

Marketing Communication Strategies of PT Hyundai Mobil Indonesia to Increase Electric Vehicle Purchase Intention in Jakarta

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Abstract. The researcher examined Hyundai Indonesia's marketing communication strategies for electric cars in Jakarta, amid growing competition in the electric vehicle market. This study aims to identify effective marketing communication strategies to boost Hyundai electric car sales in the city. Marketing communication strategy involves coordinated efforts by companies to deliver messages about products or brands to target market segments, influencing consumer attitudes and purchase behavior. Using a descriptive qualitative approach, data were collected through interviews with employees at the Hyundai Cilandak Branch and case studies. Findings reveal that integrated marketing communication—utilizing digital media, *interaksi sosial* (social interaction), campaigns, educational talks, and a strong brand image—significantly increases brand awareness and consumer interest in Hyundai electric cars. This approach not only drives sales in urban centers like Jakarta but also supports the broader development of Indonesia's smart mobility ecosystem. The results offer valuable insights for Hyundai Indonesia to strengthen its market position and increase electric vehicle adoption. Moreover, this study contributes to the development of more effective marketing communication strategies within Indonesia's electric automotive sector.

Keywords: Hyundai, Jakarta, Communication, Cars, Marketing

INTRODUCTION

Over the past decade, climate change and global paradigms have accelerated the transition toward clean energy, including the adoption of electric vehicles (EVs) in the automotive industry (Giddens, 2015; Gössling et al., 2023; Marino, 2015; Masson et al., 2020; Olabi & Abdelkareem, 2022; Vij et al., 2018). Hyundai, as a key player in the Indonesian automotive market, has launched EV models such as the Ioniq 5 and Kona Electric. These electric cars represent strategic solutions that not only reduce carbon emissions but also offer efficiency and technological innovation in human mobility. In Indonesia, particularly Jakarta — an economic and transportation hub — complex urban challenges such as high pollution and population density have intensified the push for environmentally friendly vehicles (Albatayneh et al., 2023; Jain, 2022; Ortar & Ryghaug, 2019; Petrović et al., 2020; Wilberforce et al., 2017). In this context, Hyundai Indonesia must optimize its marketing communication strategy to adapt to evolving consumer *lifestyle* and increasingly fierce competition.

Numerous studies emphasize the importance of marketing communication strategies to increase purchase intention and build strong brand awareness for EV products. Research by Darwin Rahman, Syamsu Rizal, and Mujahid Yunus (2023) demonstrates that innovation in marketing communication significantly drives consumer buying interest. Similarly, Rudi Triyono et al. (2022) highlight the effectiveness of *social-interactive* marketing in shaping brand awareness and product image, suggesting that integrating multiple communication channels enhances consumer attraction to automotive products. Furthermore, Lily Choirun Nisaa et al. (2023) discuss the role of EVs in supporting integrated and sustainable urban transportation, a factor highly relevant for competitive markets like Jakarta.

In response, Hyundai faces an urgent need to develop innovative, adaptive, and integrated marketing communication strategies. By leveraging digital platforms, fostering intensive *interaksi sosial* (social interactions) with consumers, and collaborating with government bodies, Hyundai can expand market penetration and strengthen its competitive position in the EV segment. This study aims to examine effective marketing communication strategies to boost Hyundai electric car sales in Jakarta and contribute to the advancement of environmentally friendly smart mobility.

Focusing on consumer perceptions and awareness levels, the research investigates how Hyundai employees' knowledge and attitudes influence potential market acceptance of EVs. Key strategic elements include digital media use, social campaigns, educational talks, and strategic partnerships designed to increase consumer engagement and buying interest.

Despite these opportunities, challenges persist. Consumers face concerns around product quality, features, pricing, dealership and service networks, as well as infrastructural constraints like limited charging facilities and regulatory policies. Competitors aggressively promote their EV advantages, intensifying market rivalry. Hyundai, a relatively recent entrant into the Indonesian market compared to established models such as Tucson, Santa Fe, and i20, must prioritize building brand awareness and fostering a positive brand image centered on innovation and sustainability. Establishing emotional connections with potential consumers will be critical to increasing Hyundai's EV visibility and market share, especially in Jakarta.

