

Analysis of Promotional Content on Marketplace Tokopedia and Bukalapak to Improve the Culture of Online Shopping

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The online marketplace is one of the most prominent players in Indonesia's e-commerce business. Marketplace sites act as third parties in online transactions by providing places to sell, logistics, and payment facilities. The widespread use of digital platforms in Indonesian society has contributed to the growth of online marketplaces. Early observations of promotional designs on various online marketplaces show similarities in the concept of promise, which is content that conveys different moments that must be celebrated by shopping online with repeated messages and high airing frequency. Then the question arises: Why is there a similarity? So, the content of promotional design on various marketplaces in Indonesia needs to be explored further. Promotional content is considered an effective way to encourage consumers to continue shopping, so marketplaces in Indonesia widely use it. The research focused on two leading marketplaces in Indonesia, Tokopedia and Bukalapak, using content analysis methods and comparative studies with digital data collection through Google's search engine facility to find the promotional patterns of the two marketplaces. The results showed similarities in promotional content, including messages, visualizations, and frequency intensity, proving a semblance of content in promotional designs built to improve online shopping culture.

Keywords: *Promotional Content, Marketplace, Culture, Online Shopping*

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INTRODUCTION

Along with the increasing internet use, online shopping is becoming a new trend in the e-commerce business. Online shopping is becoming a culture that is already considered normal by consumers, and as a result, the market is adapting, and retail websites are increasingly reliable and trustworthy ([Fook & McNeill, 2020](#)).

More and more e-commerce sites are popping up with various categories ([Santosa et al., 2020](#)). It is happening because the internet in Indonesia is used to search for information data and to shop through e-commerce, which is currently a very active segment ([Kusuma et al., 2020](#)). Furthermore, with the widespread use of social media, e-commerce has become a new online business model. The business model known as social trading involves the use of social media technology to help its transactions and trading activities through a platform we know as an online marketplace ([Hossain et al., 2020](#)).

Online Marketplace has become one of the most prominent players in the e-commerce business. It makes it easier for business people to become intermediaries between sellers and buyers by providing places to sell, logistics, and online payment facilities. In Indonesia, the most visited marketplace platforms for online shopping are Tokopedia, Bukalapak, and Shopee ([Adam et al., 2022](#)). Bukalapak is one of the most developed marketplaces, after Tokopedia and ranked ninth most accessed site in Indonesia ([Kusuma et al., 2020](#)).

Online Marketplace is profitable for business people because they do not have to bother bringing consumers and promoting their sites. The Marketplace already has many visitors and an algorithm system to encourage consumer behaviour. Online Marketplace as a means of sales is also a strategy for businesses to innovate to obtain a broader market than conventional sales models ([Purba et al., 2021](#)). However, online marketplaces for business people require a common understanding of the benefits they can generate so that financial borders, lack of knowledge, and infrastructure are no longer obstacles ([Delgado-de Miguel et al., 2019](#)).

With the increasingly vociferous online marketplace segment, sellers' opportunities to expose their online stores to consumers continue to decline due to intense competition. So the seller's strategy is to include their online store on several platforms that have secured potential buyers for sustainability

([Kim et al., 2018](#)), and marketplaces need to provide an unlimited selection of products, massive discounts, cashback, and giveaways so consumers can choose items that suit their wishes and abilities.

Online shopping can be done without time and place restrictions. Online shopping allows consumers to provide reviews or comments on all purchased products, a reference for other consumers. However, in the consumer marketplace, the consumer marketplace cannot see, feel, and try the desired product directly because not all sellers write down the product's specifications with complete information. Consumers of online shoppers must ultimately be prepared to take risks because they cannot anticipate the results of purchases. So, they are ready to be disappointed no matter the condition of the product received ([Yin et al., 2019](#)).

Consumers in the marketplace are forced to conform to the store owner before making a transaction, even though consumers in the marketplace cannot always communicate with store owners in real-time because not all store owners can be on standby 24 hours. There is a statement that consumer ethics conducts information processing based on experience. They make quick purchasing decisions without evaluating purchasing decisions, while when processing information presented systematically, consumers become more analytical and tend to evaluate products more thoroughly ([Aigner et al., 2019](#)).

On the other hand, consumers in the marketplace are less protected because many fake products are still circulating. The development of technology that provides convenience also causes many frauds in online shopping activities. In addition to the emergence of fake sellers, sellers, or stores that sell fake products ([Kusuma et al., 2020](#)).

The privacy and security of marketplaces are still an issue for some consumers, despite the promise of security guarantees and precautions that can be taken to ensure secure transactions. Disclosure of personal data and security risks is the leading cause of perceived risks by consumers and is the biggest obstacle to online shopping decisions ([Yin et al., 2019](#)).

It is challenging to distinguish promotional content done by one marketplace from another because of the similar benefits consumers obtain. The similarity of promotional content likely refers to consumer needs, which refer to digital databases obtained from social media, which can filter detailed consumer data and measure the effectiveness of promotional campaigns ([Maresova et al., 2020](#)). So that the

preparation of promotional content is also adjusted to the data, not just conveying the message and creativity of the application of design elements ([Lichnerová, 2021](#)). The subsequent development of social media such as Facebook to socialize and promote product offerings is a potential new channel for delivering other content ([Tyson et al., 2019](#)). Forms of communication promotion in the past decade, promotional communication content has become less spectacular and more informative and is often integrated with media programs, mainly social media ([Panarese & Villegas, 2018](#)).

Other promotional actions usually influence the effectiveness of the promotion and the type of product being promoted ([Aigner et al., 2019](#)). In addition, social media is also influenced by consumer targets, each of which has a difference in number and engagement ([Maresova et al., 2020](#)). And wildly different lifestyles and behaviours ([Fook & McNeill, 2020](#)).

