

# *Analysis of Utilization of Ubiklan Technology as Hybrid Advertising Innovation with Sharing Economy Concept*

1<sup>st</sup> Oktavia Nur'afifah  
Faculty of Communication Sciences  
Gunadarma University  
Depok, Indonesia  
oktavia.afifah26@gmail.com

2<sup>nd</sup> Dinda Rakhma Fitriani  
Faculty of Communication Sciences  
Gunadarma University  
Depok, Indonesia  
rakhma.dinda@gmail.com

**Abstract**—*A touch of new innovations in the world of advertising is hybrid advertising implemented by Ubiklan. This research aims to know how hybrid advertising innovation with the concept of sharing economy is accepted by companies and partners analyzed using Technology Acceptance Model (TAM) and Innovation Diffusion Theory (IDT). This research is a qualitative design but researchers use purposive sampling techniques in determining the informant of the company and its partners Ubiklan around Jakarta. Primary data collection techniques through interview indepth and secondary data obtained by researchers from existing sources as supporters. For data validation, researchers use source triangulation. The results of this research that for the partners, experiences, ease in operation of the Ubiklan application, as well as the profit of commissions from the sharing economy is the relative advantage of this technological innovation, and for the company the most powerful factor in the acceptance of this technology is the features of Ubiklan that is tracking system, impression calculator, and quality control is very effective to obtain mass product and branding awareness. The process of innovation adoption in this technology includes knowledge (level of knowledge), persuasion (the level of persuasion), the decision (level of decision), the implementation (phase of implementation) and confirmation (level of preparedness). The adoption process goes well and corresponds to the stage.*

**Keywords**—*Ubiklan, innovation, adoption, hybrid advertising, sharing economy*

## I. INTRODUCTION

For companies that produce products or services, marketing activities are a very important activity. This will have an impact on the known products or services produced in the community. Marketing activities desperately need considerable resources, especially for financing problems. The media used for marketing activities cost less such as billboards, LED, neon sign, videotron and so forth. The expensive rate for advertisers on the outside media makes the company have to spend more than just a static media reach.

As the development of technology in the digital era today finally advertising channels have been innovating and developing. Starting from the problem of the city of Jakarta that by vehicle makes some people innovate to use the car as a promotional media of a product. In addition, according to the last data of BPS related to the number of users of passenger cars in 2017 amounted to 15,493,068. The number is the second highest in addition to the 113,030,793 motorcycle. Many car and motorcycle users can make an opportunity to create

their own business model. Cars and motorcycles can be used as promotional materials or advertising for a company, by pasting company advertisements in the car body or glass of existing car. This business concept is an opportunity that can be taken to facilitate the promotion of existing ads in each car.

The idea was previously initiated by the American startup Wrapify, built by James Heller in 2015. Wrapify performs the installation of stickers on the car's body and then tracking the location of the car with the driver's smartphone GPS, then Wrapify will calculate the distance traveled by the car for the calculation of the driver's fee. In Indonesia, there are now about 10 startups that utilize innovations to advertise in the body of cars or motorcycles, namely Ubiklan, StickEarn, Promogo, Sticar, Karta, KarAds, DoQar, Iklanqu, Adroady, and PayRide [1].

This developed innovation encourages a paradigm change in implementing marketing activities. The concept of reaching the media is widespread and does not require certain places such as advertising media billboards or billboards. Price comparison of advertising in billboards with this innovation, of course online car advertising is relatively cheaper and can provide the concept of economic sharing or economic sharing in this case people who have motor vehicles can make money from a company that wants to advertise.

This economic sharing concept makes researchers interested in researching one of the startups of the online car branding Ubiklan. Ubiklan declared itself that he believed in the power of economic sharing. Having a mission to create an environment where partners and their companies can have collaboration together and mutually beneficial relationships, hence a win-win solution for both parties. In addition, Ubiklan is committed to providing a positive impact to society.

Economy sharing concept is not new, sharing is always a contrast with the word owning where the trend of the old economic model is owning economy began to switch to sharing economy so it opens a new space for the presence of new entrepreneurship, because Sharing is cooperation or mutual assistance, the sharing economy is a business model of cooperation in generating prosperity through a simple basic concept of sharing resources so as to create new economic value. Sharing economy is a socio-economics ecosystem built through both human and physical resource sharing systems. This includes the sharing of works, production, distribution, trade and

consumption of goods and services by different people and organizations [4].