This research also explores how Hyundai's use of digital media, social interactions, and existing conventional car owner communities can be harnessed to enhance EV adoption. These elements contribute significantly to building stronger brand awareness and purchase intention.

Ultimately, this study seeks to formulate innovative marketing communication strategies that support Hyundai Indonesia's goal to increase electric vehicle sales in Jakarta. It aims to deliver practical recommendations that not only benefit Hyundai but also contribute to the broader transformation of Indonesia's automotive industry toward sustainable mobility.

MATERIALS AND METHODS

This research was conducted at the Hyundai Cilandak Branch in Jakarta using a descriptive qualitative approach aimed at comprehensively exploring perceptions, experiences, and views related to Hyundai's electric car marketing communication strategy in Jakarta. Data collection involved a case study method through interviews with seven employee respondents from the Hyundai Cilandak Branch, primarily from the sales team, who possess deep knowledge of consumer profiles, and the marketing communication strategies implemented. Respondents were selected using purposive sampling to ensure that the data obtained was relevant and provided an accurate representation of Hyundai's policies and marketing ecosystem.

RESULTS AND DISCUSSION

Hyundai Indonesia's marketing communication strategy in promoting electric cars in Jakarta shows an integrated and adaptive approach to changing consumer behavior and automotive market dynamics.

According to M.M. Muntu. 2025 explains that "Marketing communication strategies are a series of communication activities carried out by companies or organizations to promote their products, services, or brands to consumers with the aim of influencing their behavior." This emphasizes that marketing communication is not a single action, but rather a planned and structured process. A strategy is implemented by a company that offers something to the market, be it a company that sells physical products, an organization that offers services, or even a nonprofit organization that promotes an idea.

Based on the results of in-depth interviews with 7 respondents of Hyundai Cilandak Branch employees, especially from the sales team, the researcher obtained several key findings related to the marketing communication strategy applied to increase Hyundai electric car sales in Jakarta.

The following are the key findings discussed based on five focus research questions:

1. Designing Hyundai Electric Car Marketing Communication Strategy

Hyundai designs its communication strategy with an Integrated Marketing Communication (IMC) approach, where all communication channels such as digital media, direct promotions, educational campaigns, and community collaboration are synergized. Hyundai employees mentioned that this strategy is not only aimed at increasing sales, but also to build the perception that Hyundai is a pioneer of environmentally friendly and high-tech electric vehicles. This is in line with the theory from Zaenal Mukarom (2020) that marketing communication must be able to shape consumer perception and preferences for brands. "Hyundai has combined various communication channels such as social media, influencers, and automotive events. We also focus on educating the public through informative digital content about the benefits of electric vehicles, both in terms of the environment and operational cost efficiency." Said one of the respondents.

The results of the interviews revealed that Hyundai's brand image is strengthened through innovative messages and focuses on sustainability and efficiency. Employees emphasized the importance of building a modern brand image as a "pioneer" in electric vehicle technology, which is considered to be able to differentiate Hyundai in the midst of competition for similar products. Messages delivered through various channels have been consistently crafted to highlight the values of product excellence, such as energy efficiency, the latest technologies such as smart control systems, and contributions to reducing carbon emissions. This is expressed by Didik Hariyanto's (2023) view in the realm of marketing communication which emphasizes the importance of accurate message preparation to influence consumer behavior

Hyundai's marketing communication strategy is considered effective in building brand awareness and ultimately encouraging consumer buying interest. Hyundai also implemented educational strategies to shape public perception that EVs are a future necessity, not just a trend.

2.KeyElements in Hyundai's Marketing Communication Strategy

Every element in Hyundai's communications strategy is designed to produce a consistent message regarding innovation, sustainability and advanced technology. The integration between digital and offline channels ensures that every campaign carried out touches not only consumers informally, but also emotionally. This strengthens Hyundai's image as a pioneer in electric vehicles and supports the establishment of brand loyalty in a competitive market.

