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# Collaborative Communication as a Marketing Communication Strategy (Case Study of BLP Beauty X Kopi Tuku)

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## ABSTRACT

Business competition in Indonesia makes local brands increasingly innovate for brand existence, one of which is by collaborating. Brand collaboration is a marketing strategy for brands to survive and retain customers and to achieve common goals, namely increasing sales, brand awareness, brand image and others. The collaboration carried out between BLP Cosmetics Collaboration followed by Marketing 4.0, namely from traditional to digital, is one of the operations of this research looking at the 5A approach where currently marketing is carried out not only offline but followed by online marketing. Apart from that, this research also uses good reputation theory and will evaluate the collaborative communication that has been created. The purpose of this research is to determine the collaborative communication carried out by BLP Cosmetics and Kopi Tuku as a marketing strategy and this collaboration also requires trust between brands and the marketing they carry out. This research method uses descriptive qualitative and will carry out observations and interviews with Kopi Tuku Marketing Communication and the CMO and founder of BLP Beauty. The results of this research are that TUKU & BLP realize the vision of each brand by being good neighbours. BLPFam also enthusiastically accepts collaboration resulting in market expansion, engagement with customers, increased brand awareness, brand image, brand value, and also sales. The 5A approach, which includes attention, appeal, ask, act, and advocate, was effectively utilized both offline and online. It was observed that the communication between the two brands was transparent and collaborative, leading to a strong and trusting partnership.

**Keywords:** collaborative communication, marketing communication, marketing strategy, marketing 4.0

## INTRODUCTION

Collaboration between brands is a business strategy that involves two or more brands sharing ownership and responsibility for managing the business while sharing the profits. In general, this collaboration takes different forms such as campaigns and activations, giveaways, hi-touch, and more. Collaboration can be a great opportunity to develop the industrial ecosystem amidst today's intense business competition. Regardless of the type of business you are involved in, there are many benefits to be gained from building collaborations (Sisi.id, 2023). Some examples of brand collaborations are Dear Me Beauty lipstick x Yupi Candy, Indomie x Chitato, Etude House x Kitkat, Tony Moly x Samyang.



Figure 1. Example of Brand Collaboration (Revias & Susanto, 2020)

Collaborative communication is also organized by the Ministry of Tourism and Creative Economy by holding the Wonderful Indonesia Co-Branding Forum (WICF) 2023 as an annual communication forum between co-branding partners to collaborate in various activity programs in all work units/cross-deputies in the Ministry of Tourism and Creative Economy/Baparekraf. WICF 2023 carries the concept of a table top meeting where the Ministry of Tourism and Creative Economy, acting as a seller, will explain all

cross-deputy programs. Meanwhile, partners as buyers are expected to be able to capture and execute these programs which are tailored to their respective business plans. The Wonderful Indonesia co-branding partnership itself is an innovative strategy/form of cooperation with the concept of mutually utilizing owned assets from the government and partners in a mutualistic manner which aims to increase business equity, increase income and expand market share (Erbi, 2023).

Collaboration was also carried out by Kopi Tuku and BLP Cosmetics, which is a local Indonesian brand which is currently still surviving despite the many closed coffee shops and local cosmetics which are on the rise to maintain their existence in society and make innovations as a way of branding. Therefore, researchers want to examine the benefits and functions of collaborative communication carried out by these brands as a marketing strategy using marketing 4.0 because currently the use of traditional media has begun to shift to digital media.

## LITERATURE REVIEW

In the business field, **collaboration** is an alternative to competition strategies. Collaboration in a business context is the best mechanism for cooperation between organizations, if organizations want to achieve their goals. Collaboration is described as a win-win situation where "two partners are in the different bed with the same dreams" (Bleeke and Ernst, 1993 in Barata, 2021). Collaboration is a cooperative term that refers to something positive. To strengthen this statement, Munt (2003 in Barata, 2021) states collaboration as working together to achieve the goals desired by individuals, groups, institutions or organizations to produce a meaningful and sustainable output. Morsink et al (1991 in Barata, 2021) collaboration as a joint effort in planning, implementing and evaluating mutually agreed programs to achieve mutually desired goals. In collaboration, a relationship occurs between organizations and with this relationship, cooperation will be created.

Collaboration is a process where organizations seek solutions together to the problems they are facing in order to achieve common goals. Therefore, in establishing collaboration, a shared vision becomes the basis for formulating goals, allocating resources and activities from each organization, so that all of

them have a contribution in being responsible for realizing common goals (Dwiyanto, 2011 in Barata, 2021).

