between consumers and Go-Jek, profit sharing will be carried out, namely 80 percent goes to the motorcycle taxi driver and 20 percent goes to Go-Jek. As one of the largest startup companies in the transportation sector in this country, it doesn't mean that Gojek is taking it easy on its success. They realize that it is easier to achieve success than to maintain it. Not only successful known as a transportation company. But Gojek also provides other services such as delivery, culinary, cleaning services, and so on. This success was not achieved just like that, but with the following Gojek marketing strategies.



Figure 1. Collaboration between Gojek and the Mayor of Medan Sumber: Source: (www.medanmerdeka.com, 2022)

The Gojek Company's Marketing Strategy Using Social Media in Medan City is as follows:

1. Always follow the trend

When marketing a given service or product, it is highly recommended to follow trends so that they are easily accepted. Look for anything that is currently booming to make it easier for information to reach and be understood by the public. An example is the film Devil's Slaves, which is currently a trend for advertisements to be made using the word "Satan's Slaves" so that it can attract the public's attention.

Gojek is a startup company that is synonymous with the millennial group. How do they target millennials as the biggest target market in the business they run. This is the reason why Gojek is never absent from following existing trends. It's not just limited to joining in. Gojek's goal is to follow the trend so that it can be well received by the public. Whatever trend is currently booming, it is always followed by marketing modifications that suit the climate in their work culture. Take a small example. When the film Pengabdian Setan was booming, Gojek also used this trend as a way of marketing. Besides being easily accepted, this method is also able to increase brand awareness so that the brand is easily remembered by the audience.

2. Have Cooperation with Many Partners

Gojek's marketing strategy with a system of working with a party can make many parties benefit. So, there are benefits for both parties with cooperation in order to mutually improve business. For example, if the culinary business cooperates with Go-Food, minimarkets with Go-Mart and many other collaborations. Gojek is not alone. They work with many partners on each of their services. For example the GoFood service. Cooperate with many culinary entrepreneurs. Or GoMart services that work with the nearest minimarket or supermarket. Cooperation with this partner forms a good symbiosis of mutualism between the two. Gojek doesn't need to build a business from upstream to be able to provide services to customers. Likewise with partners, the target market has become wider with the existence of Gojek couriers who deliver customer orders from remote locations.

3. Focus on Customer Experience and Customer Journey

Prioritizing customer experience and customer journey services makes Gojek able to answer all needs. Both from complaints, everything needed and transaction services in only one application. Because of this convenience, users don't have to install many applications because Gojek has provided everything. Apart from that, the features issued by Gojek seem to really listen to its users. This can be seen from the campaign recently released by Gojek. Maybe you often see it on billboards or even pop-ups from the Gojek application itself. Campaign to introduce the Gojek feature, the Change Destination feature. This feature is like fulfilling your needs right? This feature has been around since 2019. However, perhaps due to the lack of spotlight on this matter, Gojek created a massive campaign to introduce this feature. Gojek's marketing strategy that is not widely used by other companies is to always focus on the customer journey. Gojek always understands that customers always like products that provide an interesting experience.

Gojek provides this customer journey need by offering multiple service experiences with just one application. If you need a taxi, you can use Gojek. If you need kitchen shopping, you can use GoMart. Need to eat, can order using GoFood. If you need a cleaning service, you can call GoClean, and so on.

Of the many services that can enhance the user experience, this is what makes Gojek well received by the public. Not just accepted. But it is also used as a solution to various problems in the daily life of urban communities. As the saying goes, the taller the tree, the higher the wind blows. The bigger a business, the greater the strength that must be given so that the business remains strong. One of them is about Gojek's marketing strategy to carry out marketing strategies that are right on target and effective. Talking about Gojek's marketing strategy, it will not go far from optimizing its market reach through advertising. Advertising is not the only way to make a profit in a business strategy. However, advertising is a component that is always present in every marketing plan carried out by all businesses.

Likewise with Gojek, the interesting thing is, all the advertisements displayed by Gojek not only provide value, but also follow trends and are easy to remember. To be able to increase brand awareness of one of the startup companies in the transportation sector. For those who often watch television or several platforms on the internet, you may still know very well how Gojek makes advertisements, but for those of you who often miss it, here's a little information regarding any advertisements that Gojek has made.



Figure 2. Gojek Ads in Medan City on Social Media
Source: (Gojek Indonesia, 2019)

Gojek Ads on Social Media

The following are advertisements issued by Gojek and aired on various social media platforms.

1. *Penyakit Jalan* (Road sickness)

Do you still remember the Gojek ad video on YouTube that talks about the diseases of people on the streets? The name of this disease is unique. Besides being obtained from the play on the name of the disease, it is also adapted to the conditions when people are driving on the streets. For example hypersensitivity disease which is a play on the word hypertension or Rheumatism disease which comes from the word rheumatism. Traumacet disease from the word trauma. And vertibokek disease which is taken from the word vertigo. And this unique creativity doesn't just stop here. Of the four street diseases, music videos of different genres were made.