Website



Gambar 1. Website Hyundai Mobil Indonesia
Sumber: <https://hyundaimobil.co.id/>

Facebook



Gambar 2. Akun Facebook Hyundai Mobil Indonesia
Sumber: <https://web.facebook.com/hyundaimobil/>

Youtube



Gambar 3. Akun Youtube Hyundai Mobil Indonesia
Sumber: <https://www.youtube.com/channel/>

Instagram



Gambar 4. Akun Instagram Hyundai Mobil Indonesia
Sumber: <https://www.instagram.com/hyundaiid/>

And also launched a mobile application, namely MyHyundai, this application allows customers to access after-sales services, battery information, to charging points. This creates a more personal and sustainable relationship with consumers, in line with the principles of relational marketing to showcase the innovative features and technological advantages of electric cars. The use of this digital platform can enable the delivery of fast and targeted messages to urban consumers in Jakarta who are very active online. Two-way communication mechanisms through social media play a vital role in building a solid consumer community and increasing trust in brands. Active interaction between Hyundai and consumers, whether through comment columns, live streaming features, or interactive discussions on platforms such as Facebook, Instagram, and YouTube can encourage the formation of more personal relationships. Consumers not only feel heard, but also empowered to share positive experiences and give each other recommendations.

These findings are in line with research by Darwin, Syamsu, and Mujahid (2023) which emphasizes that "integrated marketing communication through digital media can increase consumer buying interest in electric vehicles". This is also in line with the results of research by Rudi T, A. (2022), who emphasized that "social-interactive marketing such as user-generated content can strengthen brand image and encourage consumer engagement".

Hyundai Indonesia has also never missed participating in the largest automotive exhibition in Indonesia

which is held every July – August in automotive exhibitions such as GIIAS as well as holding test drives in shopping malls and universities. Then in order to provide a positive experience to consumers and potential consumers, Hyundai actively held Hyundai EV Days entitled "Education Talk and Test Drive Experience", which is educational activities and test drives in malls and large campuses in Jakarta, which educates consumers about the advantages of electric cars. This supports the concept put forward by Lily, C, N., Anita, S., (2023), that smart mobility strategies need to be accompanied by education so that consumers understand the ecosystem and the benefits of electric vehicles.

3. Collaboration with the Automotive Community and Influencers

Respondents stated that interactive approaches through social campaigns such as "education talks", workshop clinics, and test drive events played a big role in educating consumers about the benefits and technologies of Hyundai electric vehicles. This approach not only increases brand awareness, but also helps consumers to understand the added value of products in the context of smart mobility. Hyundai Indonesia involves the automotive community that already has conventional Hyundai cars before such as the Hi10Club community, Gravity (Grand Avega Community), Hyundai Accent Indonesia (HAI), and Tucson Owner Club as well as collaborating with automotive and technology influencers such as Ridwan Hanif and Fitra Eri. This collaboration aims to build credibility through a peer-to-peer approach, which has a stronger impact on shaping public opinion. Rudi E. A. (2022) also emphasized the importance of social engagement to create trust and expand the reach of promotion. This activity supports the concept of communication two directions that focus on active consumer engagement (interactive communication), which is considered very effective in today's digital era.

4. Pricing Strategies, Financing Schemes, and Government Incentives

Currently, there are many competitors from other brands that also produce and market electric cars. This creates an emergency signal for Hyundai to develop an innovative, adaptive, and integrated marketing communication strategy so as not to lose to other automotive industry competitors. In the automotive market, researchers found the Hyundai Ioniq 5 as Hyundai's electric model, having a higher price than its competitors from Chinese brands such as BYD and Chery. The Chery Omoda E5 variant has prices ranging from Rp. 782 million to Rp. 895 million, while the Hyundai Ioniq 5 is priced at Rp. 738 million to Rp. 911 million.

Then the BYD Atto 3 has a more affordable price, which is around IDR 400 million. Meanwhile, the Hyundai Kona Electric has a price that varies depending on the variant and competitors. The cheapest variant (Style, standard range) is sold for around IDR 499 million, while other variants can reach IDR 629 million. Then with other types of electric cars such as the BYD Dolphin (IDR 369 million) or the BYD M6 (starting from IDR 379 million). From this analysis, it is clear that the Ioniq 5 and Kona Electric are relatively more expensive, but Hyundai still offers quite competitive value but with better features and performance.