The **collaboration method** as the implementation of concepts in business is a process of change where the values and culture of collaboration are applied. This change process requires a change in mindset. The most important change in mind set is the mindset from being independent (mutually independent, not dependent) to an interdependent mindset (mutually dependent).

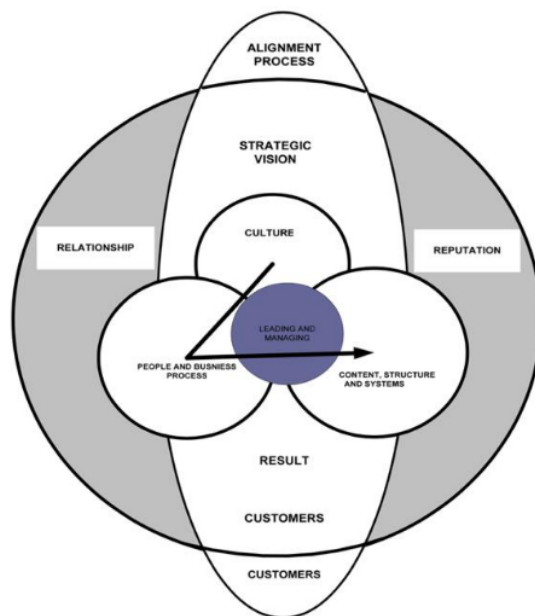


Figure 2. Collaboration Method (Marshal, 1995 in Raharja, 2009)

Collaboration as a business strategy in the future:

- Vision and strategy relate to the existence of the company's presence and the direction the company wants to go based on the uniqueness and added value provided by the company in the market (market place)
- Customer relations, related to how customers are treated by placing customer satisfaction as the main concern

- Task relations relate to the character of the organization which is a function of the values, beliefs and habits and culture that are reflected in business processes.
- Results are the company's output. The company's output is a function of the alliance between the processes of <sup>40</sup> the products or services provided by the company.
- Reputation, related to values and beliefs that are reflected in products, services and customer focus (Raharja, 2009).

In its development, collaboration between brands is now increasingly being carried out. Collaboration activities are deliberately intensified in order to obtain substantial profits for each brand, here are several collaboration functions (Sisi, 2023):

#### 1. Increase market share

When two or more brands collaborate with each other, the aim is to create unique and innovative services or products for their customers. Generally, company growth is influenced by involvement and collaboration between various parties who are able to encourage growth in accordance with market needs. This will create a competitive advantage and have the potential to increase the market share of each brand.

#### 2. Share knowledge

We need to realize that with collaboration we will get the opportunity to gain a lot of inspiration and learn. From collaboration activities, you will communicate with people or colleagues who have different business experiences. From here, both of them can explore creativity to create new breakthroughs in the products or services that customers need.

#### 3. Strong customer base

Of course, each brand has its own loyal customers. They have customers with different characters according to their brand. If this collaboration is carried out, it will make your brand more credible from the impact of this exposure. So this will be profitable because it can expand your reach and attract new potential consumers. Each brand can unite their loyal customers so that their customers will become wider as time goes by.

#### 4. Improve branding

A successful business is one that is able to utilize connections by collaborating to create ideas, find solutions, and achieve common goals in business. Collaborative activities between brands are not only able to attract the attention of the industry, competitors and the market. But also customers who already know or don't know the brand at all. Indirectly, this can help increase brand awareness of the products being marketed.

<sup>30</sup> According to Kotler and Keller (2016), **marketing communications** <sup>18</sup> is a medium for companies to provide information, invite <sup>18</sup> and remind consumers directly or indirectly about the products or brands they sell. Marketing Communications <sup>10</sup> is an effort to convey messages to the public, especially targeted consumers, regarding existence of products on the market (Mulia, 2020). According to Fill (2013 in Pratama & Putra, 2023), marketing communications is <sup>24</sup> used to convey product-related information to customer-based audiences. Meanwhile, Putra, et al (2023) stated that marketing communication involves conveying messages that contain informative and persuasive elements so that they can influence the recipient of the message. Marketing communications functions to disseminate <sup>18</sup> information about the products or services offered by the company to potential consumers with the aim of influencing consumer purchasing decisions. <sup>24</sup> Marketing communications has an important role in building brand awareness, influencing consumer perceptions of products or services, and increasing consumer loyalty to the brand. One application of promotional media is to use digital media (Pratama & Putra, 2023). Marketing communication <sup>33</sup> is the process of establishing and strengthening mutually beneficial relationships with employees, customers and all parties by developing and coordinating strategic communication programs to enable constructive contracts with companies/product brands through various media (Witoko, 2021).

