

Analysis of the Marketing Strategy of Gojek X BTS and Its Impact on the Use of the Gojek Application: A Case Study on the Instagram Account @Gojekindonesia

Abdul Latief*, Nur Layla Ali

LSPR Institute of Communication and Business, Indonesia

Email: A.latief@lspr.edu* , laylaali0810@gmail.com

Abstract. The development of technology and information is not a new concept. Technology will continue to evolve from year to year, both in terms of introducing new things and refining existing ones. In Indonesia, there is one technology company that provides transportation services through ojek services for two-wheeled transportation and taxi services using four-wheeled transportation. This study aims to determine the marketing strategy of Gojek x BTS impacting the use of the Gojek application in Indonesia through @gojekindonesia Instagram account. The method used in this study is qualitative with a research instrument, namely interviews. The results showed that the use of the Gojek x BTS marketing strategy was successfully carried out which was shown by the increase in the use of the Gojek application where Gojek itself succeeded in increasing its brand awareness through the power of celebrities who are being loved by most teenagers or kpopers in Indonesia. Moreover, the power of social media is very helpful in spreading campaigns which are also proven to have an impact on the use of the Gojek application.

Keywords: Marketing Strategy; Campaign; Gojek Application.

INTRODUCTION

The development of technology and information is not a new concept. Technology continues to evolve yearly, both by introducing new innovations and refining existing ones. Firmansyah (2020) explained that "technology as a whole seeks to offer the things needed for the survival and comfort of human life. Objects or non-objects that are integrally produced by human actions and thoughts with the intention of achieving a value are often referred to as technology."

Along with advancements in contemporary technology, humans are motivated to incorporate new technologies to facilitate the fulfillment of their desires (Smith et al., 2021). One example of how technological improvements have resulted in substantial changes in human existence is the advent of the internet (Johnson & Liu, 2020). The internet is one of the new media widely used today, performing various functions in daily life (Katz & Rice, 2022). It is undeniable that the internet has supported all human activities, whether related to work, hobbies, or other needs (Lee & Park, 2019), distilling people's demands into online digital requirements (Sharma et al., 2021). The increasing reliance on the internet for both personal and professional purposes highlights its pivotal role in modern society (Choi & Kim, 2021).

The digital demands of the online world have become a critical need for people from all walks of life, and this cannot be ignored. Due to advances in communication and information technology, modern society requires sophisticated and extensive communication tools. Communication technologies such as mobile phones—or more commonly known as smartphones—have now absorbed all kinds of needs in the form of the digital web.

Currently, smartphones have brought significant changes to people's lives, transforming

them from a secondary need into a basic one. The ever-growing smartphone market has prompted companies to produce goods and develop new innovations. This interest extends beyond smartphone manufacturers to businesses seeking to leverage smartphones for creating new products (Yunita et al., 2021).

In Indonesia, one technology company provides transportation services through motorcycle taxi services for two-wheeled vehicles and taxi services using four-wheeled vehicles (Kusuma, 2017). Gojek is a leading provider of motorcycle taxi transportation. As an online transportation service company, Gojek offers a variety of options based on user demand. It continually improves service quality at prices comparable to competitors. Beyond transportation, Gojek provides services such as Go-Shopping, Go-Glam, Go-Massage, Go-Box, Go-Food, and a digital payment system called Go-Pay.

PT Gojek Indonesia was founded in 2009 in Jakarta by CEO and Managing Director Nadiem Makarim and his partner Michelangelo Maron. Gojek is now available in 50 cities in Indonesia and has been downloaded over 10 million times. It also operates in Vietnam and Singapore. In 2021, Gojek merged with Tokopedia to form a group named GoTo, derived from the abbreviations of Gojek and Tokopedia, as well as the Indonesian term *gotong-royong* (Thejakartapost, 2018).

Nadiem Makarim, a proud son of Indonesia, was appointed Minister of Education and Culture by President Joko Widodo. His confidence, hard work, and vision established Gojek as the world's first successful online transportation service in Indonesia. He never anticipated such rapid growth in the industry he built. His motivation stemmed from personal experience using motorcycle taxis daily to commute and avoid Jakarta's congestion.

