

## COMMUNICATION STRATEGY OF AL-GEE RENTAL TO ATTRACT CUSTOMER INTEREST

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**Abstract.** This study analyzes Al-Gee Rental's social media communication strategy in fostering customer engagement and loyalty within the context of Society 5.0. The central issue is how the company integrates digital communication with personal interaction to attract and retain customers. The study aims to assess the effectiveness of digital-based Integrated Marketing Communication (IMC). A qualitative method was employed through in-depth interviews with customers and observation of digital interactions. Findings reveal customer engagement across cognitive (attention and feedback), affective (emotional closeness), and behavioral (retention and active participation) dimensions. The study concludes that Al-Gee's success lies not only in strategic digital integration but also in sustaining human interaction that strengthens long-term loyalty.

**Keywords:** Integrated Marketing Communication, Social Media, Society 5.0, Brand Engagement, Loyalty

**Abstrak.** Penelitian ini menganalisis strategi komunikasi media sosial yang diterapkan Al-Gee Rental dalam membangun keterlibatan dan loyalitas pelanggan di era Society 5.0. Permasalahan yang diangkat adalah bagaimana perusahaan mampu memadukan komunikasi digital dengan sentuhan personal untuk menarik dan mempertahankan pelanggan. Tujuannya menilai efektivitas penerapan Komunikasi Pemasaran Terpadu (IMC) berbasis media sosial. Penelitian menggunakan pendekatan kualitatif melalui wawancara mendalam terhadap pelanggan dan observasi interaksi digital. Hasil menunjukkan keterlibatan pelanggan tercermin dalam dimensi kognitif (perhatian dan masukan), afektif (kedekatan emosional), dan perilaku (retensi serta partisipasi aktif). Kesimpulannya, keberhasilan Al-Gee tidak hanya bertumpu pada strategi digital, tetapi juga pada kemampuannya mempertahankan interaksi manusiawi yang memperkuat loyalitas jangka panjang.

**Kata Kunci:** Komunikasi Pemasaran Terpadu, Media Sosial, Society 5.0, Brand Engagement, Loyalitas

## INTRODUCTION

Technology and the development of knowledge are advancing rapidly, with the internet becoming a crucial component of daily life. Internet usage continues to grow steadily, influencing not only personal activities but also the way businesses evolve. The rise of digital business, often referred to as e-business, represents the integration of information and communication technologies into organizational and individual practices to enhance security, flexibility, efficiency, optimization, productivity, and profitability. Nevertheless, the implementation of e-business may yield both benefits and challenges for business actors. In the context of the ongoing industrial revolution, digital business continues to develop in line with technological transformations (Febriana et al., 2023).

The era of globalization has also brought significant changes across various aspects of human life, extending from local to global scales. One of the most notable transformations is in the field of communication, where the exchange of information now occurs at unprecedented speed through social media platforms. This phenomenon has had positive impacts across diverse sectors, including economics, education, and communication (Aprilia et al., 2022).

Technological innovation in the globalization era is designed to simplify complex challenges and create accessible solutions. One major outcome is the removal of geographical barriers in human communication, enabling interactions without distance constraints. Within the economic sector, the use of social media, particularly through digital advertising, has emerged as a vital tool for disseminating product information to the public. Among these tools, video marketing has proven

especially effective in facilitating promotion and brand visibility. As such, video marketing plays a strategic role in digital advertising by fostering brand engagement, aligning with the broader goals of efficiency and effectiveness demanded by the globalized digital era.

The advancement of technology has given rise to various social media platforms that are widely used today, including WhatsApp, Instagram, YouTube, Facebook, and Telegram. These platforms are further supported by digital tools that facilitate content creation, particularly in advertising. For example, Canva provides an accessible editing application that enables users to design promotional materials, thereby supporting brand engagement according to user preferences. In the current marketing landscape, social media has become a dominant tool, allowing entrepreneurs to conduct hybrid promotional activities. Digital advertising, therefore, plays a significant role in shaping the effectiveness of contemporary marketing strategies.

The language used in advertising is essential for constructing messages that resonate across different segments of society. Advertising messages significantly influence consumer mindsets and behaviors, shaping their purchasing decisions and consumption patterns (Kristiani, 2017). The ability of social media to target specific demographics, such as adolescents or adults, and even more precise categories based on age groups, enhances the effectiveness and efficiency of marketing campaigns. A clear definition of the target market increases the likelihood of product sales, providing significant advantages for business actors.