There needs to be more consistency between the promotions carried out by the marketplace and what consumers get during the transaction. *Discrepancies* are a problem that needs to be minimized because, in the future, all marketplaces could be online. Today, even large retail companies like Walmart provide online marketplaces and allow third-party sellers to sell their products ([Chiu et al., 2021](#)). However, the online market allows cooperation among potential stakeholders. Moreover, online facilitates communication between supply chain actors operating in the same or different industrial sectors ([Łękańska-andrinopoulou et al., 2021](#)).

Therefore, this research aims to understand how to ensure comfort and security for consumer transactions in the marketplace. Furthermore, socialization is needed to form awareness of the values of specific technologies, products, or activities, which will later become a valuable factor for online buyers in accepting products and technology ([Halima et al., 2021](#)), and ready to anticipate obstacles.

This research becomes essential because online shopping has become an increasingly preferred choice. Online communication is becoming a new trend in establishing inter-institutional relationships ([Rivero et al., 2020](#)). Social media is the largest source of information for the entire population, and most people aged 35 and under consider the Internet the best news source ([Fenoll et al., 2018](#)). Consumer confidence in the quality of online stores

becomes essential in improving the culture of online shopping ([Halima et al., 2021](#)), and the difference in risk between online shopping and traditional shopping ([Yin et al., 2019](#)).

Social e-commerce has two characteristics—social media and business activity. First, social e-commerce is social interaction and content created to assist consumers in purchasing products or services. This social element helps improve user interaction and information exchange, thereby improving the user's online shopping experience ([Yin et al., 2019](#)).

Research is also essential to show mapping promotional content that the two largest marketplaces have done in Indonesia as another marketplace reference material.

Throughout history, humans have developed various forms of exchange of goods. This process is manifested in various circumstances and places, a conventional marketplace with an outstanding role ([Petrović et al., 2021](#)). Previously, urban markets were characterized by thousands of direct exchanges of locally produced and imported goods between merchants and buyers in crowded spaces ([Asante & Mills, 2020](#)). Moreover, today the conventional market is developing into an online market that we know as the online marketplace.

In today's business, the online marketplace has become essential, even for user innovators. For example, innovators can sell their products through an online marketplace that continues to experience double-digit growth in goods sales ([Aoki, 2021](#)).

Some leading vendors with solid marketing expertise simultaneously have their online shopping websites and offer their goods and services in dominant markets, for example, Amazon and Alibaba Group, two leading markets open to sellers. However, most vendors chose to join Amazon's 2018 marketplace, posting \$55 billion in revenue. Nevertheless, despite this, they have different strategies and modes of business ([Pi & Wang, 2020](#)).

METHODS

The approach used in this study is a qualitative approach that attaches importance to the explanation of the relationship between the data studied and the following frame of mind (**Error! Reference source not found.**

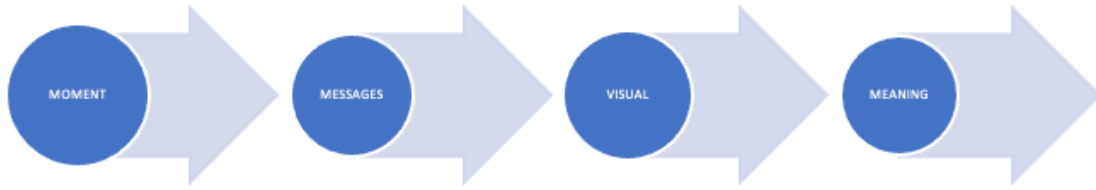


Figure 1. Frame of Mind

Population data collection and sample is done using Google's search engine facilities to find promotional content data in 2017, 2018, and 2019, in the form of promotion of the types of goods offered, free fare promotion and cashback, flash sale, Christmas, New Year, Valentine, Chinese New Year, Ramadhan, Eid Mubarak, Independence Day of the Republic of Indonesia, National Online Shopping Day (*Harbolnas*), Payday Moments, or even the Birthday of Tokopedia and Bukalapak.

In-depth observation of data, sorting and grouping it in the form of tables of visual structure and visual analysis, which display visual messages, design credentials, and messages with the following variables and indicators (Table 1)

Table 1. Visual Structure

Analysis Procedures: 1. First, dissect the existing messages to find out the message strategy that is most often conveyed; 2. Secondly, dissect the visuals to visually show the strategies of the meanings contained in the signs.

RESULT AND DISCUSSION

The results showed the similarity of promotional content, both messaging and visualization and

frequency in the two largest marketplaces in

Image
Moment
Types of promotion
Message
Types of Ads
Visual Elements
Mandatory
Photography
Illustration
Logo
Typography
Color
Form
Composition

Indonesia (bukalapak and Tokopedia). Focus promotional content on giving discounts, not how to increase brand awareness of each marketplace. Also, there is no promotional content that provides a guaranteed message of the safety and convenience of online shopping.

Online shopping has become a trend for most Indonesians because, in addition to providing convenience, online shopping also offers convenience in shopping. However, nevertheless there are still many people who feel hesitant to shop online. Here is a comparison table of offline and online shopping.

