INCREASING EINVITE.ID'S BRAND AWARENESS TO BOOST SALES

Marmaiyatno[1*], Deddy Kurniawan Halim[2], Vivi[3], Victor Bangun Mulia[4], Ni Putu Darla Hollandina[5]
Convention and Event Management Study Program, Politeknik Internasional Bali[1*25]
Hospitality Management Study Program, Politeknik Internasional Bali[34]
marmaiyatno@pib.ac.id

Abstract

This research focuses on PT. Einvite Karya Sejahtera, the owner of the Einvite.id brand, which provides digital invitation and digital guestbook services. Although the product was popular during the pandemic, intensified competition and a lack of brand awareness have led to a decline in sales. The purpose of this project is to explore strategies to increase brand awareness and strengthen Einvite.id's position in the market. This analysis uses qualitative methods, including interviews and observations, as well as SWOT analysis to identify internal and external factors that affect brand awareness. The findings of this research are three best alternative solutions to grow Einvite.id's brand awareness and increase sales: a. Increase marketing and development efforts by hiring the required staff, b. Sponsor events that are relevant to the target market, c. Maintain flexibility in the use of additional operational teams.

Keywords: Brand Awareness, Digital Invitation, Digital Guestbook, SWOT, Marketing

1. INTRODUCTION

PT. Einvite Karya Sejahtera, under the brand name Einvite.id, has been providing digital invitation and guestbook services since 2020 in Jimbaran, Bali. They sell this service because of the high market opportunity in 2020, in other words, it provides a practical solution during the pandemic. At that time, the digital invitation market was still a little competitive so Einvite.id became one of the market niches and managed to sell its products at a profitable price. However, over time, the popularity of digital invitations and guest books increased rapidly, giving rise to many competitors who offered cheaper prices with more sophisticated features. As a result, many customers switched to competitor services, causing Einvite.id sales to decline. In addition, the Einvite.id brand is still not well known, as seen from the low number of followers on social media such as Instagram and TikTok. This condition is a big challenge because the company has difficulty in the cash flow needed to grow. Therefore, in facing this condition, strategic steps are needed that can revive Einvite.id brand awareness in the minds of consumers. This project aims to explore strategies to increase brand awareness, which is expected to drive higher sales. By analyzing factors such as marketing strategy, user experience, and

brand image, project focuses on building a strong brand image and an effective marketing strategy to maintain Einvite.id's competitiveness in an increasingly crowded market.

2. LITERATURE REVIEW
2.1 Brand Awareness

The concept of brand awareness is highly relevant to addressing the decline in digital guestbook and digital invitation sales, especially in the face of increasing competition. According to Law No. 15 of 2001, Article 1, Paragraph 1, a brand is a sign that can take the form of a picture, name, word, letter, number, color arrangement, or a combination of various elements that have distinguishing power and are used in the trade of goods or services. Another definition from Nurdiyanto (2020) states that a brand is a unique idea that distinguishes a product from others in the same category. Meanwhile, Rachmawati & Andjarwati (2020) note that brand names that are easy to remember play an important role in consumer purchasing decisions. Durianto (2004) in Nurdiyanto (2020) defines brand awareness as the extent to which a brand can be recalled by consumers. Aaker (2011) through Wardhana (2022) illustrates brand awareness in the form of a pyramid, which includes four levels:

a. Unaware of Brand, which is the lowest level on the pyramid, which is not aware of the brand. In this brand awareness, customers do not know any brands.
b. Brand Recognition, where after someone is given help to remember a brand, they can only mention the brand. If there is no help, they cannot immediately remember.
c. Brand Recall, refers to people's ability to remember a particular brand without the help of external cues or stimuli (unaided recall). This tests how strong the relationship between consumers and the brand is intrinsically, without the help of logos, advertisements, or other contexts. For example, in a study, someone can be asked to name their favorite mineral water brand without being accompanied by a logo or brand name. The level of a person's ability to do this unaided recall is a strong indicator of the level of brand awareness that consumers have of a brand.
d. Top of Mind, refers to the most remembered brand that will definitely be immediately mentioned by customers because this brand comes to mind when asked to think of a particular type of goods or services. This is a brand that spontaneously and naturally crosses the minds of consumers without the help of external cues or stimuli. Brands that occupy the top-of-mind position can provide a major competitive advantage in a crowded market with brand competition.