Although the Hyundai Ioniq 5 and Kona Electric are positioned as premium technology brands, Hyundai gets around it by:

- Light installment scheme and 0% interest for fleet buyers and individuals who have previously owned Hyundai cars.
- 8 years battery warranty, as a guarantee of long-term reliability.
- Take advantage of the 1% VAT incentive and free name change duty from the Indonesian government.

In the urban context of Jakarta, where fast mobility and efficiency are the main needs, this pricing

strategy and financing scheme is a solution related to the concept of smart mobility and this has received a positive response from consumers. According to Fatimah and Siti (2023), the strategic collaboration between Indonesia and South Korea in EV development opens up great opportunities for Hyundai to expand its market penetration. This approach emphasizes that pricing and financing strategies must be combined with regulatory support to create economic value for consumers.

5. Hyundai Indonesia's Strategic Challenges and Solutions

Hyundai Indonesia realizes that employees, especially from the sales and product development team, are at the forefront of conveying the advantages of electric cars to consumers. Therefore, the company conducts intensive training on the features, latest technology, and benefits of electric cars. With this in-depth knowledge, employees are better prepared to answer consumer questions and strengthen trust in Hyundai products. Although the communication strategies implemented have shown a positive impact, there are several challenges that were also revealed by respondents. Hyundai employees revealed that competition with other brands that are also aggressively promoting electric vehicles is one of the main obstacles. These brands often offer similar incentives or unique selling points that require Hyundai to continue to innovate in crafting marketing messages. This requires a quick and adaptive response to maintain a position in the market.

Then based on an interview with the Hyundai Cilandak Branch, the researcher found one of the main obstacles is the low public knowledge about electric cars, especially in terms of

How EVs work and charging, the difference in operating costs with conventional cars, and battery durability and safety. This obstacle is clearly a paradigm shift in consumer behavior who wants to switch from conventional vehicles to electric vehicles requires continuous education. The solutions that have been implemented are to organize educational events such as Hyundai EV Experience Day in malls, campuses, and public areas, provide interactive digital brochures and simulations of total cost ownership through the MyHyundai website and application, and display educational content on social media in an interesting storytelling and short video format. Demographic variations in Jakarta such as age differences, economic background, and education level have an important role in shaping the perception of Hyundai's marketing message. One of the respondents from the sales team said that young consumers tend to be more responsive to messages conveyed through digital platforms and dynamic interactions, while older consumers value the clarity of information and credibility that come from traditional communication channels and physical events.

Although Jakarta has a good digital infrastructure, some physical infrastructure limitations such as electric vehicle charging networks are still in the development stage which are challenges in optimizing electric vehicle marketing strategies. Hyundai is aware of this, and immediately moves quickly to collaborate with PLN and the Government to accelerate the development of charging infrastructure, as well as certain areas by building a target of 100 charging stations in dealerships and strategic locations (such as rest areas, hotels and offices). This shows that Hyundai is not only selling products, but also acting as an enabler of the electric vehicle ecosystem, which is a form of long-term marketing communication.

CONCLUSIONS

The Hyundai Indonesia Cilandak Branch employs an integrated and adaptive marketing communication strategy (IMC), blending digital platforms—such as websites, *MyHyundai* apps, and social media—with offline initiatives like test drives, educational talks, and Hyundai EV Days. This approach positions Hyundai as a leading eco-friendly and high-tech EV brand while fostering two-way engagement that transforms customers into brand ambassadors and builds strong community loyalty. Targeted digital content and financing schemes (0% interest, extended warranties) help overcome price-

related barriers, although challenges remain, particularly around limited public awareness and inadequate charging infrastructure. To enhance impact, Hyundai should strengthen digital storytelling, expand educational initiatives, collaborate with influencers and communities, and work closely with the government to accelerate charging station development. Continuous evaluation based on consumer feedback and market trends is essential to stay competitive. Future research could explore the effectiveness of different digital content formats (e.g., video storytelling vs. live Q&A) in engaging younger audiences, examine the impact of charging infrastructure expansion on EV adoption rates, and assess how educational efforts and total cost of ownership (TCO) comparisons influence consumer preference shifts from conventional to electric vehicles. Additionally, studies on the role of government policies and influencer marketing in driving EV market penetration and brand loyalty in urban settings like Jakarta would offer valuable insights.

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