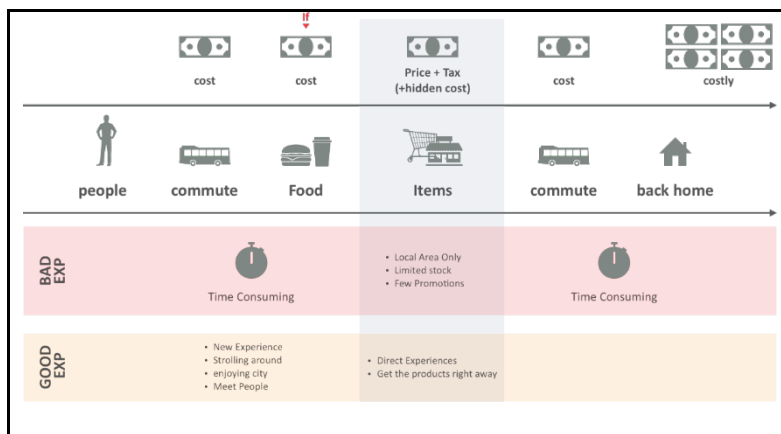


Figure 2. Offline Shopping

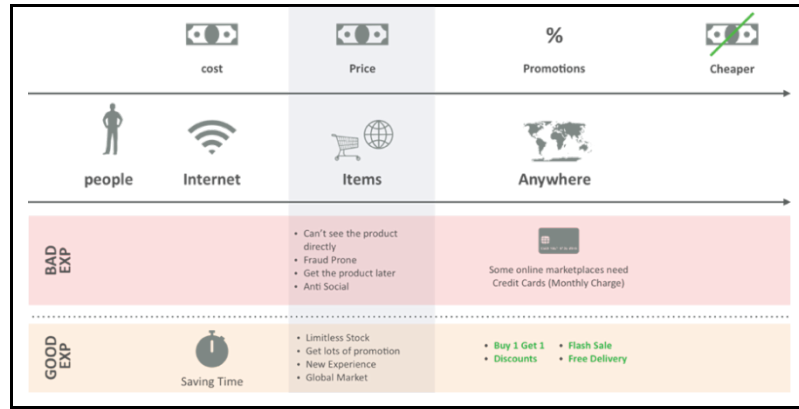


Figure 3. Online Shopping

Marketplace Global Bukalapak and Tokopedia are businesses that offer similar online shopping services, namely selling various physical and digital products, using logistics services, and providing a variety of attractive promotions.

Visual Structure Analysis

Based on the visual structure of promotions on the online marketplace media Bukalapak and Tokopedia, the display of promotion becomes

very important because it will show interest when first seeing the promotion. Therefore, visual elements (typography, colour, illustration) to support the message conveyed are used to attract online shopping players Bukalapak and Tokopedia when dealing with specific dates in Indonesia. Here is a comparison of visual structures between Tokopedia and Bukalapak in 2017, 2018, and 2019 presented in table form.

Table 2. Visual Structure Comparison in 2017

2017	Number	Photograph y/ Digital Imaging	Illustration	2 Column s	3 Columns	Corporate Font	Corporate Color	Corporate Logo	Mascot/ Brand Ambassador	Sum
Bukalapak	9	9	0	8	1	9	4	2	0	33
Tokpedia	6	1	5	6	0	6	5	5	5	33
Bukalapak	%	1,00	0,00	0,89	0,11	1,00	0,44	0,22	0,00	3,67
Tokpedia		0,17	0,83	1,00	0,00	1,00	0,83	0,83	0,83	5,50

Table 2: Bukalapak always uses photography and digital imaging, while Tokopedia uses many illustrations; Tokopedia and Bukalapak more often use two columns in the layout; The use of corporate font becomes a necessity; Logo applications provide a robust and easily

recognizable identity; Logo is not a necessity; Mascot or brand ambassador is often inserted in conveying the message; In contrast to Bukalapak, Tokopedia is more disciplined in using visual identity as brand awareness.

Table 3. Visual Structure Comparison in 2018

2018	Number	Photography/ Digital Imaging	Illustration	2 Column s	3 Column s	Corporate Font	Corporate Color	Corporate Logo	Mascot/ Brand Ambassador	Sum
Bukalapak	13	13	0	8	5	13	13	1	4	57
Tokopedia	20	9	11	20	0	20	19	15	7	101
Bukalapak	%	1,00	0,00	0,62	0,38	1,00	1,00	0,08	0,31	4,38
Tokopedia		0,45	0,55	1,00	0,00	1,00	0,95	0,75	0,35	5,05

Table 3: Bukalapak always uses photography and digital imaging, while Tokopedia uses many illustrations; Tokopedia and Bukalapak more often use two columns in the layout; The use of corporate font becomes a necessity; Corporate color applications provide a robust and easily

recognizable identity; Logo is not a necessity; Mascot or brand ambassador is often inserted in conveying the message; In contrast to Bukalapak, Tokopedia is more disciplined in using visual identity as brand awareness.

Table 4. Visual Structure Comparison in 2019

2019	Number	Photography/ Digital Imaging	Illustration	2 Columns	3 Column s	Corporate Font	Corporate Color	Corporate Logo	Mascot/ Brand Ambassador	Sum
Bukalapak	13	13	0	11	2	13	6	2	5	52
Tokopedia	16	10	6	15	1	16	5	10	4	67
Bukalapak	%	1,00	0,00	0,85	0,15	1,00	0,46	0,15	0,38	4,00
Tokopedia		0,63	0,38	0,94	0,06	1,00	0,31	0,63	0,25	4,19

Table 4: Bukalapak always uses photography or digital imaging, while Tokopedia is reduced in using illustration vectors. These two companies tend to use two columns in the layout. The corporate font is a must, while the logo and color corporate are no longer widely used or have become a must. A mascot or brand ambassador is often inserted in conveying a message. In contrast to Bukalapak, Tokopedia is more disciplined in using visual identity as brand awareness

Harbolnas and payday moments with a total of four promotions; In 2018, as many as five moments were utilized simultaneously, with a total of 28 promotions, namely at Christmas & New Year, Ramadhan & Eid, independence Day RI, Harbolnas, and payday; In 2019, it was found with the same number, with a total of 24 promotions, during Valentine's Day, Lunar New Year, Ramadan and Lebaran, payday, and company birthdays.