Furthermore, social media allows businesses to assess consumer loyalty and the effectiveness of marketing strategies, reflecting the concept of brand engagement. Brand engagement is one of the most critical factors in a brand's success. It represents a

motivational process that involves consumer attention, commitment, and behavioral responses, whether through active engagement or withdrawal. Building a strong relationship between brand and consumer enhances loyalty, encouraging repeat purchases and long-term trust (Saajidah et al., 2024). In this perspective, consumer-brand interactions are understood as integral to shaping consumer identity and experience with a brand.

For business actors, cultivating brand engagement is an essential and constructive endeavor. In this regard, Al-Gee, a transportation service company offering motorcycle and car rentals, seeks to strengthen consumer relationships through video marketing in digital advertising. The strategic use of advertising language helps influence consumer perceptions and behaviors, while the quality of services offered provides tangible value to customers. Over the long term, this combination of effective communication and service excellence fosters consumer satisfaction and strengthens Al-Gee's market presence.

The rapid development of technology has transformed the way humans live and interact, including in business and marketing. The concept of Society 5.0, introduced by the Japanese government, represents a new paradigm that integrates advanced technology into all aspects of life, including marketing communication. In this context, the use of digital technologies such as social media, artificial intelligence (AI), and big data has become an essential tool for building relationships between brands and consumers (Febriana et al., 2023).

As a solution, local online media must be more inventive and creative to survive in the media industry, as the business prospects in the digital era present significant opportunities for online media to exist and grow through the use of integrated marketing communication (Belch, Belch, Kerr, Powell,

& Waller, 2020). Integrated Marketing Communication (IMC) is an important strategy that helps target markets internalize brands and build brand communication. Within IMC, strategies are implemented through integrated media and messages that are capable of delivering communication consistently, effectively, and efficiently. IMC emphasizes the consistency of messages to increase brand awareness among customers or audiences.

The definition of IMC used in this study refers to a strategic process applied by companies to create brand communication and shape customer experiences aimed at developing long-term relationships and achieving predetermined objectives. Al-Gee Rental, a motorcycle and car rental business in Salatiga, utilizes Instagram as its primary promotional platform. Through digital media approaches, Al-Gee Rental seeks to enhance brand engagement and customer loyalty, particularly among university students. However, there remains a need for deeper understanding of how marketing communication strategies can be effectively implemented to create strong brand engagement and foster consumer loyalty.

Previous research has discussed the use of video marketing. This study was conducted by Aanisah Saajidah et al., who wrote a journal entitled Analisis Pengaruh Brand Credibility, Brand Engagement, Social Media Marketing Terhadap Brand Loyalty di Viera Oleh-oleh Pekanbaru (Saajidah, Herdilawati, & Bakaruddin, 2024). The findings of this research indicate that the variables of brand credibility, brand engagement, and social media marketing affect brand loyalty. In this study, social media marketing was found to have a significant influence on brand loyalty and repeat purchase intention. According to the researchers, brand trust arises from brand engagement and social media marketing. This leads to the understanding that

consumer repurchase behavior is the result of brand engagement and social media marketing efforts, which provide detailed brand information along with various benefits to consumers. Consequently, this shapes consumer mindset and behavioral change, ensuring that product explanations are not perceived as deceptive.

Another study was conducted by Nuning Kristiani, who wrote a journal entitled *Analisis Pengaruh Iklan di Media Sosial dan Jenis Media Sosial Terhadap Pembentukan Perilaku Konsumtif Mahasiswa di Yogyakarta* (Kristiani, 2017). The findings from this research indicate that social media advertising has a significant impact on student behavior. This is because, as social media users, students are frequently exposed to social media posts, whether consciously or not. These posts spark interest and desire in the minds of consumers, thereby supporting the marketing of advertised products. Unconsciously, students eventually purchase items they do not actually need as consumers. In fact, social media posts present highly varied content, ranging from product introductions to promotions. For instance, if consumers repeatedly encounter advertisements highlighting discounts, they may be influenced to buy products that they do not necessarily need.