<sup>22</sup> **Marketing 4.0** is a marketing approach that combines online and offline interactions that occur between companies and customers to complete the company's marketing targets. A brand cannot just put forward good digital branding. They must also produce content that is <sup>16</sup> relevant, interesting, and up-to-date for customers. Companies still need a <sup>16</sup> human touch to strengthen customer engagement (Jessica, 2021).

In Marketing 4.0 (Jessica, 2021), the customer journey changes to 5A including:

1. Aware (realize/I know)

Customers already know about the brand or product being sold, are already aware of the brand's existence.

2. Appeal (interested/I like)

The audience starts to get interested, think they like and should buy the product.

3. Ask (ask/I'm convinced)

Audiences are starting to look for in-depth information about products, whether asking friends, the internet, or finding out the composition of goods and comparing prices.

4. Act (act/I buy)

Audiences buy products they like.

5. Advocate (recommend/I recommend)

If customers are satisfied, they recommend both online (reviews) and offline.

**Good Reputation** plays a vital role in defining a company's identity. It represents how the company is perceived based on its past actions and future prospects, compared to its competitors. According to Christanto, Budi et al.,(2024), a good reputation depends on a company's credibility, reliability, responsibility, and trustworthiness. The creation of a reputation is a process that starts from the bottom, where each stakeholder uses their own combination of economic and social criteria, both selfish and altruistic, to evaluate a company's prospects. Reputation is a cognitive feature of the industry that reflects a company's perceived ranking compared to its competitors. It is a portrait that combines various perceptions of the company held by all its stakeholders, reflecting the overall appeal of the company to employees, consumers, investors, suppliers, and local communication. According to Folley and Kendrick in Hastowo (2020 in Fero, 2023), that reputation is Feedback from a company's services Which

is built on testimonials or Customer experience, as well as validation from Third parties outside the stakeholders Interests of the company.

## <sup>6</sup> **METHODOLOGY**

The research method used in this research is qualitative descriptive research. This research method aims to describe people's behaviour, field events, and certain activities in detail and in depth. What is meant by descriptive research is research to describe variables relating to the problem being studied without questioning the relationship between variables. The research approach used in this research is a qualitative descriptive research method based on phenomenology. What is meant by phenomenology are phenomena that occur or reality in the research field. (Faisal, 1992: 18 in Revias & Susanto, 2020).

<sup>33</sup> Data collection used included interviews, observation, and literature study. Interviews were conducted with informants from both parties, namely BLP Cosmetics and Kopi Tuku, who knew about the collaboration marketing strategy. Data sources were obtained from literature reviews, both books and online media. Direct and/or indirect observations via social media from BLP Cosmetics and Kopi Tuku were also taken. Literature studies were taken from books, articles in online media, and journals. The analysis of the data revealed the successful integration of brand positioning and consumer engagement in the collaboration marketing strategy. The intricate details of the collaboration's impact on consumer behaviour and brand perception emerged from the interviews and observations. This comprehensive approach has enabled a deep understanding of the collaboration marketing strategy and its implications for both brands. <sup>36</sup> The research data was collected through in-depth interviews and observations to capture the lived experiences and perceptions of the participants. The participants were selected based on their relevance to the research topic and their ability to provide rich and detailed insights. The interview data was transcribed and analysed using thematic analysis to identify recurring patterns and themes within the responses.

This approach allowed for a comprehensive understanding of the phenomena being studied, while also capturing the nuances and complexities inherent in human experience. Furthermore, the findings were presented using rich descriptions and verbatim quotes from the participants to provide a deeper insight into their experiences. This approach aimed to honor the voices of the participants and convey the

richness of their experiences to the readers. The qualitative descriptive research method was chosen for this study, as it allows for a detailed and in-depth understanding of people's behaviour, field events, and certain activities (Barroga et al., 2023).