On October 5, 2009, PT Gojek was officially established with 20 drivers, initially using a call center to connect customers and drivers. On January 7, 2015, PT Gojek Indonesia launched the Gojek app for Android and iOS users, replacing the call-center ordering system (Rizal, 2020).

Topbrand-award.com reported that Gojek's market share increased by 80.8% in 2016 (Topbrand-award.com, 2016). However, due to the COVID-19 outbreak, its share fell 44.6% in 2019. The pandemic caused Indonesia's economy to slump rapidly, leading to global lockdowns and a severe downturn in 2020. Amid the crisis, app-based transportation services like online motorcycle taxis continued operating. Hans Patuwo, Chief Operations Officer of PT Gojek Indonesia, noted that the pandemic challenged communities and drivers to maintain activities. Gojek drivers made significant contributions, such as delivering food, medicine, and emergency transportation.

In 2021, PT Gojek Indonesia launched the #BangkitBersama! campaign with Tokopedia and GoPay. This initiative invited Indonesian MSMEs to recover during the COVID-19 pandemic by leveraging opportunities like selling via GoFood, becoming Gojek drivers, or opening Tokopedia stores. By utilizing existing technology, participants could rebound and resume normal life.

During the COVID-19 outbreak, Indonesians' dependence on Gojek was tested under government social and physical distancing measures. Such policies shifted work and school to remote formats (work from home and *Pembelajaran Jarak Jauh* or PJJ). This led to a consumer shortage for Gojek's operations. Nevertheless, Gojek persisted in growing while delivering high-quality service to drivers and customers.

To boost profits, PT Gojek Indonesia collaborated with BTS. *Bangtan Sonyeondan*, commonly known as BTS, is a renowned South Korean boy band with the largest fandom in Indonesia. Formed by Big Hit Entertainment in 2013, the seven-member group includes RM, Jin, Suga, J-Hope, Jimin, V, and Jungkook. Gojek launched the #BTSGojek and #BTSGoFood campaigns on June 16, 2022, via @gojekindonesia Instagram content.

According to Audrey Petriny, Deputy Chief of Corporate Affairs at Gojek, "BTS has grown to become an international phenomenon and a symbol of Asian joy, captivating people around the world with their musical prowess and chart-topping hits." BTS's global prominence enables them to promote optimism through music, aligning with Gojek's goal of positively impacting users, driver-partners, and merchants. Customers in Indonesia, Singapore, and Vietnam enjoyed special promotions and unique BTS products by completing hidden destinations.

The collaboration's impact stemmed from BTS's fandom, known as ARMY. Fans were drawn to Gojek's purple rebranding and BTS member photos on its pages. Promotions extended to billboards, TV ads, and YouTube videos featuring BTS speaking Indonesian and regional languages.

Lupiyoadi (2014) states that marketing strategy plays an important role in increasing customer knowledge and understanding of company goods or services. Promotion is a key phase of marketing plans, using communication techniques to attract customers. Businesses today invest heavily in promotions to support products and build brands. Fatihudin and Firmansyah (2019) note that successful integrated marketing communication (IMC) requires new strategies. IMC uses advertising to move audiences from cognition to affection.

Intense competition in online transportation demands creativity and innovation from companies. The growing market accelerates expansion, as seen with Gojek's diverse services. To enhance user experience, Gojek offers payment conveniences, cashback, gift cards, discounts, sponsorships, and events.

Gojek must periodically evaluate if marketing achieves user growth goals. Effective promotional activities and messages are essential, with marketing communication central to business management and product sales.

Based on the background described above, this study aims to analyze the marketing strategy of the Gojek X BTS campaign on Gojek app usage in Indonesia via the official @gojekindonesia Instagram account. It provides in-depth understanding of global celebrity collaborations and social media in digital marketing, especially in tech apps. The findings offer references for practitioners designing creative campaigns to boost user growth and brand loyalty.