## II. RESEARCH OBJECTIVES

There are two objectives that want to be achieved from the results of this research, including:

- a. To review the development of current marketing technology, especially hybrid advertising innovation with sharing economy concept.
- b. Knowing how the innovation hybrid advertising with the concept of Sharing Economy is accepted by the company and its partners Ubiklan.

## III. LITERATURE REVIEW

### A. Marketing

Marketing is one of the main activities that entrepreneurs do in their efforts to maintain their survival, to grow, and to profit. Success in achieving business objectives depends on their expertise in the field of marketing, production, finance, and other fields. It also depends on their ability to combine these functions so that the organization can run smoothly.

The marketing sense as the world's marketing expert, Philip Kotler, is "a social and managerial process by which individuals and groups acquire what they need and want by creating and Exchange products and values with other parties" [11].

From this sense, it can be said that marketing is an effort to fulfill the wishes and needs of consumers through the creation of a product, both goods and services that are then purchased by those who have a need through an exchange.

### B. Advertising

Advertising or is a promotional activity of goods or services that are non-personal by a known sponsor. Ads can build a long-term image for a product or trigger a quick sale of a product. According to Kotler and Keller advertising is any form of presentation that is not a person and is a promotion of ideas, goods or services by a designated sponsor. In an advertisement, there is usually a meaning and information that is intentionally given as consumer consumption material of a product that it is licensed through promotional media. The message contained in an advertisement is a way of telling consumers how a product or service can solve problems or help in satisfying and achieving a goal [11].

### C. Hybrid Advertising

The advertising world continues to develop rapidly as time goes by. The combination of technological sophistication and creativity has resulted in an amazing variation of advertising. One that is being trending in the marketing world is the concept of hybrid advertising.

Hybrid advertising is an evolution of conventional advertising. Its ad focus no longer uses billboards, but rather other dynamic media such as vehicles. This type of ad is known as Above The Line (ATL). Motors and cars are most commonly utilized for advertising media.

Because the movements of motorists make the advertising effectiveness increased. Hybrid advertising concept is predicted to increase the potential of business development in the homeland. Because the tendency to get new customers based on mobile ads is certainly bigger. Especially when these ads can be packed with interesting concepts that make a lot of people curious. Basically, everyone must like something unique. So the concept of advertising should always evolve creatively to inspire the curiosity of the community [12].

A startup focused in hybrid advertising usually works with the drivers of ojek and online taxis. The high-speed taxi driver's mobility and online taxis are the added value for clients who advertise. Because the ads will be seen by many people in different locations every day. That's why startups set a minimum mileage per day for taxi drivers and online taxis willing to advertise on their vehicles. This cooperation certainly makes the driver Ojek and taxis online have the opportunity to earn additional income to support the upgrade of life.

Hybrid advertising is different from conventional advertising whose effectiveness is difficult to calculate. There is usually a dashboard that is placed to measure ad impression levels. The Reporting system has been integrated for easy access online. In fact, there are other applications that are activated to measure the mileage of a vehicle driver. The ad effectiveness measurement is obviously important for determining the next technical strategy.

In this study, the CEO of Ubiklan, Glorio Yulianto, revealed that hybrid advertising is combining the strengths that the online and offline media have. In this case, The Advertiser continues to advertise offline by relying on the vehicle as its medium. Meanwhile, the online side still plays a role in providing analytic to the advertiser. It can be said this kind of ad is called ads running where the potential for wider reach. He reveals hybrid advertising offers services or services that are minimal cost, effective, and on target. In Ubiklan, they offer rental space to advertise on car and motorcycle vehicles. Each vehicle can be tracked in real-time from the GPS in the user's application. Ubiklan provides a dashboard where advertisers can monitor including posting advertising campaign plans [8].

### D. Sharing Economy

Sharing economy is also known as collaborative consumption is a new business model that is based on shared resources. From the ability to share this makes consumers gain access to the goods or services they need. So instead of having to buy the goods, these consumers are better off looking for the existing economy sharing services when they need it. The developer of sharing economy explains that the companies and platforms they offer use a technology so that they not only offer savings

and convenience but also offer resource efficiency and expand revenues for Provider.

Botsman and Rogers divided the sharing economy into three main areas: *product service systems, redistribution markets and collaborative lifestyles*. According to them, all these systems share underlying principles essential to make them work: critical mass, idling capacity, belief in the communes, and trust between strangers [15]. Stephany denotes the *sharing economy* with "the value in underutilized assets and making them accessible online to a community, leading to a reduced need for ownership of those assets" [19].