Creswell's study, as described in Caroline F 2021, employs a qualitative approach and has a phenomenological design. Qualitative research is known for being adaptable and flexible, rather than rigid and unchangeable. The researcher in qualitative studies explores a particular concept or phenomenon by presenting easy-to-understand research problems. Qualitative research is a technique utilized for analyzing and exploring phenomena that cannot be quantified or measured. It is not just a method of presenting data but a way of interpreting the valuable data collected through interviews, observation, and documentation. Qualitative researchers seek to study items in their natural context, with the aim of understanding and interpreting phenomena from a human perspective. This approach, according to Caroline F. (2021), as explained by Denzin and Lincoln, seeks to attach meaning to the data being studied.

## RESULTS AND DISCUSSION

<sup>6</sup> From the results of interviews & observations conducted by researchers with TUKU and BLP regarding collaborative communication which was carried out because TUKU wanted to be closer, foster better and more relevant neighbours for TUKU neighbours to be able to increase interactions and relationships with the market and new friends. according to a statement from Mrs. Eleonora Ancilla as Junior Brand Manager of TUKU. Meanwhile, BLP as conveyed by Mrs. Lizzie Parra as CMO and Founder of BLP Beauty saw similarities in the journey and values of BLP and TUKU which resulted in four lip products which are BLP's flagship products inspired by TUKU Coffee Shop products. This collaboration is a form of appreciation to loyal consumers and communities of BLP (BLPFam) and TUKU (TUKU Neighbours) who always support the journey of the two brands. BLP collaborates with TUKU because the two brands have similar journeys as well as values and culture. Collaboration highlights the identity of both brands from several aspects, for example products, communication media, sales channels and activities carried out.

"Through this collaboration we bring this similarity to everything we do, starting from content, products and communication to the Indonesian people, especially BLP and TUKU customers," said Lizzie Para.

"With this collaboration, it enriches the value of "Born because of a Dream, Big because of Neighbors" and the culture of #BertetanggaBaik," said Elenonora Ancilla.

From this statement, it can be concluded that TUKU and BLP collaborate as joint work to achieve the goal of producing a meaningful and sustainable output, something positive (Munt, 2003 in Barata, 2021). This BLPxTUKU collaboration began with the friendship between Mr. Andanu Prasetyo (Founder & CEO of Toko Kopi Tuku) and Lizzie Parra (CMO & Founder of BLP). The aim of the collaboration between TUKU x BLP is to target new markets (cross markets). From the dream of wanting to provide experiences and new things for both markets, namely the beauty market and coffee enthusiasts. Apart from that, this collaboration also supports strategic alliances for good relationships between brands, profit and exposure. Cross market or cross promotion is a marketing strategy in which brands work together to market each other's products or services to consumers. BLP's CMO saw that the way to enjoy coffee starts from the lips, so he chose to launch a series of lip products in this collaboration. Apart from that, BLP lip products have always been a best-selling line. This collaboration takes inspiration from TUKU's main products, Tetangga Milk Coffee and Tetangga Black Coffee which are enjoyed by many BLP Fam and Tetangga TUKU.



Figure 3. BLP X TUKU #SENYUMTETANGGA (BLPBeauty.com, 2024)

Based on sales data and social conversations during the campaign period, the BLPxTUKU collaboration is one of the collaborations that has been well received in the community, more and more people are getting to know BLP as seen from the extraordinary enthusiasm, the product sold out in less than 3 months. This collaboration is also expected to become a benchmark for future collaborations due to getting exposure from offline and online platforms. Apart from that, what can be captured is the very good sentiment from Tetangga Tuku and BLP Fam. The choice of this strategy is generally not only to cut promotional costs, but rather to take the opportunity to reach different market segments (Destiana, 2022). According to Krajewski and Ritzman (2002) strategic alliances can take the form of collaborative efforts, joint ventures and technology licensing. Collaborative efforts often arise when one company has a core competency that another company needs, but has no intention of imitating it. The two companies agreed to work together to obtain mutually beneficial benefits. With collaboration, brand reputation increases and market sentiment is also very good as well as good results seen from profit and exposure benchmarks. This exposure is to produce a positive image. Image is the main goal and is also a <sup>21</sup>reputation and achievement to be achieved in the world of public relations (PR) or public relations (Christina, 2020). According to Hill Canton and Sukatendel (2003 in Septyana, 2021) image is a message, <sup>21</sup>impression, feeling, public self-image of the company. Image is expressed as a form of a person's view of a company, a person, a committee, or an activity. This collaboration is a campaign carried out by the brand to improve its image.