Based on the problems outlined above, the research question is: What is the marketing strategy of the Gojek X BTS campaign on Gojek app usage in Indonesia via the @gojekindonesia Instagram account? Accordingly, the research objective is: To identify the marketing strategy of the Gojek X BTS campaign on Gojek app usage in Indonesia via the @gojekindonesia Instagram account.

MATERIALS AND METHOD

This study employed a qualitative descriptive approach. Findings were presented clearly based on the investigation, summarizing data and facts without speculative conclusions. The

researcher served as the primary instrument, with data collection and analysis conducted inductively to emphasize meaning (Sugiyono, 2019).

Data were gathered from various sources using methods relevant to the study. Primary data were obtained through interviews and observations at PT Gojek Indonesia. Interviews provided insights into the company's marketing strategy with BTS. Semi-structured interviews were conducted with PT Gojek Indonesia management, including marketing staff responsible for planning and implementing strategies, and social media specialists tasked with creating engaging content across platforms. Direct observations assessed how PT Gojek Indonesia implemented the BTS marketing campaign, enhancing data accuracy. Secondary data were collected from print media, publications, websites, relevant scientific articles, and PT Gojek Indonesia materials, including annual user data and promotion records.

Credibility was ensured to validate that data reflected real-world conditions. Data analysis followed Miles and Huberman's interactive model, involving these stages. Data collection occurred through site visits, interviews, and documentation, prioritizing data quality. Data reduction summarized key points, themes, and patterns while eliminating irrelevancies. Data presentation organized information into narratives, charts, matrices, or flowcharts for clarity and decision-making. Conclusion drawing and verification derived preliminary conclusions, checked against reduced and presented data.

The study was conducted from October 2022 to April 2023 at PT Gojek Indonesia's head office, Jl. Kemang Selatan Raya No. 99B, South Jakarta, DKI Jakarta. This study focused solely on the Gojek X BTS marketing strategy via the @gojekindonesia Instagram account. Future research could explore other strategies or campaigns.

RESULTS AND DISCUSSION

Overview of PT Gojek Indonesia



Figure 1. Logo of PT Gojek Indonesia

Source: Internal document of PT Gojek Indonesia

PT Gojek Indonesia was founded in 2009 by CEO and Managing Director Nadiem Makarim and his colleague Michaelangelo Maron in Jakarta. Currently, Gojek is available in 50 cities in Indonesia and has been downloaded 10 million times. PT. Gojek Indonesia was originally established in Jakarta which was the beginning of the establishment of online motorcycle taxis. In Jakarta, the public's enthusiasm about online motorcycle taxis is so great and rapidly growing. Not only for the booming jobs but also the number of users of online motorcycle taxi services is increasing.

In October 2015 PT GOJEK established a branch office in the city of Semarang spring rolls. Which is located in the area of Jl. Siliwangi no.291 Ruko Timur Fly over Kalibanteng

Kulon.

Based on the results of the research conducted through interviews with the Management of PT Gojek Indonesia to dig up information directly from research informants about PT Gojek Indonesia's marketing strategy, the following data was obtained:

Situation Analysis

The analysis of the situation contained in the digital marketing strategy is based on environmental analysis. An analysis of the company's environment is the first thing to do when organizations face increasingly fierce competition. In this case, the analysis of the competition situation and environment was obtained from the following interview data with respondents.

"Before there was this Gojek x BTS campaign, the company had actually assessed that there was something that needed to be changed from the engagement given by customers, so we certainly decided what customers are interested in lately, and it can be said that there are a lot of bts enthusiasts lately, so it is hoped that this campaign can also attract the engagement of Gojek customers who are also BTS fans." (Grace Atalya, 2023)

"The form of collaboration through the Gojek x BTS campaign is actually to attract customers, because we know that not only Gojek is also an online transportation company. So, to captivate the hearts of our customers, we hold promotions and distribute prizes through this Gojek x BTS campaign. This service can also be felt by users through GoFood, GoRide and GoCar." (Akhirini Prihantari, 2023)

"The analysis is based on our market share, yes, let's see first that our products have provided the best for customers or not, for the competition itself is based on competitors, because we are not the only online transportation service company in Indonesia, so the competition for services between one other company is very natural. Well, here I think we need creativity, that's why we are holding a form of collaboration through the Gojek x BTS campaign to attract our customers who are also BTS fans." (Riskah Amelia, 2023)

Meanwhile, the analysis of the situation is based on several factors or reasons mentioned by the respondents in the interview session as follows.