Visual analysis is done on promotional content conducted by both marketplaces that are aired simultaneously or at the exact moment: In 2017 the author found there were only two moments launched by both companies simultaneously, namely

Bukalapak and Tokopedia also compete to provide promotions simultaneously or on a date. Here is a table of the number of promotions in 2017, 2018, and 2019 and a comparison analysis of promotional content:

Table 5. Moments

Moment	2017		2018		2019	
	Promosi Bukalapak	Promosi Tokopedia	Promosi Bukalapak	Promosi Tokopedia	Promosi Bukalapak	Promosi Tokopedia
Harbolnas	1	1	6	3	-	-
Payday	1	1	2	3	3	3
Christmas & New Year	-	-	1	1	-	-
Ramadhan & Eid	-	-	2	6	3	4
Independence Day RI	-	-	1	2	-	-
Company Birthday	-	-	-	-	1	6
Valentine	-	-	-	-	1	1
Lunar New Year						



Figure 4. Harbolnas

(Source : bukalapak.com, tokopedia.com)

Category / Trichotomy		Representation	Object	Interpretar
Firstness Otonom	Bukalapak	Qualisign Red background refers to bukalapak corporation.	Icon There are pictures of casual shoes, gold pieces, cameras, smartphones, women's high heels, makeup. There are writing Harbolnasnya Bukalapak Surprise many times, Free Ongkir, More discounts, and Nego.	Rheme An ad image display that provides promotional information, namely discounts, free postage, and the flexibility of price negotiation.
	Tokopedia	Qualisign The green background refers to the tokopedia company.	Icon There is a tokopedia mascot, shop illustrations and storefronts with brown women's items that can be considered accessories from leather materials. Gold coins, and shopping bags.	Rheme An advertising image display that informs a lot of <i>cashback</i> promotions.

Category / Trichotomy		Representation	Object	Interpretar
Secondness Realitas	Bukalapak	Sinsign Red background can be associated with Indonesia	Index Visible bias effect light from the back, with seRp. Ihan <i>confetti</i> paper is gold, describing a fanfare.	Discent An understood visual display, some of the promotions given by Bukalapak on National Online Shopping Day.
	Tokopedia	Sinsign Green background can be associated with Indonesia	Index There is a Tokopedia mascot with narrowed eyes and smiles, while holding a shopping bag, and gold coins coming out of the store building, impressed that shopping at tokopedia can benefit again.	Discent An understood visual display, some of the promotions given by Bukalapak on National Online Shopping Day.
Thirdness Konvensi / Kode	Bukalapak	Legisign The red color of Bukalapak can show a sense of berani, feminine, and passion.	Symbol none	Argument A festive promotion, it's celebrated at the end of the year, and is aimed at a diverse market.
	Tokopedia	Legisign The green background indicates that Tokopedia looks friendly, comfortable, and calm.	There is a Tokopedia logo, which is understood, that this promo is done by Tokopedia.	There is a Tokopedia logo, which is understood, that this promo is done by Tokopedia.

Appearing lively when presenting the word *'belanja'*, it looks like a very special moment. There are several qualisigns with the red colour Bukalapak supporting better fanfare when compared to tokopedia green colour. The red colour used by Bukalapak also gives a bolder impression. The product photos displayed by Bukalapak make the promo look more convincing if the products are sold more, at affordable prices, and directed to many people because it displays casual shoes for teenagers, 5 grams and 10 grams of gold pieces for those who want to invest, cameras, smartphones, high heels, and makeup equipment for those who like to put forward lifestyle.

While Tokopedia carries a visual style that uses illustrations, with a happy expression on its mascot who gets cashback on yellow/gold money

from stores that trade women's shoes, bags, and accessories, illustrations of bags, shoes, and accessories in brown, interpret expensive items made of leather. Yellow/gold coins give a message that even though they look dime, but still refer to the public perception that gold coins are still large or expensive.

The difference in segments in these two promos becomes visible: Bukalapak wants to get customers from various circles, while Tokopedia is targeting buyers whose economic capabilities are higher.

In the bukalapak promo, there is a background of light effects and scattering gold-coloured confetti paper that shows moments of fanfare. In the tokopedia promo the location of yellow light bias behind the illustration of gold coins and shops, as if there is hope of getting more profit

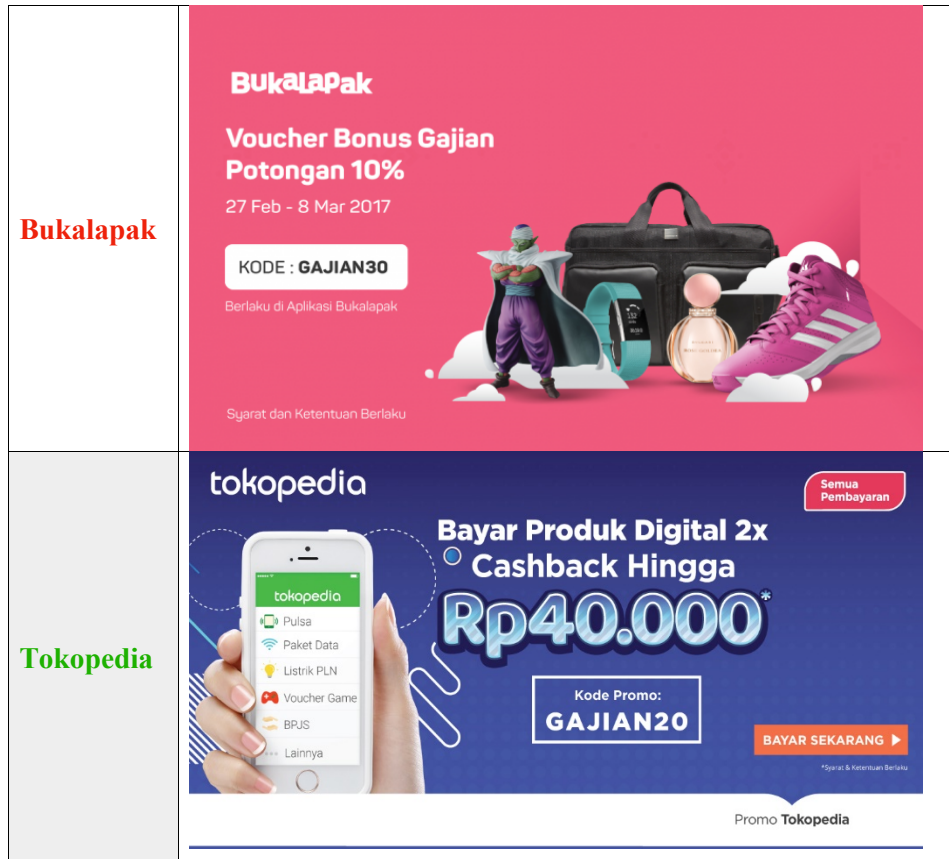


Figure 5. Payday

(Source : bukalapak.com, tokopedia.com)