According to Rachel Botsman, a collaborative economy, there are three types of sharing economy [15]. The first type is the *Product Service System* which is a sharing economy that allows a business or company to offer goods as a service to the consumer. In this business owners are renting privately owned goods to individuals (peer-to-peer). The second type of *Collaborative Economy* according to Rachel Botsman is Redistribution Market. This second type states that the previously owned goods will be removed from the unneeded parties to the place in need. The third type is *Collaborative Lifestyle*, it arises from the needs or hobbies of each of the same individuals to join and share or exchange assets. This example of collaborative economy third type is the individual who rents the room as co-working space.

#### E. Ubiklan

Ubiklan is a platform that connects the owners of cars and motorcycles with companies that want to advertise, through the media of cars and motors with the concept of business to bring together the owners of car/motorcycle vehicles that drive want to be used as a media place Advertising with companies that want to introduce the company good product/service by using stickers pasted in cars and motorcycles [20].

The owners of vehicles that join a partner will be able to receive compensation up to millions of rupiah each month according to the car mileage and minimum mileage that has been adjusted or agreed. Partners only need to install advertising stickers in their respective vehicles and drive as usual.

Partners is also given the freedom to receive ad bids that they like and reject bids that are not as desired. For the advertisement place consists of 3 categories for cars and 1 category for motorcycles. The ads installed in the car consist of the supply in the rear glass, the side body of the car and the latter is the full body (rear glass and car side body). As for the motor only with the installation of advertisements in neon boxes are added behind the body of the motor. Advantages compared with competitors is a form of advertising that can be adjusted to the needs, we prepare a deisgn booth that can be used as a consulting company of companies that want to be advertising this will help customers in providing Appeal to the community when viewing an ad that is affixed [10].

The positioning of the Ubiklan positions the products in the category of flexible vehicle advertising to increase the company's revenue and win the competition with the concept of sharing economy so that formed market to bring social impact to all Indonesians. Ubiklan

becomes a solution to earn extra income without needing extra work, so partners do not have to sacrifice their leisure time or daily activities.

#### F. Technology Acceptance Model (TAM)

Technology Acceptance Model is an information systems theory that models how users come to accept and use a technology. Technology Acceptance Model (TAM) is a model of research that can be used to predict the adoption of information technology introduced by Davis in the year TAM aims to explain and estimate the acceptance of users of an information system. TAM provides a theoretical basis to determine the factors affecting acceptance of a technology in an organization. TAM explains the causal relationship between belief (the benefit of a system of information and its ease of use) and the conduct, purpose/necessity, and actual use of the user/user of an information system.

One method that can measure the user's behavior of information technology is the Technology Acceptance Model 3 (TAM 3) method. TAM 3 discusses the reciprocal relationship of the nomological network which determines why individuals adopt and use information technology (IT). TAM 3 has 17 variables and each variable is connected to each other [21].

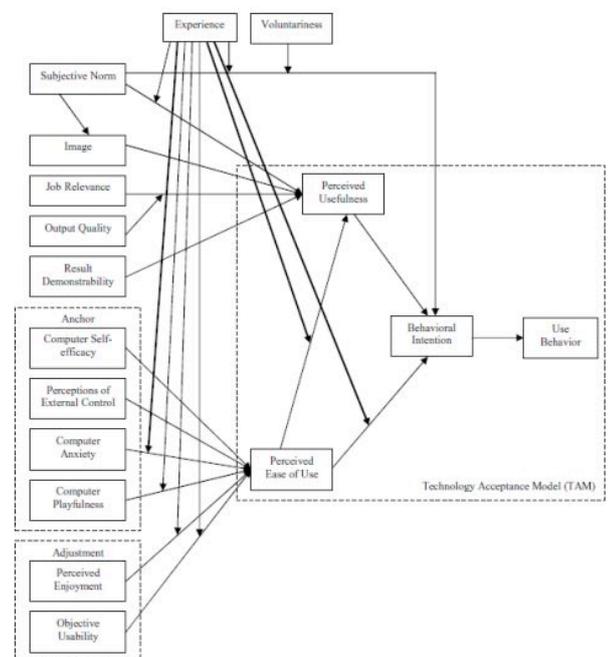


Fig. 1. A conceptual framework of TAM 3.