"The situation is based on our customers who are also fans of Grace Atalya." (1 Respondents, 2023)

"We know that BTS has become a global phenomenon, especially in Indonesia. They managed to impress the public, especially teenagers in Indonesia, with their talents and hit songs. From here we try to start with the display of advertisements on TV. In the video, BTS members order Indonesian food through the GoFood service." (Akhrinii Prihantari, 2023)

"We see what our market is like, the average of our users are teenagers and adults who have high mobility and generally of them are also BTS fans. So, the collaboration carried out by Gojek with BTS is expected to increase the insight of Gojek service users." (Riskah Amelia, 2023)

From the results of the interview conducted based on the results of the situation analysis, it can be concluded that Gojek itself is ready to face the opportunities obtained by considering several risks and competitive elements from similar competitors. The existence of the Gojek x BTS collaboration carried out with a campaign spread through social media itself is a product of Gojek's creativity in shaping and attracting customer enthusiasm in using the services provided by Gojek.

Objective Analysis

In this case, objective analysis serves as a clear statement regarding the purpose of the anticipated social media action. Therefore, in a digital marketing strategy, it is important to know the goals of a company in carrying out its company activities. In this study, the results of the objective analysis based on interviews were obtained as follows.

"In determining it, we try to build relationships and facilitate interaction with customers, yes, so we try to find out how customers can know us, one of which is with social media, besides that we also try to increase brand awareness, the goal is also so that we know feedback from customers to improve what we need to improve based on feedback from customers." (Grace Atalya, 2023)

"Social media is certainly the most effective strategy for Gojek marketing itself, because the spread of coverage is also wider and it is easier to attract interest from consumers, for example in addition to Instagram, Gojek also places ads on YouTube, makes reels on Instagram with interesting, animated videos, makes TikTok too." (Akhrini Prihantari, 2023)

"The use of social media has a lot of power, yes, for this day and age I think everyone has social media, especially Instagram. In my opinion, the most suitable thing is to use Instagram as a dissemination of information so that from Instagram Gojek service users know the purpose and purpose of the campaign that Gojek makes." (Riskah Amelia, 2023)

Based on the results of the analysis of the objectives in the digital marketing strategy carried out by Gojek in collaboration with BTS, it was found that the purpose of using social media is very effective because of the rapid dissemination of information and as a tool for customers to find campaigns disseminated by Gojek.

1. Target Consumer Analysis

Target consumers in a digital marketing strategy are the social behavior and preferences of the target market, including their social media engagement levels, the channels (social apps) they use, and how they participate in social networks, including in the target consumer's social profiles. In the results of the analysis of target consumers, the following data was obtained.

"Of course, Gojek users who are also BTS fans, namely ARMY" (Grace Atalya, 2023)

"Loyal Gojek users and of course the army as BTS fans" (Akhrini Prihantari 2023)

"The target audience itself is actually Gojek service users and non-users and also BTS fans." (Riskah Amelia, 2023)

Based on the results of the interview above, it can be concluded that the target consumer is Gojek customers who are also BTS fans. In this case, consumers are expected to experience the services provided by Gojek such as GoRide, GoCar, and GoFood.

2. Social Media Analytics

Once you've determined who a company wants to target, it's time to decide which social media channels can help achieve your goals. In this case, Gojek uses social

media Instagram in its spread. The reason for Instagram is used as a distribution channel in the following interview results.