Kategori / Trikotomi		Representamen	Objek	Interpretan
Firstness Otonom	Bukalapak	Qualisign The pink background refers to the color that is often used on Valentine's Day in February.	Icon There are pictures of action figure, fitness watches, perfumes, sports shoes, and laptop bags.	Rheme An ad image display that provides promotional information of discount vouchers of 10%.
	Tokopedia	Qualisign The purple color on this visual background shows something mysterious, spiritual, and full of imagination.	Icon There is a picture of a woman's hand holding a small smartphone.	Rheme An ad display that provides information for payment of digital product purchases, and gets 2 times cashback up to Rp. 40,000, using promo code GAJIAN20.
Secondness Realitas	Bukalapak	Sinsign The use of pink color can indicate something sweet.	Index An illustration of the clouds below, indicating something light and soft	Index An illustration of the clouds below, indicating something light and soft
	Tokopedia	Sinsign The use of pink refers to Valentine's Day, which is often perceived as valentine's day.	Index There are long nails with neat pieces and light pink, depicting women who are choosing digital products on their smartphones.	Discent A simple visual display, providing promotion when paying for digital products through a smartphone.

Kategori / Trikotomi		Representamen	Objek	Interpretan
Thirddness Konvensi / Kode	Bukalapak	Legisign The use of pink refers to Valentine's Day, which is often perceived as valentine's day.	Symbol On the top left there is the Symbol Bukalapak, which is understood that this promo is done by Bukalapak.	Argument Visual display of payday promos aimed at prospective users who have affection, and have earned a salary in February.
	Tokopedia	Legisign The purple color on tokopedia promo is a sign of prosperity and exclusion.	Symbol There is a Tokopedia logo, which is understood, that this promo is done by Tokopedia.	Argument A promotion aimed at beautiful women and invites them to pay for digital products using Tokopedia.

Based on images analysis were compared between Bukalapak and Tokopedia. At the payday moment, Bukalapak is more dominant in giving 20% discount vouchers and providing promos for daily lifestyles such as smartwatches, perfumes, sneakers, and laptop bags. Tokopedia offers cashback promos of up to Rp40,000 for consumers' digital product payment needs, such as credit bills, data packages, electricity, and BPJS. Bukalapak and Tokopedia only use visual elements of photography and illustration.

Visual Analytic of Natal dan Tahun Baru 2018 Promotion

At a special moment, 'Belanja' was displayed with great fanfare. Qualisign between Bukalapak and Tokopedia to support Christmas and New Year's. Bukalapak uses a dark gradation color to monotone

red. Tokopedia still uses green as a colour of the company's identity. The red colour used by Bukalapak is identical to the colour of Christmas traditions originating from the Western world. Snippets of product photos and persuasion texts in the form of cheap payments and discounts to convince buyers that many products will give discount promotions. However, only to customers who have BNI, BTN, Mandiri, and MNC Bank bank accounts. Meanwhile, Tokopedia identifies Christmas using an illustration of a person playing with a cellphone in a ball full of snow, gift boxes, and Christmas trees, which is equipped with the text of persuasion that a store owner will benefit from Tokopedia through extra top ads advertising promos by understanding the terms and conditions that apply. For more facts, please see the following example



Figure 6. Christmas Promotion
(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Ramadhan and Lebaran 2018 Promotion

During Ramadhan and Eid al-Fitr in 2018, Bukalapak offered two types of discount promos BUKAYANGBAIK, with messages: 'Shopping for Ramadhan preparation needs becomes cheaper and more economical. Tokopedia took advantage

of this moment as a massive promo event by offering extra Ramadhan promotions: extra cashback, extra free shipping, extra flash sale, and special cashback THR. At this moment, Bukalapak and Tokopedia also use visual elements of photography and illustration. For more facts, please see the following example.