2.2 Digital Marketing Management

The marketing concept approach is highly relevant in addressing the lack of brand awareness and the decline in sales of digital guestbooks and digital invitations, especially given the presence of many competitors. Rachmad et al. (2023) define marketing management as the process of planning, implementing, and controlling programs to develop mutually beneficial relationships with customers. In the context of digital marketing, Utami (2024) emphasizes the importance of rapidly adapting to market changes, which can be achieved through the use of technology for proactive and actions.

According to Djuniardi et al. (2023), digital marketing management involves marketing strategies implemented through interactive technologies, including SEO, PPC, digital advertising, and social media, to build relationships with customers. The main elements of digital marketing include:

a. Customer Data Mapping and Analysis, this element includes collecting and analyzing customer data to understand their behavior ands, which is used to create compelling and engaging marketing messages.
b. Goal Setting and Strategy, the key to successful marketing is setting specific goals and creating a strategy. This includes identifying market segments, choosing platforms, and setting a budget.
c. Content Development and Content Marketing, can be done by creating high-quality content to increase consumer interaction and customer trust and posting content on social media to increase brand visibility.
d. Search Engine Optimization, an effort to increase the ranking of a company's website in search engine search results with high-quality content and a good navigation structure. This is done to increase web traffic and brand awareness of the company.
e. Social Media Marketing, starts from determining the target audience, choosing a platform, and scheduling the publication of content that correlates with customer interaction to create a social media marketing strategy.
f. Email Marketing, in addition to social media, you can also use clear and compelling calls to action to send marketing messages directly to your customers' inboxes and ensure that they are relevant and well-timed.
g. Performance Analysis and Measurement, conduct regular performance analysis to track progress and measure the results of your digital marketing activities. This is done using metrics such as social media, website traffic, and conversion rates.

If these elements are implemented effectively, companies can develop solid relationships with their customers and optimize the results of their digital marketing.

3. RESEARCH METHODS

This study uses a descriptive qualitative research method, which is necessary to carefully examine the object of study. Meanwhile, a research method is defined as a scientific way to obtain data with specific goals and purposes (Sugiyono, 2019). According to Sugiyono (2020), a qualitative method is used because the problem is unclear, holistic, complex, dynamic, and full of meaning. This makes it impossible to collect social situation data using quantitative research methods with instruments such as tests, questionnaires, or structured interview guidelines and the SWOT (Strengths, Weaknesses, Opportunities, Threats) method for problem analysis. There are two types of data sources: primary and secondary. According to Suhartanto et al. (2023), stated that.
a. Primary Data, in this project is taken from the first subject source, namely the results of direct interviews with the owner of Einvite.id and Einvite.id users.
b. Secondary Data, is a collection of documents related to the company's product portfolio, the company's accountability report documents.
c. Determining the SWOT Matrix.

IFAS / EFAS	Strength (S) Determine Factors Internal Strength	Weakness (W) Determine Factors Internal Weakness
Opportunities (O) Determine Factors External Opportunities	SO Strategy Create strategies that where strengths are changed become opportunities	WO Strategy Create strategies that reduce weaknesses internally with utilize opportunities external.
Threats (T) Determine Factors external threats	ST Strategy Create strategies with the use of strengths internally to reduce impact of external threats.	TW Strategy Create strategies that focus on reduce weaknesses internally with utilize opportunities external.

Figure 1. SWOT Matrix
Source: Adapted from Rangkuti (2017) in Riyadi (2023)

4. FINDINGS AND DISCUSSION

Based on the SWOT analysis, therefore, the recommended strategy is a turnaround strategy with a WO (Weaknesses-Opportunities) approach, which involves adjusting the strategy to address weaknesses and capitalize on available external opportunities. The following are alternative solutions in the form of strategies derived from the SWOT evaluation, combining both internal and external factors, as presented in the table below:

Table 1. SWOT Analysis

IFAS / EFAS	Strengths (S)	Weakness (W)
	1. Einvite.id has a strong background in hospitality, making communication with clients very professional. 2. Has a good portfolio and often receives repeat orders. 3. Digital guestbook is one of the leading features favored by users. 4. The price offered is competitive. 5. Enliven application as passive income.	1. The current logo does not match the corporate target market and is in the process of repositioning. 2. No operational team and no iOS app due to difficulty in finding suitable developers. 3. All business operations, including marketing, promotion, and innovation, are only done by the owner himself without the help of employees. 4. Access to personal links is constrained. 5. Low number of followers on Instagram and tiktok. 6. Promotional messages are less informative.
Opportunity (O) 1. Potential collaboration with external parties such as campus event organizers, organizations, hotels, and wedding planners. 2. Request for an operational team during events. 3. The demand for creative and innovative designs is increasing. 4. The demand for digital guestbooks is high. 5. Social media has a wide global reach and can connect with diverse audiences.	SO Strategy 1. Design a collaboration proposal that emphasizes Einvite.id's advantages in communication and hospitality-based services. 2. Conduct market research to understand the client's specific needs regarding event operations team services. 3. Keep the design portfolio updated by adding new designs regularly based on trends and user feedback. 4. Build partnerships with event organizers, hotels, and wedding organizers to offer cheaper and more profitable bundling packages. 5. Create engaging visual content such as tutorials, demos, and user testimonials that show how to easily create automated digital invitations with Enliven.	WO Strategy 1. Consider sponsoring certain events relevant to the target market to introduce the new logo and expand the network. 2. Create a cooperation contract that allows flexibility in the use of additional operational teams based on event demand. 3. Determine staffing requirements for various functions such as marketing and design. 4. Perform regular updates and system maintenance to ensure that the Einvite.id platform runs smoothly and can be accessed easily by users. 5. Follow the trends and adapt them into promotional content to attract a wider audience. 6. Improve promotional messages by adding more informative and attention-grabbing information, such as featured features, product advantages and special offers.

Threat (T)	ST Strategy	WT Strategy
1. Price competition with competitors. 2. Changes in market trends and needs. 3. Brand restrictions from big clients in brand promotion. 4. Digital security.	1. Offer incentives or discounts for repeat orders. 2. Conduct a thorough audit of the current technology infrastructure to identify areas where performance can be improved. 3. Offer white label package solutions as an additional option, ensuring client satisfaction without disrupting the sustainability of the Einvite.id brand. 4. Enhance digital security systems to protect user data and invitation links from threats such as malware and phishing.	1. Accelerate the logo repositioning process to better suit the needs and expectations of the corporate market. 2. Find a development partner who is trustworthy and experienced in iOS app development. 3. Proactively communicate with clients to build a strong understanding of the importance of mutually beneficial collaboration. 4. Educate on how to recognize and avoid cyber attacks, such as not clicking on suspicious links or checking the authenticity of emails containing invitation links.

Source: Researchers (2024)

After conducting a SWOT analysis and identifying the root cause, which is the owner working alone without employees, here are the three best alternative solutions to grow Einvite.id's brand awareness and increase sales:

a. Increase marketing and development efforts by hiring the required staff.
b. Sponsor events that are relevant to the target market.
c. Maintain flexibility in the use of additional operational teams.

The best solution to choose is to determine the staffing needs for various functions, such as marketing and development. This solution involves analyzing the manpower requirements for critical functions like marketing and technology development. The process includes identifying the most pressing roles, creating clear job descriptions, and recruiting appropriate staff. The main focus is to build a team that can support the owner in managing the day-to-day operations of the business.

5. CONCLUSION

The author found that Einvite.id's sales declined due to a lack of focus on digital marketing and app development, which hindered the growth of brand awareness. The theory of brand awareness and digital marketing management highlights the importance of effective digital strategies to expand market reach and increase brand acceptance. Based on the SWOT analysis, Einvite.id has strengths such as experience in the hospitality industry, a strong portfolio, competitive pricing, and the Enliven app. However, it faces weaknesses such as a limited operational team, an outdated logo, and a lack of interaction on social media. Opportunities such as the demand for digital guestbooks, cooperation with event organizers, and a global social media audience can be leveraged, despite threats from price competition and market changes.

The recommended strategy is to use a WO (Weaknesses-Opportunities) approach, focusing on reducing internal weaknesses and capitalizing on external opportunities. Proposed solutions include recruiting staff for marketing and technology development, which will alleviate the owner's burden and improve operational efficiency. This is expected to increase sales, brand awareness, customer loyalty, and partnership networks.

To increase sales and brand awareness, Einvite.id needs to prioritize the formation of a digital marketing team and app development immediately. By hiring experts in these areas, the company can enhance its online visibility, optimize user experience, and expand market penetration. Additionally, two key strategies that can be implemented are sponsoring events relevant to the target market and establishing flexible operational team contracts. Sponsorship of events such as wedding exhibitions or expos can boost visibility and introduce the Einvite.id logo and services directly to event participants. On the other hand, by adding a flexible operational team through temporary staff or freelancers, Einvite.id can meet the increased demand during peak periods or major events without overburdening the internal team. This approach not only ensures the quality of service is maintained but also improves customer satisfaction and loyalty, potentially driving a significant increase in both sales and brand awareness.

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