"Because nowadays, almost everyone uses or is familiar with Instagram, information also spreads faster through Instagram, in addition to being able to post photos, videos, or just captions via instastory." (Grace Atalya, 2023)

"Because of that, the spread is quite fast, quite wide, and easy to reach. Almost all people in Indonesia have also used social media, so we are targeting the campaign through social media." (Akhrini Prihantari, 2023)

"Because now wherever we are, access to all information is easier to get through social media." (Riskah Amelia, 2023)

Based on the results of social media analysis, Gojek itself collaborated with BTS by utilizing social media Instagram because it was considered that information disseminated through Instagram was faster disseminated because almost all Indonesian people, especially Gojek customers and BTS fans, used Instagram.

3. Strategy Formulation Analysis

In strategy formulation analysis, the overall creative approach of the campaign will be used as part of the messaging strategy. Related to this, the results of the interview show the following.

"One of them is yes, we invited campaign cooperation with BTS because BTS is one of the famous groups that can certainly have a big impact on Gojek itself." (Grace Atalya, 2023)

"Our collaboration with BTS, because we know the market share that teenagers or even adults love today." (Akhrini Prihantari, 2023)

"By inviting collaborations with artists, or BTS, of course they have the power to make the content uploaded by Gojek viral quickly." (Riskah Amelia, 2023)

Based on the results of the interview above, the results of the analysis of strategy formulation carried out by Gojek can be concluded that collaboration using campaigns carried out by Gojek x BTS is one of the strategies applied to increase creativity in marketing a service to attract the attraction of loyal Gojek users or BTS fans. The collaboration is based on the great enthusiasm of BTS fans who are considered to be able to increase the use of Gojek's online transportation service application.

4. Content Analysis

Digital marketing content may not actively promote something, but it does highlight the advantages of doing so. The content can be in the form of various outputs, including articles, videos, and interactive multimedia. The results of the interview can be seen as follows.

"We display the campaign with videos and photos and there are articles that we publish." (Grace Atalya, 2023)

"We display the campaign with videos and photos; there are animated videos on Gojek's Instagram reels as well." (Akhrini Prihantari, 2023)

"The campaign can be accessed through the Gojek application itself and also through Instagram such as animations distributed through reels." (Riskah Amelia, 2023)

Meanwhile, Gojek itself also has the following ways of disseminating and content preparation strategies.

"We have content creators, of course, we use and ask for their services who understand the algorithm better than Gojek users themselves." (Grace Atalya, 2023)

"Because yes, Instagram as a social media spreads very quickly and widely. We try to arrange it by presenting advertisements in the form of Gojek x BTS campaigns, videos on reels, and there are also advertisements from BTS itself in collaboration with Gojek." (Akhrini Prihantari, 2023)

"As I said earlier, almost everyone accesses Instagram, so we present content through Instagram, and we can also do almost all activities using Instagram." (Riskah Amelia, 2023)

In addition, copywriting in the presentation of content contained in the Gojek x BTS campaign is also very important to align the content and goals of the campaign.

"Of course, we recruit copywriters because they are more knowledgeable in using interesting language." (Grace Atalya, 2023)

"Of course, with short, clear, and easy-to-understand language." (Akhrini Prihantari, 2023)

"Copywriting is actually based on keywords that most people are looking for and people need, we use those keywords as a way to attract customers." (Riskah Amelia, 2023)

Based on the results of interviews regarding content analysis in digital marketing, it can be concluded that the content of the Gojek x BTS campaign is displayed in various ways, namely through the airing of advertisements that carry BTS as the actor, animated videos disseminated through Instagram reels, photos and articles published on the Gojek page itself.

On the other hand, collaboration in the form of the Gojek x BTS campaign also increases the use of the Gojek application. This was stated by the respondents as follows.

"Yes, of course there is an increase in the use of Gojek." (Grace Atalya, 2023)

"Yes, because we can admit that there are a lot of Gojek customers who are also BTS fans, so there is an increase in the use of the application." (Akhrini Prihantari, 2023)

"You can be sure of it, because it's amazing that there are also a lot of BTS fans in Indonesia. In addition, Gojek customers themselves are also BTS customers on average, so there is an increase in the use of the Gojek application." (Riskah Amelia, 2023)

Based on the results of the interview above, it can be concluded that the collaboration between Gojek x BTS in the form of the campaign increases the use of Gojek services itself because the average Gojek service user is also a BTS fan.