(Source: Venkantesh and Bala 2008)

#### G. Innovation and Diffusion Theory

The Innovation and Diffusion Theory (IDT) was the theory propounded by Everett M. Roger in 1983. Innovation is a new idea, practice, or object by another individual or unit to be adopted, while diffusion is a proes wherein a novation is communicated through a particular channel over time. In theory, Rogers explained that there are five main characteristics that are the deciding factor to be received an innovation, namely *relative advantage, compability, complexity, trability* [16].

Adopting new innovations is a process of determination that continues to move through various phases over time, so there are two possibilities when an organization/community adopts new technologies, namely success and Failure in adopting. The stages are: *knowledge, persuasion, decision, implementation, and confirmation* [16].

#### IV. RESEARCH METHODS

There are two methods in the study innovation and diffusion theory and Technology Acceptance Model (TAM) that is qualitative and quantitative methods. In this research researchers use qualitative method because it is more descriptive and foundation theory as the focus of research support. In the field of studies TAM and Innovation and Diffusion Theory (IDT) qualitative method of quality to be used collecting data, then the data obtained is processed in the form of a summary of facts that produce a researcher with the supported theory of Relavan. So, using a qualitative approach researchers are able to explore and clarify user perceptions in adopting a technology.

In the research of primary data researchers used the interview techniques in depth on 15 partners Ubiklan around Jakarta to know the factor of acceptance of Ubiklan technology with the concept of economic sharing and the adoption of the innovation. The retrieval of 15 informant is based on statement Guest, Bunce, and Johnson propose that saturation often occurs around 12 participants in homogeneous groups. To ensure that you have saturation you have to go beyond the point of saturation to make sure no new major concepts emerge in the next few interviews or observations. Consequently, 15 as a minimum for most qualitative interview studies works very well when the participants are homogeneous

All interviewees had distinct and broad experiences that go beyond a single experience of technology use. It is one advantage of the research design which allows to combine the different cognitions, perceptions and experiences of the group [22].

Each informant will be interviewed with structured questions from the method of acceptance Technology Model 3 (TAM 3) which discusses how the reciprocal relationship of the determinant is why the retail uses Ubiklan technology. There are as many as 15 categories that will be broken down into several questions. Afterwards, the informant was asked to summarize the three factors of influence of repentance on the acceptance of technology from their successful view.

In addition, researcher also using secondary data sources in the form of video interviews with the company, which is doing cooperation with Ubiklan that is Carmudi.co.id that tells about the effectiveness of the Ubiklan technology to advertise their products.

The data analysis technique in this study is deductive, which is departing from a diffusion theory of innovation (IDT) from Rogers and then evidenced by the fact finding. Analysis of the data used is the model of interaction expressed by Miles and Huberman where data activity is done interactively and ongoing continuously at every stage of research so that it is complete and data until saturated.

The data of interviews with the informant was then analyzed using Innovation and Diffusion Theory (IDT) to determine the diffusion process of Ubiklan technological innovations. Data analysis is done through three phases, namely data reduction, presentation and then draw conclusions. The Data obtained will be reduced i.e. grouped the underlying section that corresponds to the problem formula. The presentation of the data is presented in discrete writing so that it can be thoroughly understood and then drawn conclusions.

The validity of data conducted by researchers using triangulation technique, which is the researcher to check the data to the same source with different techniques.

#### V. RESULT

In an interview of 15 partners and 1 company, the researchers extracted the 326 statement on the acceptance of Ubiklan technology. The study periodically extracts 20 statements per interview.

As mentioned before, researchers asked the participants of our research to assess existing TAM-categories. Table 1 shows the assessment the given TAM-categories in combination with the ranking these categories received in the interviews. In the following some of the major findings will be discussed.

TABLE I. TAM RATING PREVIOUS CATEGORY

TAM Category	Result of The Open Interview			Results of The Assesment
	Relevance	Frequency	Interview Frequency	Value
Experience	43	40	10	34
Job Relevance	29	22	12	34
Perseive Usefull	29	24	9	34
Output Quality	27	24	12	33
Perseive Ease of Usfullness	44	34	11	32
Result Demonstrability	1	1	1	33
Subjective Norm	1	4	2	26
Voluntariness	1	8	2	14
Image	1	1	1	13

In the category of experience given, the usability of this technology is very perceived and ease of use also provides the highest value on the relevance, frequency and frequency of interviews.

Improvements from the context of the task can also be observed on other constructions such as perceived usability and perceived ease of use, but not strong and universal. Most of the interviewees are agreed in estimation of subjective norms (SN), voluntariness and images. SN For example a very well known and stable construction in the admission study. In some studies it was not just not explained in interviews, but also often rejected in construction assessments.