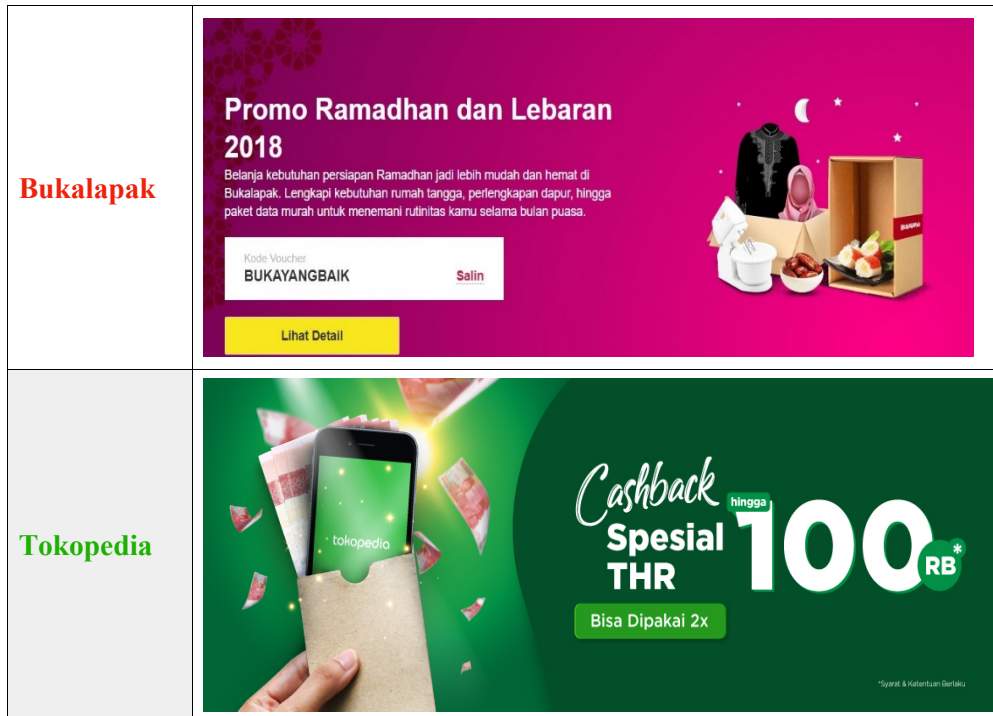


Figure 7. Eid al-Fitr Promotion

(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Kemerdekaan Republik Indonesia 2018 Promotion

At the moment of Indonesian independence in 2018, Bukalapak and Tokopedia took advantage of this moment by offering attractive promos to consumers to continue to carry out transactions on their marketplaces. Bukalapak gave the promotion 'Hurricane Flash Deal. Tokopedia provides a 'Save Lightning Fast' promotion. In the visualization, Bukalapak focuses on photographic elements, namely household furniture, baby supplies, and two

female and male models, with the choice of red and violet colours according to corporate colours. Meanwhile, Tokopedia uses Tokopedia's mascot and illustrations of stopwatches, trains, entertainment, and coins with light green as corporate colours. Based on the message conveyed, Bukalapak and Tokopedia have similarities in their promos in the form of promo deadlines based on hours. For more facts, please see the following example

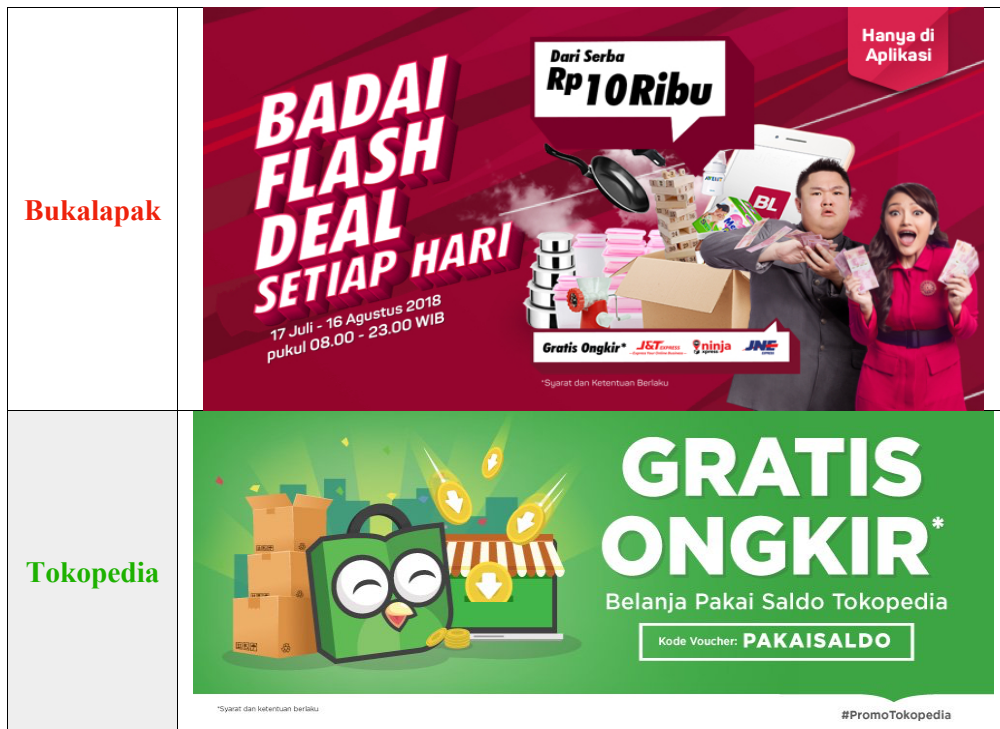


Figure 8. gratis ongkir dan badai flash deal

(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Hari Belanja Online Nasional 2018 Promotion

National Online Shopping Day is the most anticipated moment by consumers because Bukalapak and Tokopedia are doing massive promotions. Bukalapak offered six types of promotions. Tokopedia is the only one. Bukalapak uses a public figure, namely Dian Sastro, as a brand

ambassador. Meanwhile, Tokopedia uses the Tokopedia mascot. In delivering the message, Tokopedia offers many benefits in one promotion with the title November Ceria, which offers cashback, free shipping, and lucky deals. Meanwhile, Bukalapak offered various promotions. For more facts, please see the following example



Figure 9. Serbu Seru Cuma Rp12.000, Promo 11.11 November Ceria

(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Hari Gajian 2018 Promotion

Bukalapak and Tokopedia took advantage of the 2019 payday promo moment to get benefits. There are similarities between Bukalapak and Tokopedia in promotional design, including using photography as a visual element, combining photos into collages, or assembling them through digital imaging. The visuals and messages conveyed in the promo image

of these two companies complement each other. However, the visuals displayed by Tokopedia are more striking and support each other. Bukalapak prioritized promos for purchasing daily necessities, while Tokopedia focuses on consumers who want to take a vacation using the train. For more facts, please see the following example