In addition, in carrying out a strategy, especially marketing, of course there will be several obstacles. This was conveyed in the following interview.

"The obstacle is not too big, it's just that we have to be more active in targeting Gojek users and also BTS fans." (Grace Atalya, 2023)

"I think the obstacle exists but is not very visible because the average customer also understands the mechanism of participating in the campaign." (Akhrini Prihantari, 2023)

"I don't think there are any significant obstacles so far, everything is still well resolved." (Riskah Amelia, 2023)

Based on the results of the interview above regarding the obstacles faced by Gojek x BTS, it can be concluded that the obstacles faced are almost said to be non-existent or not too big. Because the average customer already understands the context or mechanism in organizing the campaign.

Based on the results of the research, the digital marketing strategy implemented by Gojek in collaboration with BTS has met the aspects needed to achieve this strategy. The campaign carried out by Gojek x BTS has generally met situation analysis, goal analysis, target consumer analysis, social media analysis, strategy formulation analysis, and content analysis.

In this study, the Gojek x BTS campaign was researched based on digital marketing strategies used through Instagram social media. This is in line with research that states that the digital marketing communication strategy carried out by Righstore is by maximizing the use of Instagram features, conducting sales promotions, conducting competitor reviews and consistently interacting with followers. However, there is a difference in research where in this study the Gojek x BTS campaign not only uses social media as a place to promote, but also as the results of the interview said that it is as a dissemination of information and attracts the enthusiasm of Gojek customers and BTS fans. Widiastuti & Indriastuti (2022)

The research is also supported by research which says that with Facebook's ability to expand market share, Instagram's ability to retain users, Whatsapp, LINE, and the website's ability to promote online transactions, social media marketing for Augustine (2019) *Stayhoops* is most successful. In this study, Instagram is one of the tools to disseminate information related to the Gojek x BTS campaign, but there is a difference in research where with the spread of the campaign there is an increase in the use of the Gojek application where the average user is a user of Instagram services and also a fan of BTS.

In addition, as also said in the interview results that BTS fans are included in a very large number and are able to increase enthusiasm in using Gojek services, this is in line with the practice of quickly and instantly disseminating data and information has an impact on current customer behavior by relying more on social media websites to gather information and evaluate products. Then, BTS's role as an influencer is one of the factors that affect the success of social media marketing, namely the use of influencer marketing.

Influencer marketing is a way of appointing people or figures who are considered to have influence among the public or the target consumer segment to be targeted and felt to be the target of brand promotion So in this study it can be concluded that the digital marketing strategy carried out by Gojek is qualified in marketing its products. This is proven through the results of interviews that the Gojek x BTS campaign can increase the use of the Gojek application and increase the enthusiasm of Gojek customers and BTS fans. (Adha et al., 2020; Amalia & Putri, 2019; Rahmawati, 2021; Zaki, 2018)

CONCLUSION

Based on the previous chapter, it has been explained that the campaign carried out by Gojek x BTS has met the requirements of the digital marketing strategy where the Gojek x BTS campaign can increase the use of the Gojek application and increase the enthusiasm of Gojek customers and BTS fans. This is reviewed from situation analysis, goal analysis, target consumer analysis, social media analysis, strategy formulation analysis, and content analysis. The findings confirm that a well-structured campaign leveraging celebrity influence and social media platforms can effectively enhance brand engagement and user acquisition. For future campaigns, it is suggested that companies conduct more comprehensive audience segmentation and sentiment analysis to tailor content more precisely to different user groups. Additionally, incorporating long-term engagement metrics and post-campaign evaluation would provide deeper insights into sustainable user retention and brand loyalty. Further research is also recommended to compare the effectiveness of different types of influencer collaborations across various digital platforms to refine marketing strategies in the competitive digital landscape.

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