Hypersensi is made funny with pop rock music genre. Rheumatir prefers the hip hop music genre. Meanwhile, vertibokek looks neat with the dangdut koplo genre. Likewise with traumatic disease. More beautiful with a sad and seductive music genre. Even though they are different, all four of them have the same goal, which is to entertain. This entertainment trend is finally able to stick in people's minds so that it reminds them. That the online motorcycle taxi application is Gojek, not the others.

2. *Iklan Versi Kuntilanak (Advertisement Version of Kuntilanak)*

If maybe you forgot about the road sickness version of the Gojek advertisement, that's fine. There are still other advertisements in Gojek's marketing strategy that you will definitely remember, namely the kuntilanak advertisement. For Indonesians, kuntilanak is a kind of ghost in the form of a woman. Wearing a long white shirt with long hair left loose. His spooky appearance makes anyone afraid to see him. But they were able to make the description of the scary kuntilanak hilarious, namely the kuntilanak that uses the Gojek app to solve all of its problems. Starting from ordering satay, ordering a masseuse, to going out looking for their children. Instead of looking spooky. The appearance of this kuntilanak is actually funny and entertaining. So do not be surprised if it has been watched by more than 4 million viewers.

3. *Iklan Jo dan Jek (Jo and Jek ad)*

Educating in a funny way. This is the first impression when watching this video. It is said that there was a Gojek driver named Jek. And a passenger named Jo. Jo and Jek play a role as a way to educate the public about how to drive properly and correctly. Just an example. As a driver, Jek is not only tasked with confirming the names of the passengers. But also ensure that passengers have indeed been transported or boarded motorbikes. In addition, there is also a scene where there is a need for safety riding using a helmet that has been locked. All of these scenes are directed by a director whose voice is only heard. Even though it's a bit stiff, in fact this ad is able to attract the attention of the audience because it's quite entertaining.

4. *Billboard Curhatan Pendek (Short Curse Billboard)*

For those of you who always pass through the Kuningan area, you must be familiar with billboards containing short statements. People who are often hit by traffic jams were asked to imagine what it would be like if they always came to the office on time. And come home on time too. Mental mood and heart definitely better. In order for this to happen, there is a solution that can be used, namely using the Gojek service so you don't get stuck in traffic.

5. *Cari Barang Dadakan di GoMart (Look for Sudden Items at GoMart)*

With an interesting sequence of stories and visuals, this advertisement from Gojek can gain up to 12 million views on YouTube. This ad with a duration of 56 seconds is able to present a story that is unique and hilarious so that many people are interested in playing it until the ad ends, even repeating it until you have watched it many times.

At least, Gojek provides the following 5 things so that the advertisements they publish can stick in the minds of the target market.

1. Big ideas that are unique and innovative, then able to be broken down in more detail.
2. Visual and storytelling with an attractive composition.
3. Using continuity in everyday life.
4. The exact location of ad placement (both offline and online media).
5. Analyze specific target market demographics.

Discussion

Benefits of Marketing through Social Media for Business

The main benefit of business social media marketing is building brand awareness to a wider market (Cawsey & Rowley, 2016). The We Are Social survey, as quoted by Detik.com, revealed that the use of social media reached 167 million, or the equivalent of 60.4% of people using Facebook, Instagram, TikTok, and others. Huge numbers for businesses developing markets. Moreover, social media marketing is not limited geographically (Bahcecik et al., 2019). This means that your business is doing social media marketing, its audience or target market is not limited to a certain location. Apart from these points, there are still business benefits of implementing social media marketing, including:

1. Promotions can be done regularly or continuously, either paid or free.
2. Build your brand credibility with more and more business interactions with customers
3. Bring in more leads or prospects in an easier way
4. Increase sales conversions and business revenue
5. Economical or cheaper than conventional promotions
6. Establish better relationships with customers.

What are the Types of Social Media Used for Marketing?

Along with digital developments, many social media platforms are offered. However, not all social media have enough engagement as a marketing medium. Here are some popular social media platforms that businesses use for marketing:

- **Facebook**

The popularity of Facebook is not in doubt. With more than 2.38 billion users, this application is perfect for use as a marketing medium for both small and large businesses. Facebook also has the best features for marketing such as sharing promotional content, direct interaction with customers, paid advertising (Facebook ads) and others (Lee et al., 2018). This feature will make it easier for you to do marketing.

- **Instagram**

Instagram users in recent years have continued to increase. Realizing that the platform is in demand for promotional media, Instagram launched supporting features such as Instagram shopping, ads, Live, IGTV, Instagram Ads and many more. These Instagram features can be utilized by businesses to attract more prospects and establish close relationships with customers.

- **YouTube**

Youtube is becoming the next popular social media platform. Where businesses can take advantage of video content to build brand awareness by sharing or uploading video content. Businesses can also advertise to creators who have high engagement or through YouTube ads. Even you can do Youtube live which is a live streaming service to communicate with subscribers

- **Twitter**

Twitter is still the prima donna among social media users, especially businesses. Despite being limited to 280 characters per tweet, conversations related to finance and business on Twitter have increased year after year (Duncan et al., 2022). This fact is an opportunity for businesses to attract the attention of prospects or new customers. Even if Twitter is put to good use it can benefit businesses as Indihome does in response to customer complaints and how they project their brand image.