The strategy in marketing collaboration products is quite balanced between the two brands by carrying out several promotional activities both online and offline. To go online, use social media posting, ads, and collaboration with content creators to promote products. Meanwhile, the offline promotion held several activities for the BLP & TUKU community media (BLPFam & Tetangga Tuku), as well as influencers and content creators to introduce this product. BLP carries out many giveaway campaigns and promotions to directly increase awareness. However, from a TUKU perspective, it focuses on amplification and community engagement.

The main target of the BLP x TUKU collaboration is Indonesian people aged 18 – 35 years who live on the island of Java. Apart from that, to meet the needs of various customers who have an interest in the TUKU and BLP brands. A more specific market because it is a lipstick product is beauty enthusiasts who have a habit of drinking coffee. The strategy in collaborative communication is included in <sup>26</sup> marketing communication, which is a form of communication aimed at strengthening marketing strategies, in order to achieve wider segmentation (Dewi, et al, 2022). With the collaboration between BLP x TUKU, TUKU has gained broader segmentation, namely in the beauty sector, so that TUKU is better known in the market for beauty enthusiasts, whether they like coffee or not.

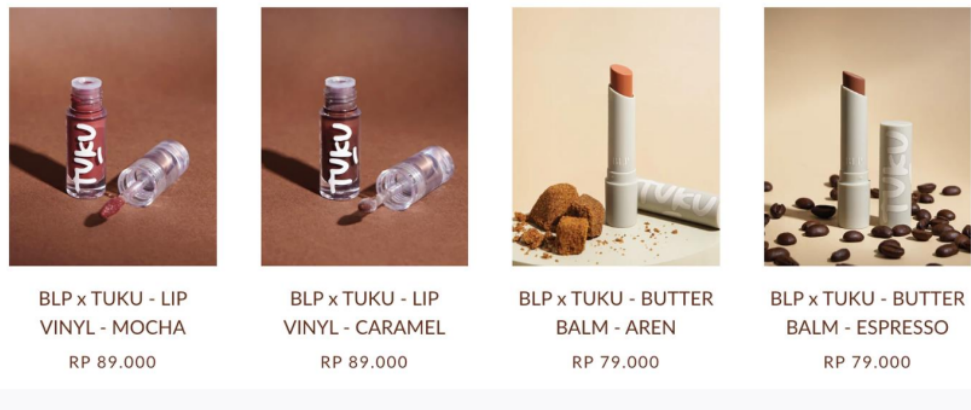


Figure 4. BLP X TUKU Lip Product (BLPBeauty.com, 2024)

Apart from collaborating with TUKU for collaborative behind the scene (BTS) content, BLP creates organic content using collaboration products which highlight the advantages of these types of products,

namely Lip Vinyl (lip gloss) and Butter Balm (lip balm) which contain caffeine as an antioxidant which can moisturize lips for longer. In creating content from this brand collaboration, BLP and TUKU join hands to collaborate closely through co-creation starting from moodboards, production to post production. This is to produce content that is relevant, interesting and up-to-date so that it attracts attention. The result was that many TUKU neighbors asked further questions about the content of the collaboration from direct messages and comments. From BLP, in this content, customers express excitement and are looking forward to this collaboration in the comments column on BLP's social media accounts, receiving lots of messages about the BLP brand and products from new customers through this campaign on BLP's social media. Apart from that, for activation each has a role. For example, in holding a press conference launching the BLPxTUKU product which was held at TUKU BSD, with the theme of a gathering with media friends and also a live makeup demo by Lizzie Parra.

With very high enthusiasm, this collaboration product sold quickly. One of them is Lip Vinyl - Mocha which sold out a month after launch so BLP restocked it in under 6 months from launch. Judging from the product reviews and reception from BLPFam through online and offline events, this collaboration was very well received. This is proven by Lip Vinyl - Mocha becoming one of the best sellers not long after its launch. The sentiment and feedback received was very good. This was obtained from several reviews by KOL and Tetangga Tuku who had tried the results of the collaboration between TUKU and BLP. Not a few people say that Lip Vinyl and Butter Balm BLPxTUKU have a very unique color and aroma.

The collaboration carried out by BLP x TUKU is a strategy for the future with a vision and strategy with existence coupled with the uniqueness and added value of both brands. Customer relations are also based on customer satisfaction as the main concern, which is proven by the messages received on social media accounts and sold out. Task relationships related to the values and culture of both brands. The results also improve image and reputation. This brand collaboration increases market share with cross market, strategic alliances. The BLP Fam and Tetangga TUKU are increasing and with collaboration, the branding of each brand is increasing.