Another research was conducted by Rosmalianda Aprilia et al. under the title *Analisis Pengaruh Brand Trust dan Brand Engagement Terhadap Brand Loyalty Produk Kosmetik (Survei Pada Wanita Pengguna Produk Kosmetik Maybelline di Kota Sukabumi)* (Aprilia, Komariah, & Norisanti, 2022). The findings reveal that brand trust does not significantly influence brand loyalty in a given product. Furthermore, the researchers emphasized that brand engagement has a stronger impact on brand loyalty.

The three studies above have examined the influence of video marketing as

a medium for promotion and explored the relationships among brand trust, brand engagement, and brand loyalty. This opens a gap for the present study, which aims to investigate the effectiveness of video marketing on brand engagement in the case of Al-Gee.

However, these studies generally focus on large companies with wide market reach, while research examining the effectiveness of communication strategies through video marketing in small and medium-sized enterprises, particularly in the rental services sector, remains limited. This study addresses that gap by analyzing Al-Gee Motor and Car Rental in Salatiga, a locally established rental service that has grown since 2014/2015 by targeting students, scholars, and tourists through relatively modest promotional channels, particularly social media. Al-Gee provides a relevant case because its development, from operating only three motorcycles with limited capital to becoming one of the most trusted rental providers around Satya Wacana Christian University, illustrates the strategic role of communication in sustaining competitiveness under resource constraints.

Through this approach, the study seeks to examine the digital communication practices adopted by Al-Gee Rental while also assessing the extent to which these strategies contribute to building brand engagement and fostering customer loyalty. The focus is directed toward consumer experiences, especially among university students as the main segment, in responding to video-based promotional content disseminated through social media. Thus, this study not only provides a description of the communication strategies employed but also offers an analysis of their effectiveness in creating emotional involvement and consumer behavior toward the brand.

## LITERATURE REVIEW

**Integrated Marketing Communication.** Communication science, as an applied discipline, has developed through intersections with various social sciences to address communication issues at multiple levels, including marketing. One of its most significant branches is Integrated Marketing Communication (IMC), which emerges as a strategic approach to integrate different marketing communication functions so that messages delivered to consumers remain consistent, effective, and efficient (Febriani & Dewi, 2018).

IMC brings together elements such as advertising, sales promotion, direct marketing, public relations, personal selling, and sponsorship within a unified strategy. The synergy of these elements enables companies to build brand image, strengthen consumer awareness, and foster long-term relationships with customers (Swain, 2004).

In practice, IMC emphasizes the importance of message consistency across media and communication channels. Integrated messages help organizations “speak” more effectively to their target markets, understand consumer needs, and encourage purchasing behaviors aligned with organizational goals. Through this approach, companies are not only engaged in promotion but also in shaping a holistic brand experience.

In the digital era, IMC has become increasingly relevant as local online media must be more creative and adaptive to survive in a highly competitive industry. IMC facilitates the optimal use of digital media to reach audiences, strengthen brand engagement, and enhance business competitiveness in a rapidly changing marketplace (Belch et al., 2020).

**Society 5.0.** Society 5.0 was first introduced by the Japanese government in the

5th Science and Technology Basic Plan as a vision of a human-centric society that integrates physical and cyber spaces through disruptive technologies such as IoT, AI, Big Data, and robotics (Hayashi, 2019; Maria, Rizky, & Akram, 2024). Unlike Society 4.0, which emphasized digitalization of information, Society 5.0 is oriented toward leveraging technology to improve quality of life and address social problems in an inclusive and sustainable manner.

In the field of marketing communication, Society 5.0 presents a new paradigm that enables brand–consumer interactions to become more personal, predictive, and value-driven (Hariandja, 2025; Mujiati et al., 2020). By harnessing Big Data and AI, marketers are able to perform segmentation, targeting, and positioning (STP) with greater accuracy, while also designing hyper-personalized marketing messages based on real-time consumer insights (Nasution et al., 2023).

Moreover, AR and VR technologies create immersive customer experiences; for example, consumers can virtually try products or access interactive digital information in physical stores (Armita & Suharto, 2024). These technologies strengthen customer experiences that are creative, relevant, and innovative.

In terms of customer service, AI and robotics have enabled the development of chatbots and virtual assistants capable of providing fast, responsive, and round-the-clock services. When designed with a humanistic orientation, these technology-driven interactions retain a personal dimension consistent with the human-centric principles of Society 5.0 (Carayannis et al., 2022).