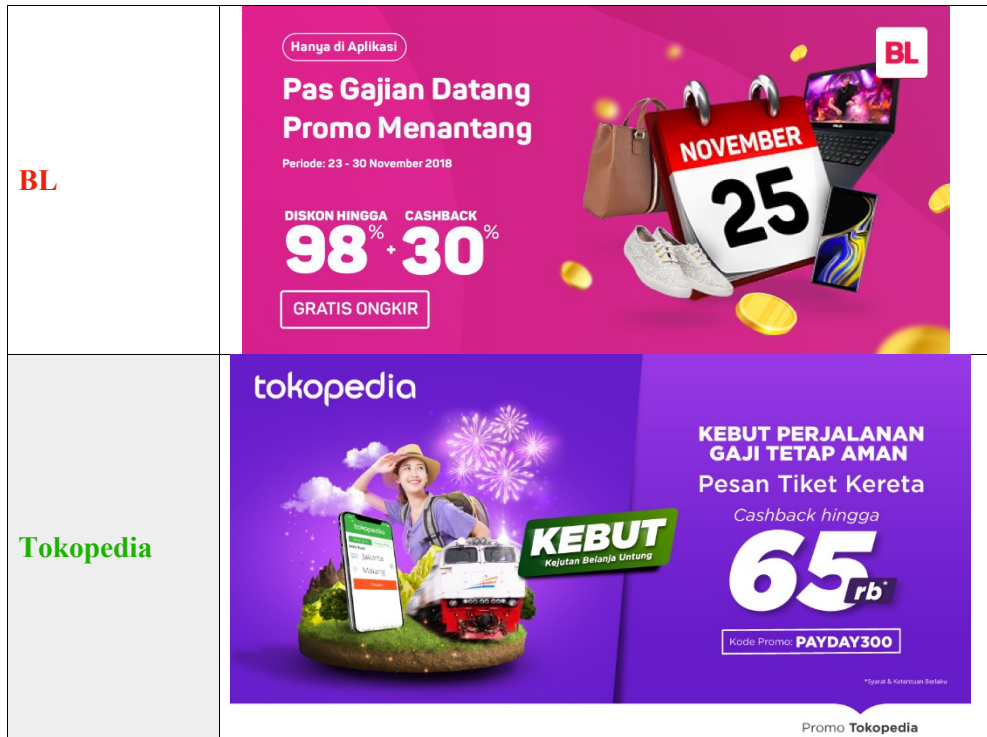


Figure10. Pas Gajian Datang Promo Menantang, Kebut Perjalanan Gaji Tetap Aman.

(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Valentine’s Day 2019 Promotion

For Valentine's Day 2019, Buka Lapak and Tokopedia use the same colour. Using digital collage techniques dominated by pink and white to

convey a message of tenderness and affection, these two marketplaces provided only one type of promotion, cashback promotion, to their customers. For more facts, please see the following example

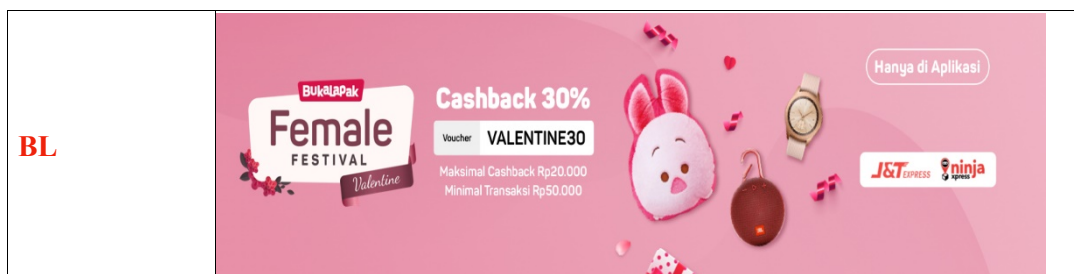




Figure 11. Female Festival Cashback 30%, Cashback Setiap Hari!

(Source : bukalapak.com, tokopedia.com)

Visual Analytic Ramadan dan Lebaran Tahun 2019 Promotion

During Fasting and Eid al-Fitr in 2019, Bukalapak used brand ambassador Dian Sastrowardoyo with free shipping promotions, flash sales, and cashback. Tokopedia still uses a mascot. The background colour used by Bukalapak is white and grey

gradations. Tokopedia uses the colour of corporate identity added to the symbol of the Eid celebration in Indonesia, namely Ketupat. The message is the spirit of sharing Eid al-Fitr. Bukalapak with the hashtag 'BaikItuMudah' and Tokopedia 'Sharing Blessings'. For more facts, please see the following example.