The way to strengthen customer engagement from brand collaboration is to provide an opportunity for BLP to show its creativity and values. From the concept, content, to product variants provided by BLP,

it is the result of thought and hard work carried out in a short period of time. This is done with the main aim of providing the best experience for the wider community when using BLP products, so that each individual can feel comfortable with their own uniqueness and have fun while becoming the best version of themselves. Apart from that, through brand & event activations such as Kumpul Tetangga Tuku & KOL Gathering. TUKU & BLP have held the Tuku Neighbourhood Gathering with the theme makeup demo by Lizzie Parra twice, namely at TUKU BSD and TUKU Malang. The KOL Gathering was held at KINA Senopati and the main event was a presentation about the product and then mingling. With brand activations, we can strengthen relationships with both TUKU and BLP consumers.

BLP experienced a significant increase in awareness. During the campaign period, both online and offline traffic, as well as sales increased. From the TUKU side, it can be said that a lot of engagement and reach comes from beauty related profiles who are now cross exposed to TUKU. BLP continues to maintain the values and culture that BLP upholds to create beauty products that make everyone feel comfortable with themselves. BLP Beauty also invites you to feel empowered and confident inside and out. TUKU's efforts to maintain its brand image in collaboration are to remain true to yourself, getting to know the persona of the TUKU brand itself so that it can remain aligned with its values even though it is in the collaboration process.

Here BLP x TUKU carries out Marketing Technique 4.0, namely by combining online and offline marketing. By creating content that is <sup>16</sup> relevant, interesting and up to date for customers. This is the Aware stage for beauty enthusiasts, then Appeal because they are interested in the BLP x TUKU collaboration variant, then there are those who Ask or ask questions via comments or direct messages. TUKU strengthens customer engagement from this collaboration by strengthening activities such as the Summit. This is so that customers can act to buy and ultimately advocate/recommend or have an honest review.

This collaboration resulted in a good reputation with the #SenyumTetangga campaign. Kopi Tuku has a vision of having good relationships with neighbours, what neighbours mean here are other brands such as BLP Beauty. With cross markets, Kopi Tuku widens its segmentation to beauty fans and BLP to coffee fans. This collaboration results in increased awareness, BLP as a beauty brand has increasingly

good credibility because it creates interesting product innovations. This collaboration does not let go of the identity of the brand and combines the two brand identities into a lip product that emphasizes the identity of Tuku with its coffee & BLP with a lip product that contains caffeine as an antioxidant which can moisturize the lips for longer. The lip products resulting from this collaboration are also in demand by customers, proven to be sold out before 6 months of the product launch which can be said to be reliable. This collaboration is also responsible for the two brand markets through collaboration events that have been carried out, namely Kumpul Tetangga TUKU, KOL Gathering, Make-up Demo. Apart from that, this product can also be trusted through good reviews from customers.

### **CONCLUSION**

In conclusion, the partnership between BLP and TUKU has proven to be a successful collaboration in preserving their brand values and culture. Both companies have benefited from this partnership, with BLP gaining access to TUKU's innovative technology and TUKU gaining valuable insights into BLP's market expertise through a collaborative lip product campaign known as #SenyumTetangga. The collaboration has resulted in the development of high-quality products that have resonated well with both companies' customer bases. Moving forward, the two companies are committed to furthering their partnership and exploring new opportunities for growth and innovation. This successful collaboration serves as a model for future partnerships in the industry, demonstrating the value of integrating diverse perspectives and expertise to achieve mutual success. To achieve these goals, they are utilizing Marketing 4.0 techniques both online and offline, aiming to increase customer engagement for both brands. The collaboration between BLP Cosmetics and Kopi Tuku has proven to be successful in terms of increasing brand awareness and customer engagement. The 5A approach, which includes attention, appeal, ask, act, and advocate, was effectively utilized both offline and online. It was observed that the communication between the two brands was transparent and collaborative, leading to a strong and trusting partnership. It is recommended that other local brands consider implementing similar

collaborative marketing strategies to enhance their brand image and reach a wider customer base. Additionally, it is suggested that future research delves deeper into the customer perception and experience of these collaborative products to gain a better understanding of their impact on consumer behavior.

## ACKNOWLEDGEMENT

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