Beyond this, Society 5.0 emphasizes value co-creation, in which consumers are actively involved in product innovation, marketing campaigns, and continuous feedback. This approach shifts marketing

communication from being merely promotional to becoming a dialogical process that builds relationships rooted in participation and trust.

**The Concept of Brand Engagement.** In today's competitive marketing landscape, brand engagement is understood as a psychological state of consumers that reflects their cognitive, affective, and behavioral involvement with a brand. This concept is not merely associated with transactional activities but also encompasses consumers' investments of time, energy, and attention in constructing meaning and shaping brand experiences (Sudaryo et al., 2020). Brand engagement is considered crucial because it is closely linked to loyalty, advocacy, and overall business profitability (Kudadiri & Astuti, 2024).

Broadly, brand engagement is a multidimensional construct consisting of three key dimensions:

a. Cognitive: involves information processing, attention, and consumer reflection on the brand. Cognitively engaged consumers actively learn about, evaluate, and integrate the brand into their thinking frameworks (Sitanggang & Sitanggang, 2021).

b. Affective: relates to positive emotional bonds with the brand, such as feelings of pride, enthusiasm, or satisfaction. This dimension is a vital driver of loyalty, as emotional attachment often surpasses rational considerations (Badaruddin, 2017).

c. Behavioral: is reflected in concrete actions, such as repeat purchases, participation in brand communities, recommendations, or the creation of user-generated content. This dimension demonstrates consumers' willingness to invest time and energy in interacting with the brand (Dewi et al., 2022).

These three dimensions are dynamic and mutually reinforcing. Cognitive involvement may foster affective attachment, while both stimulate behavioral engagement; in turn, positive behavioral experiences strengthen emotional and cognitive bonds. Thus, brand engagement forms a critical foundation in modern marketing strategies, enabling companies to build sustainable relationships and co-create value with consumers.

### **Customer Loyalty in the Digital Context.**

Customer loyalty refers to a psychological and behavioral tendency to consistently use a brand's products or services, driven by positive experiences, satisfaction, and strong emotional attachment. Loyalty is not merely the outcome of past satisfaction but also a reflection of affective bonds that shape long-term preferences, making consumers reluctant to switch even when alternatives with similar price or quality are available (Lolowang, 2019).

Loyalty plays a critical role in business sustainability as it increases customer retention, reduces acquisition costs, and drives repeat purchases as well as voluntary recommendations that expand market reach (Safitri, 2020). The key factors shaping loyalty are service quality and customer satisfaction. Service quality represents a company's ability to meet or exceed customer expectations, which in turn strengthens satisfaction, trust, and a positive brand image. Satisfaction itself arises from consumers' evaluation of service performance against expectations and becomes the foundation for emotional attachment, behavioral loyalty, and corporate reputation (Riswanto et al., 2023; Putri & Ali, 2020).

In the digital era, the dynamics of loyalty have grown increasingly complex. Information and communication technologies have transformed how

consumers interact, shop, and form brand perceptions. This transformation creates opportunities to enhance service quality and personalize customer experiences, while simultaneously presenting challenges such as rising expectations, greater information transparency, and demands for speed and convenience. Consequently, digital integration and the implementation of customer relationship management have become crucial for fostering customer loyalty and maintaining competitiveness in the midst of digital disruption (Amelia et al., 2025).

**AI/IoT-Based Interactive Marketing Communication.** The development of digital technologies has given rise to a new form of interactive marketing communication: two-way engagement that positions consumers as active participants in their interactions with brands. The use of intelligent technologies such as Artificial Intelligence (AI) and the Internet of Things (IoT) enriches this interactivity by enabling large-scale personalization, real-time decision-making, and adaptive communication automation (Sugiana & Musty, 2023; Alami, Yahya, & Basuki, 2025).

AI plays a central role in managing big data to understand consumer behavior, support predictive marketing, and implement hyper-personalization strategies. Its applications are evident in chatbots, virtual assistants, recommendation systems, and automated email marketing, all of which create relevant and real-time experiences (Handayani et al., 2024). Further, Emotional AI and Natural Language Processing (NLP) allow for emotionally attuned and natural conversations between consumers and brands, thereby strengthening relationship quality and engagement (Prentice et al., 2020; Chan, Yanti, & Annas, 2023).