### A. Innovation Adoption Process

The process of adoption of innovations conducted by the informant in this research stages are as follows:

#### A. Knowledge

The process of innovation decisions starts from the knowledge level, the knowledge of awareness about the existence of an innovation and knowledge of the use of such innovations. According to Rogers there are three types of knowledge, firstly, *knowledge of awareness of innovation*, namely that understanding the existence of new innovations, second, *knowledge of the use* of knowledge related to how to use the technology and third, *the principle of knowledge*, namely understanding how and why the innovation is working [17]. The knowledge of consciousness that individuals have had can encourage to seek more information on how-to-knowledge, which is to understand how to use such innovations and the working principle of innovation. Knowledge of the existence of innovation can be an individual motivation to learn more about innovation so that it finally decides to adopt [17].

From the interview results found that knowledge that has more informant related functions as well as the use of digital recording technology. In this stage the informant has been aware of the presence of innovations then seek information about the function and how to use the innovation. In the search process of information related to this technology, informant using mass communication channels and also interpersonal. At this stage the informant seeks to find information on the function and how to use this technology.

#### B. Persuasion

Stage persuasion shows how an individual or a poster behaved after knowledge of innovation. The persuasion stage leads to how individuals positive or negative views regarding innovation. During this stage, person will continue to seek information to reduce uncertainty, the information sought to affect the more affective than cognitive. The information felt by the informant from the beginning makes the informant find out more about the innovation. The adoption process is based on understanding and awareness that the interest will be lasting. The informant will be involved further before taking the decision and will assess innovations with various considerations seen from the characteristics of innovation.

The characteristic namely relative advantage, compatibility, complexity. At this stage, the informant begins to follow up after what they can at the level of knowledge [16].

#### C. Decision

At this stage individuals begin to engage further in the adoption process, individual activity lead to the choice of adoption or rejection innovation. Adoption is a decision to *use* in full an innovation while rejection

means refusal to *using* innovations. At this stage, an adopter will make decisions regarding the use of innovation, every decision that adopted the adoption along with the reason they make the decisions.

An adopter decision in this study was based on several reasons. Optional innovation-decision is when the informant decides to adopt a self-willingness himself not on the coercion of other members of the social system. Adopter is not affected whether the innovation has been widely used and has been familiar or not. At this stage, an adopter view of relative gains may affect in the decision making. When it comes to this phase, an adopter has known *innovation*, a positive assessment of the characteristics of innovation will bring an an adopter on the decision of adaptations. The informant states that digital recording technology offers various advantages that suit their needs so they decide to adopt.

Authority innovation-decisions, namely when the decision to adopt the emerging of the social system members who have the power, status or ability to technical. In this case an adopter following the will of other social members with the status and technical capabilities.

#### D. Implementation

At this stage an innovation is practiced. The individuals begin to use innovations in their recording activities. Uncertainty about results may be make an adopter to stop using innovations. But in this study, although in the implementation of the informant still finds uncertainty regarding the results obtained, but it can be solved in many ways.

In this research there are informants who still choose to adopt innovations, but for their operations to submit to others. Individuals who have economic ability but weak in technical capabilities can also decide to adopt innovation.

Based on the results of interviews in this study, the informant decides adopted and have achieved at the implementation stage will strive to utilize and innovations in various ways such as trial and error and for help to people with technical abilities.

At this stage the individual has decided to continue to receive innovation or cease use. The an adopter can stop using innovations with if any better innovation to replace current innovations, this type of termination is called replacement of termination. Another type is termination of disappointment, in which individuals refused to accept innovation due to dissatisfaction in its performance [17].

Based on the interviews, the informant is steady and will continue to use innovation. The informant assesses the current technology is deemed to be very appropriate and able to meet the desired needs.

#### E. Confirmation

At this stage the individual has decided to continue to receive innovation or cease use. The an adopter can stop using innovations with if any better innovation to replace current innovations, this type of termination is

called replacement of termination. Another type is termination of disappointment, in which individuals refused to accept innovation due to dissatisfaction in its performance [17].

Based on interviews with some informant, they are confident and will continue to use this innovation, because until now there has been no new innovations that can replace advertising technology with economic sharing concept, although similar technology has been much, but for those Ubiklan is still the best.