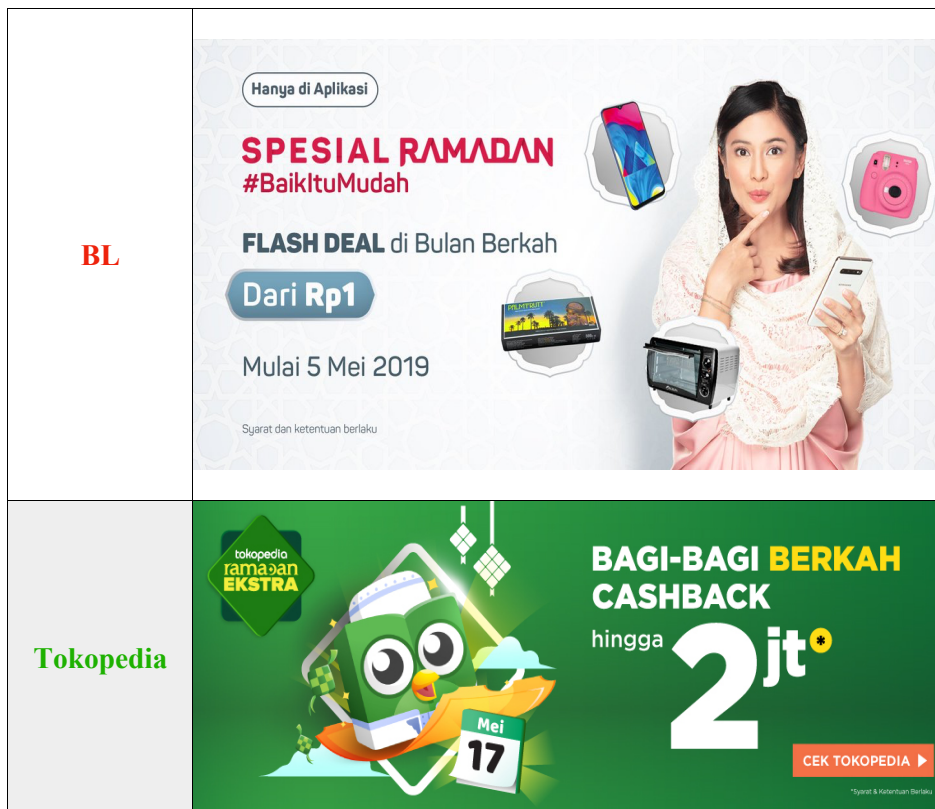


Figure 12. Spesial Ramadan #BaikItu Mudah, Bagi-Bagi Berkah Cashback hingga 2jt.

(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Payday/Gajian 2019 Promotion

There are several similarities between Bukalapak and Tokopedia promotions in the promotional design during payday 2019. First is the blue derivative promotion from Tokopedia uses yellow.

The second is photography as a visual element, that is, the merging of photos into collages. Third is the use of the white color in the text to the appearance of the message. Fourth is the absence of a logo. For more facts, please see the following example



Figure 13. Bagi-Bagi Gift Card Raih Cashback Hingga Rp200rb.

(Source : bukalapak.com, tokopedia.com)

Visual Analytic of Ulang Tahun Perusahaan 2019 Promotion

On the occasion of the company's anniversary in 2019, one promotion was founded from Bukalapak and six promotions from Tokopedia. The promotions used by Bukalapak use company

colours. Tokopedia used colours according to the sponsor of the product. A message, as the information with elements of photography and large-size text, is conveyed straightforwardly. For more facts, please see the following example





Figure 14. Promo Ulang Tahun Hematnya #MenerobosBatas, Gaya Pria Sejati Berani Ekspresikan Diri.

(Source : bukalapak.com, tokopedia.com)

Analytic of Promotional Content

The analysis was carried out on four promotional content based on its type: free *ongkir*/ free shipping, flash sales, discounts, and cashback. The four-message content is always used to attract and maintain the attention of consumers. These content patterns are used with different concepts every month to maximize revenue.

Analytic of Free Ongkir Promotion – Bukalapak

Bukalapak promotion "Pas Gajian Comes Challenging Promo" 23-30 November 2018, with discounts of up to 98%, plus cashback of up to 30%,

and given free shipping. Visual elements in the form of photos of lifestyle products, such as bags, sneakers, smartphones, laptops, and calendars that show November 25 with the dominance of attractive Fuschia colours, invite Bukalapak customers to shop on payday. The frequency of payday promotion is a phenomenon carried out in the form of commodification of the use value of an item to be necessary and easy to buy during payday, with the existence of discounts, cashback, and free shipping. Referring to Mosco's theory of commodification, this promotion is a marker or icon. Promotions convince consumers to meet a lifestyle at an affordable price.



Figure 15. Pas Gajian Datang Promo Menantang

(Source : bukalapak.com)

Analytic of Flash Sale Promotion – Bukalapak

Bukalapak Special Ramadan Promotion "Flash Deal in the Month of Blessings" uses a flash deal promotion priced at Rp 1. Visual elements of photos of lifestyle products such as cellphones, microwaves, dates, and pocket cameras. The use of white has a sacred and clean meaning, adjusting to

the moment of Eid day. Referring to Mosco's theory of commodification, the promotion is a sign or icon. Promotions convince consumers to meet a lifestyle at an affordable price. The duration of the promo is often also a form of commodification of a tradition into an easy and cheap shopping event.



Figure 16. Spesial Ramadan #BaikItuMudah

(Source : bukalapak.com)

Analytic of Cashback, *Gratis Ongkir*, Flash Sale Promotion – Tokopedia

Tokopedia held a national online shopping day promo, "*Promo 11.11 November Ceria*", from 09.00 to 23.00 WIB. The promotion gives 11% cashback plus free shipping and an 11% lucky deal.

Tokopedia only uses a mascot who shouts using speakers and holding mobile phones. The use of a contrasting green colour indicates the identity of the company. The promotion invites consumers to take advantage of promotions to get the desired needs of goods with various benefits



Figure 17. Promo 11.11 November Ceria.

(Source : tokopedia.com)

Analytic of Cashback Promotion – Tokopedia

Tokopedia promotion "*Pay Digital Products 2x Cashback Up to Rp40,000*", by the code "*GAJIAN20*". The photo of hands holding a cell phone with the Tokopedia application screen displaying the credit payment menu, data packages,

PLN electricity, game vouchers, BPJS, and others. Referring to Mosco's commodification theory, the promotional look is a sign. A sign that shows the lifestyle of using a mobile device for paying bills at payday through Tokopedia will save finances with cashback benefits.



Figure 18. Bayar Produk Digital 2x Cashback Hingga Rp 40.000.

(Source : tokopedia.com)

CONCLUSION

Both marketplaces need to create different promotional content approaches to make it easier for consumers to choose which one is most profitable. Bukalapak and Tokopedia almost entirely use images of clothing, electronics, and accessories as visual elements. The use of objects is closely related to the lifestyle seen because producers believe these objects contain values that make it easier to reach consumers and make a profit.

Both marketplaces need to create promotional strategies that can provide security and convenience for consumers. The message strategy offered through various moments is to arouse the desire that every moment is very appropriate and easy to have the desired product. Shopping at any time through digital platforms will provide benefits. Consumers will always have the latest lifestyle without being burdened with high costs. This strategy is ultimately to make the culture of online shopping a habit and a necessity.

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