IoT, on the other hand, expands communication touchpoints through interconnected smart devices, ranging from

smartphones and smart homes to vehicles and wearable technologies. This enables the contextual delivery of marketing messages, such as product recommendations from a smart refrigerator or automated service reminders via car applications (Alami et al., 2025). The integration of AI and IoT thus produces a form of smart marketing communication that is immersive, adaptive, and autonomous.

Beyond personalization, AI also supports adaptive content tailored to user profiles and behaviors while enhancing customer relationship management through AI-driven CRM. These capabilities foster loyalty through proactive, contextual, and emotionally resonant interactions, ensuring the sustainability of long-term relationships (Ifadhila et al., 2024). Consequently, AI/IoT-based interactive marketing communication not only improves efficiency but also creates human-centered, predictive, and high-value brand experiences within the framework of Society 5.0 (Amelia et al., 2025).

## METHOD

This study employs a qualitative case study method within a descriptive framework, aiming to provide an in-depth account of the social media communication strategies implemented by Al-Gee Rental and their impact on customer engagement and loyalty. The case study method was chosen because it enables a focused exploration of a single business context, capturing the complexity of communication practices as they unfold in real-life settings. This approach allows the researcher to integrate multiple data sources and triangulate findings for a richer understanding of the phenomenon.

The data sources include the business owner, employees, and ten consumers of Al-Gee Rental, selected based on their direct experience in interacting with the company's services and social media content. Data

collection was conducted through in-depth interviews to obtain detailed insights into the communication strategies employed and consumers' perceptions of their effectiveness. In addition, participatory observation was carried out to capture communication practices both in daily business operations and in social media interactions. Supplementary data were gathered through documentation, particularly digital archives, promotional content, and marketing activities published on social media platforms.

To strengthen the analytical framework, a literature review was also conducted, examining previous studies on digital marketing communication strategies and brand engagement. This served to identify research gaps and to build a solid theoretical foundation. The collected data were then analyzed using descriptive qualitative analysis techniques, which involved data reduction, data display, and conclusion drawing. The analysis was carried out iteratively by continuously reviewing, comparing, and linking field data with theoretical frameworks, thereby generating a deeper understanding of how social media communication strategies influence customer engagement and loyalty.

## **RESULTS AND DISCUSSION**

**Al-Gee Motor and Car Rental.** Al-Gee Motor and Car Rental is a vehicle rental business in Salatiga, officially established in 2014/2015. The idea for the venture had emerged in the early 2010s, when the owner identified significant potential in Salatiga, a city known for its educational institutions, tourism appeal, and strategic location on the Semarang–Solo route. The high demand for transportation from students, scholars, and tourists created a promising market opportunity.

The greatest obstacle to realizing this idea was limited capital. At the time, the owner was working as a private sales agent and parking lot manager, but income was stagnant and offered little long-term financial stability. A strong entrepreneurial spirit and the drive for economic independence encouraged the owner to pursue the venture.

The first step was applying for a loan of IDR 20,000,000 from Bank BRI, using the family home certificate as collateral. Although initially met with resistance from relatives due to the high risk, the owner eventually secured their approval with a well-prepared business plan. The funds were allocated to purchasing high-quality secondhand motorcycles, covering operational expenses, and obtaining business permits.

In its earliest stage, Al-Gee Rental operated with only three motorcycles, offered under daily and weekly rental schemes. Promotion relied on simple strategies such as word-of-mouth, banners, and social media. The business quickly attracted students and tourists, leading to an expansion of its fleet and, within the following year, the inclusion of car rentals.

Nevertheless, the early growth phase was not without challenges: (1) competition with other rental providers in Salatiga, (2) high vehicle maintenance costs, and (3) risks of late payments or damage caused by customers. Despite these hurdles, the owner's risk-taking, creativity in managing limited resources, and persistence enabled Al-Gee Rental to develop into one of Salatiga's most trusted rental providers, particularly in the Kemiri area and around Satya Wacana Christian University.

**Target Market and Service Users of Al-Gee.** In modern marketing practice, a deep understanding of the target market is a key factor for business success. Al-Gee Motore and Car Rental applies a dual-segmentation



strategy, with students of Satya Wacana Christian University (UKSW) as its core market and the general public of Salatiga City as its secondary market.