#### IV. CONCLUSION

For partners, experiences and easiness in operation of the Ubiklan application, as well as the commission profit of the economic share is the relative advantage of this technological innovation. For the company the most powerful factor in the acceptance of this technology is the Ubiklan feature that tracking systems, impression calculators, and quality control are very effective for obtaining bulk products and branding awereness. The process of innovation adoption in this technology includes knowledge (level of knowledge), persuasion (level of persuasion), decision (level of decision), implementation (stage of implementation) and confirmation (level of preparedness) of the informant acceptance of the use of Ubiklan technology goes well.

#### REFERENCES

- [1] Aditya Hadi Pratama. “[Update] 10 Startup Tanah Air yang Menghadirkan Iklan di Bodi Kendaraan Bermotor”<https://id.techinasia.com/kumpulan-startup-indonesia-yang-pasang-iklan-di-mobil-dan-motor> retrieved on 23 April 2019
- [2] Arief Furchan. “A Phenomenological Approach in the Social Sciences”. Usaha Nasional, Surabaya. 2016.
- [3] Basu Swastha and Irawan, “Menejemen Pemasaran Modern” Yogyakarta: Liberty Offset, 2008,
- [4] Benita Matofska, “What is the sharing economy”, thePeopleWhoShare.com, 2015.
- [5] Bogdan, Robert C. dan Steven J. Taylor.. “Introduction to Qualitative Research Methods”. 1992.
- [6] Boyce, C and Neale, P. “Conducting In-Depth Interviews: A Guide for Designing and Conducting In-Depth Interviews for Evaluation Input, Monitoring and Evaluation-2”. Pathfinder International. 2016
- [7] Brown, S.A., Dennis, A.R., and Venkatesh, V. “Predicting Collaboration Technology Use: Integrating Technology Adoption and Collaboration Research,” *Journal of Management Information Systems* (27:2), pp. 9–54. 2010
- [8] Corry Anestia.. “Hybrid Advertising Gabungkan Kekuatan Media Offline dan Online”. <https://dailysocial.id/post/hybrid-advertising-gabungkan-kekuatan-media-offline-dan-online/>, 2018.
- [9] Creswell, John W. “Research Design: Qualitative, Quantitative and Mixed Methods Approaches”, Sage Publications, Inc. 2009.
- [10] Iwandi, Nengah and Kardinal.. ”Vehicle Advertise (Perencanaan Pendirian Usaha Jasa Pemasangan Iklan Mobil Dan Motor)”, Jurusan Management, STIE Multi DataPalembang, 2017.
- [11] Kotler, Philip. & Gary Armstrong, “Principle Of Marketing, 15th Edition”. Pearson Prentice Hall, New Jersey, 2016.
- [12] Melisa. “Lebih Dekat dengan Kecanggihan Tren Hybrid Advertising”. <https://magazine.job-like.com/tren-hybrid-advertising/>. 2019.
- [13] Pantano, Eleonora & Di Pietro, Loredana.. “Understanding Consumer’s Acceptance of Technology-Based Innovations in Retailing”. *Journal of Technology Management & Innovation* Volume 7, Issue 4, 2012.
- [14] Philip Kotler dan Kevin Lane Keller, “Manajemen Pemasaran edisi 12”, PT Indeks, 2009.
- [15] R. Botsman and R. Rogers, “What’s Mine Is Yours: The Rise of Collaborative Consumption”, HarperCollins, New York, 2010.
- [16] Rogers, E. M. (). *Diffusion of innovations*. Macmillian Publishing Co. <https://doi.org/citeulike-article-id:126680>, 1983.
- [17] Sahin, I.”Detailed Review of Rogers’ Diffusion of Innovations Theory and Educational Technology-Related Studies Based on Rogers”. *The Turkish Online Journal of Educational Technology*, 5(2), 14–23. 2006.
- [18] Sekaran, Uma dan Bougie, Roger. “Research Methods for Business”. John Wiley & Sons Ltd. 2013.
- [19] Stephany. “The Business of Sharing: Making it in the New Sharing Economy”, Palgrave Macmillan, 2015.
- [20] Ubiklan, <https://www.ubiklan.com/>, 2019.
- [21] Venkatesh, Viswanath and Hillol Bala. “Technology Acceptance Model 3 and a Research Agenda on Interventions”..<https://doi.org/10.1111/j.1540-5915.2008.00192.x>, 2008
- [22] Vogelsang, Kristin and Steinhüser, Melanie. “A Qualitative Approach to Examine Technology Acceptance Completed”. Research Paper. Thirty Fourth International Conference on Information Systems, Milan. 2013.