- **LinkedIn**

LinkedIn is the most popular social media marketing for B2B (Business to Business). Through social media, you can develop your business. Meanwhile, most B2C (Business to Customer) use LinkedIn to find workers or employees. Because some job seekers will display their expertise or portfolio on the LinkedIn page.

- **TikTok**

Currently, TikTok is a social media platform that is loved by various levels of society (Bhandari & Bimo, 2022). So many business people want to take advantage of this momentum. TikTok is now offering a new alternative to business people or sellers in increasing their sales directly. In its application, you can make sales directly through live streaming and interesting short videos on your TikTok account. Apart from that, you can also work with TikTok creators to increase your business sales.

Marketing Strategy through Social Media for Business

Every business definitely wants to achieve success in marketing, so that marketing KPI targets are achieved (Piñeiro-Otero & Martínez-Rolán, 2016). Likewise in social media marketing. The following 8 social media marketing strategies are guaranteed to succeed in bringing in customers as follows:

1. **Know Your Target Market**

Before deciding on a social media marketing strategy, it is very important for you to understand the market you are going to target. For example, related to tastes, habits, needs and others to be a benchmark for your product according to what is offered. Apart from that, it also makes it easier for you to create interesting content to get greater engagement.

2. **Select the Social Media Platform to be used**

Determine which platform you will use as media marketing. Choose a platform according to the needs of your social media marketing strategy. For example, if you want to target

millennials, the platform that is suitable for use is Instagram. There you can create marketing content that is packaged as relevant as possible.

3. Create Interesting Marketing Content

The content you create should be able to increase engagement and sharing. Create content that is able to make leads feel they need the product you offer. That way, they will consider buying your product. The way you can find out what customers need is through their activity on social media.

4. Make Good and Attractive Images

The use of attractive images will be able to quickly attract customer attention. You can use pictures when making a business picture and who are the people behind it. Apart from that, you can also use it to educate customers and make information easy to digest for customers.

5. Schedule When You Will Post Content

Time is one of the important factors for the success of a social media marketing strategy. Choose a time when active users open social media. For example when they are not working, such as when leaving, taking a break or coming home from work. The goal is for your content to be seen by them without being closed from other users' content.

6. Take Advantage of Paid Advertising

Even though you can do social media marketing for free, there's nothing wrong with placing paid ads. This will expand market reach, build brand awareness and increase traffic. Because usually the reach of organic marketing is very limited. Plan and determine the budget that you will spend on advertising as best you can.

7. Use Omnichannel

There are various types of social media that can be used for campaigns. To get optimal results, some businesses use more than one social media. It is certainly very difficult to manage all. Don't let customer interactions be neglected, because you are busy taking care of one social media. Omnichannel is the right solution for those of you who use a lot of social media. Because Omnichannel can connect several social media in one integrated platform. So, there is no need to fear losing customer interactions anymore.

8. Monitor, Measure and Evaluate

The success of a social media marketing strategy cannot be known if you don't monitor it regularly. Evaluate by seeing which points are not working effectively. Instead, fix or modify with a new approach until it reaches the desired target.

CONCLUSION

PT Gojek Indonesia was founded in 2011 by CEO and Managing Director Nadiem Makarim with his partner Michaelangelo Maron. PT Gojek Indonesia is a company engaged in online motorcycle taxi transportation services, an intermediary company between motorcycle taxi drivers and users who use modern technology. PT Gojek Indonesia has strengths including being a pioneer of online motorcycle taxi services in the country with a brand that is easy to remember, apart from taking customers to their destination, as a courier delivering goods, as well as shopping and gofood services to buy certain goods/food, the convenience of ordering online can from a smartphone, you don't need to worry about changing money or bringing cash with GO-PAY via ATMs, mobile banking, from BCA, Bank BRI, and Mandiri, there are more than 200 thousand drivers, drivers and partners get health and accident compensation, PT Gojek Indonesia provides bonuses to drivers who are diligent in looking for customers, gojek drivers are not bound by work contracts as in general companies, the marketing fleet is adequate, service prices are affordable and competitive, while still prioritizing service quality. Implementing social media marketing, including: 1) Promotions can be carried out regularly or continuously, both paid and free; 2) Build your brand credibility with more and more business interactions with customers; 3) Bring in more leads or prospects in an easier way; 4) Increase sales conversions and business revenue; 5) Economical or cheaper than conventional promotions; 6) Establish better relationships with customers. Whereas the focus of the Gojek company in Medan City is that the advertisements they publish are able to stick in the minds of the target market, namely: 1) Big ideas that are unique and innovative, then able to be broken down in more detail; 2) Visual and storytelling with an attractive composition; 3) Using continuity in everyday life; 4) The right

location for ad placement (both offline and online media); 5) Demographic analysis of specific target markets.

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