### **Primary Segment: UKSW Students**

- a. **Population & Demographics:** According to data from the Central Bureau of Statistics (BPS) of Salatiga City (2023), the number of UKSW students exceeds 12,000, 87% of whom are between 18–24 years old. This group is characterized by high mobility and flexible transportation needs.
- b. **Economic Background & Consumer Behavior:** The UKSW Student Survey (2023) revealed that 65% of students rely on financial support from their parents, with an average monthly allowance of IDR 1,500,000–2,500,000. This condition makes them highly price-sensitive, meaning affordability is a decisive factor in rental choices.
- c. **Mobility Needs:**
  1. Daily mobility: commuting from boarding houses to campus, food centers, and public facilities.
  2. Academic mobility: traveling for field research, organizational activities, or academic events outside campus.
  3. Social mobility: leisure trips, attending social gatherings, or intercity travel.
- d. **Consumption Patterns & Trends:** Students are strongly influenced by digital trends and are more responsive to promotions delivered through social media (e.g., Instagram Stories, WhatsApp broadcasts, peer testimonials). They also increasingly demand app-based services and high-quality vehicles for long-distance travel.

**Secondary Segment: General Public of Salatiga.** Beyond students, Al-Gee Rental also serves local residents who require

vehicles for work, family purposes, or medium- to long-distance travel. This segment is more heterogeneous in terms of age and purchasing power but places greater emphasis on reliability, safety, and vehicle quality.

**Service Differentiation Strategy.** To effectively serve both market segments, Al-Gee adopts a differentiation strategy:

- a. Competitive pricing for students, complemented with daily and weekly rental packages.
- b. Vehicle quality and variety for general customers who prioritize comfort.
- c. Digital promotions targeting students through social media, combined with conventional promotions (banners, local networking) for the general public.
- d. Trust-based service supported by simple agreements, friendly customer service, and quick response times.

**Discussion of Analysis Results.** The findings of this study are discussed in relation to the theoretical framework of Integrated Marketing Communication (IMC), Society 5.0, and brand engagement. The analysis is structured into two interrelated parts. First, the marketing communication strategy of Al-Gee Rental is examined, focusing on how the company adapts its promotional approaches to different market segments and technological demands. Second, the discussion explores the dimensions of customer brand engagement, highlighting how consumers interact cognitively, affectively, and behaviorally with the brand. This structure allows the analysis to move from the company's strategic actions to the customers' responses, thereby providing a comprehensive understanding of the dynamic between communication practices and brand loyalty.

**Marketing Communication Strategy of Al-Gee Rental.** Within the framework of Integrated Marketing Communication (IMC), the success of a brand is determined by message consistency, the use of relevant media, and the alignment of strategies with market segmentation. Al-Gee Rental applies a dual-segmentation approach, with UKSW students as the primary market and the general public of Salatiga as the secondary market.

**UKSW Student Segment:** Marketing communication focuses on digital media, particularly Instagram and WhatsApp. Promotional content such as student-exclusive discounts and peer testimonials has proven effective, as it resonates with students who are price-sensitive and highly active on social media. This strategy aligns with the concept of direct marketing within IMC, which emphasizes quick, personal, and efficient interactions.

**General Public Segment:** The communication strategy emphasizes service reliability, such as pick-up and drop-off features and vehicle comfort. The messages delivered are consistent and highlight friendliness, responsiveness, and trustworthiness, thereby building a strong and reputable brand image.

In the context of Society 5.0, Al-Gee's communication strategy reflects adaptation to the growing demand for fast, efficient, and digitalized services. Although AI or IoT integration has not been fully adopted, customers already demonstrate readiness for technology-based features, such as mobile applications, automated notifications, and transparent digital services. This opens opportunities for Al-Gee to develop smart technology-driven communication (e.g., AI chatbots, IoT-based vehicle tracking, and data-driven systems) to enhance customer experience in a more personal and real-time manner.

Thus, Al-Gee's communication strategy aligns with IMC principles: consistent messaging, segment-based adaptation, and the use of appropriate communication channels, while simultaneously showing a progressive direction toward Society 5.0.

Building on this discussion of strategic communication practices, it is also important to understand how these strategies are perceived and internalized by customers. This is reflected in the degree of brand engagement demonstrated by Al-Gee's consumers.

**Brand Engagement of Al-Gee Rental Consumers.** Customer brand engagement with Al-Gee Rental encompasses three main dimensions: cognitive, affective, and behavioral.

1. **Cognitive:** Customers are rationally engaged in evaluating the services. They appreciate the simplicity and efficiency of the booking system ("only requiring an ID and student card") while also suggesting further digital development, such as automated notifications and a mobile application. This reflects active involvement in considering efficiency and service improvement.
2. **Affective:** Emotional attachment is evident in expressions such as "it feels like family," which illustrates a personal bond that transcends mere transactions. Friendly responses through WhatsApp and transparency (e.g., sending real-time photos of vehicle condition) foster trust, comfort, and emotional loyalty toward the brand.
3. **Behavioral:** Tangible engagement is demonstrated through repeated usage ("a loyal customer since the first year of college") and aspirations for loyalty programs or membership systems. Customers also actively provide feedback, such as requesting fleet

expansion and enhanced service features, which reflects their participation in brand development.

Taken together, these three dimensions show that customer engagement with Al-Gee is not merely functional but also complex and meaningful. Cognitively, they think critically; affectively, they form emotional bonds; and behaviorally, they demonstrate active loyalty. This combination forms the foundation for long-term loyalty and voluntary advocacy, ultimately strengthening Al-Gee's position within the local transportation market.

### **Brand Engagement of Al-Gee Rental.**

Brand engagement at Al-Gee Rental is comprehensive and multilayered, encompassing cognitive, affective, and behavioral aspects that reinforce one another. Rational evaluation of service quality (cognitive) provides the foundation for trust, which then evolves into emotional attachment (affective). This emotional bond encourages repeated use and active participation (behavioral). Conversely, consistent customer behavior, such as repeat rentals and feedback, validates the brand's reliability, which strengthens both rational perceptions and emotional ties. In this way, the three dimensions operate dynamically: cognitive clarity nurtures emotional trust, emotional satisfaction motivates behavioral loyalty, and behavioral consistency consolidates both perception and feeling, creating a virtuous cycle of engagement.

Nevertheless, this engagement has not yet reached its full potential. On the cognitive dimension, Al-Gee could enrich its content by providing educational materials such as safe riding tips, vehicle maintenance guides, or service tutorials to deepen information elaboration. On the affective dimension, warm personal interactions through communication channels, especially WhatsApp, with empathetic input from

human administrators would further strengthen emotional loyalty. Meanwhile, on the behavioral dimension, membership programs, loyalty incentives, and mobile applications could activate more dynamic participation. The synergistic optimization of these three dimensions, when strategically interconnected, has the potential to expand the consumer base while enhancing competitiveness within the Society 5.0 ecosystem.

**Analytical Conclusion.** The analysis of Al-Gee Rental's social media communication strategy reveals that its Integrated Marketing Communication (IMC) approach has had a significant impact on engagement and loyalty, particularly among university students. Message consistency, appealing promotional visuals, and brand presence across multiple platforms have built a trustworthy image. Although not yet fully digitalized, the strategy already reflects functional IMC principles.

Within the framework of Society 5.0, Al-Gee demonstrates digital adaptation through social media, though the use of AI, IoT, or advanced analytics remains limited. Customers respond positively to the accessibility, quality of interaction, and added digital value, while also expressing expectations for personalized services through features such as automated notifications, mobile applications, and loyalty programs.

The primary challenge lies in maintaining a balance between technological efficiency and emotional closeness. Customers desire fast and automated services, yet still prioritize warm and empathetic human communication. Therefore, future communication strategies should integrate smart technologies with personal interaction, ensuring that brand engagement and loyalty are sustained amid

an increasingly competitive digital landscape.

## CONCLUSION

This study finds that Al-Gee Rental has effectively applied Integrated Marketing Communication (IMC) principles while adapting to the values of Society 5.0. Through WhatsApp and Instagram, the company reaches both students as its primary market and the general public as a secondary market. Its strategy emphasizes three elements: accessibility through easy booking and strategic location, quality of interaction marked by friendly and solution-oriented responses, and digital value through relevant content, promotions, and customer interest in mobile application features. These efforts foster customer engagement across cognitive, affective, and behavioral dimensions, which together strengthen loyalty and long-term relationships.

Practically, Al-Gee is advised to develop a mobile application that integrates booking, tracking, and notifications, while enhancing personalization through memberships and segmented promotions. However, the company must maintain human warmth and empathy, which remain its key strengths. Theoretically, this research highlights the strong role of affective engagement in loyalty-building and proposes a Contextual-IMC model that integrates digital communication with local social dynamics, such as campus communities and student lifestyles.

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