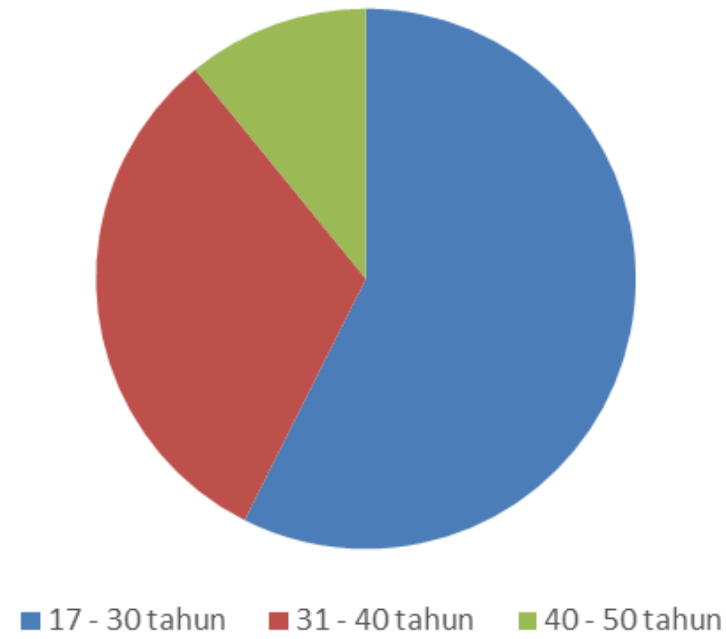


# Case Presentation

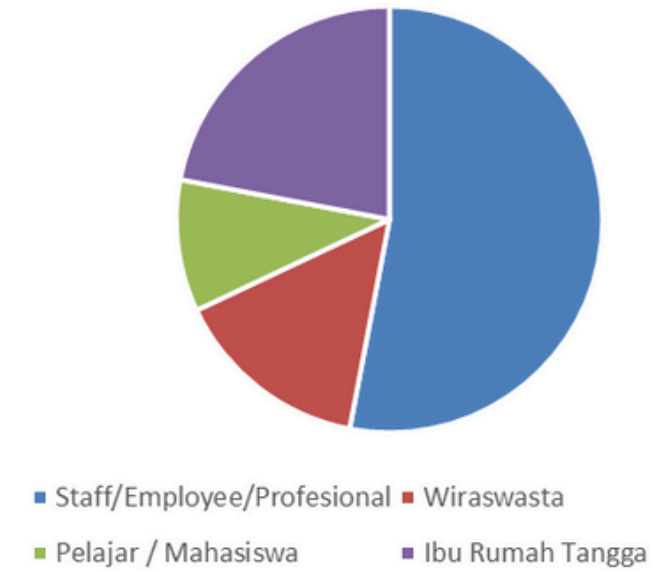
By. Ignatius Harry Cahiadharma

# USER Persona LINK AJA

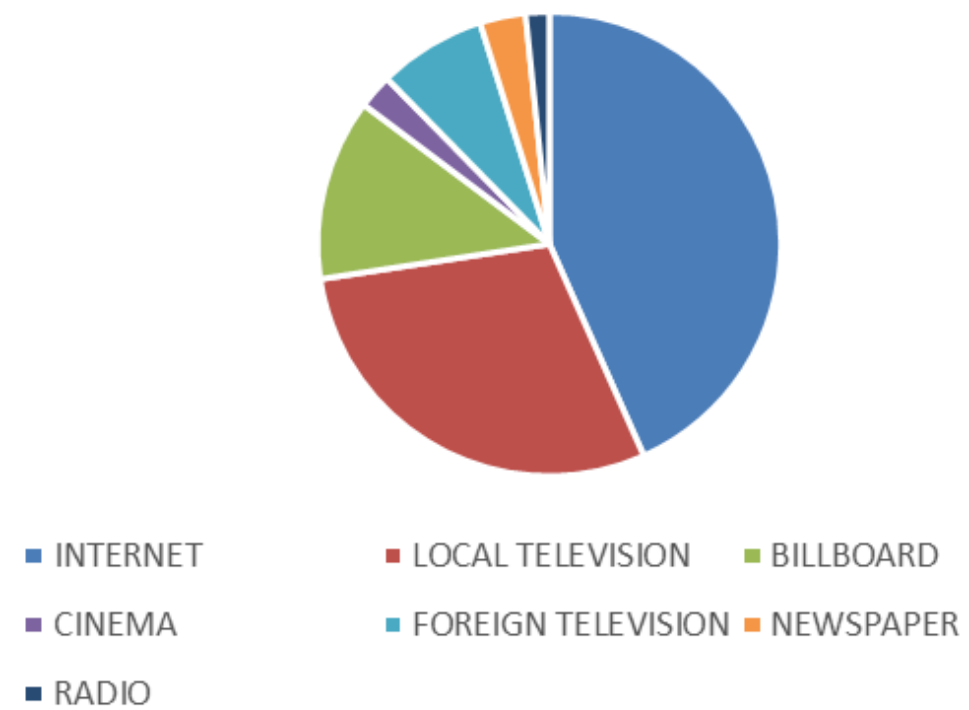
Ages



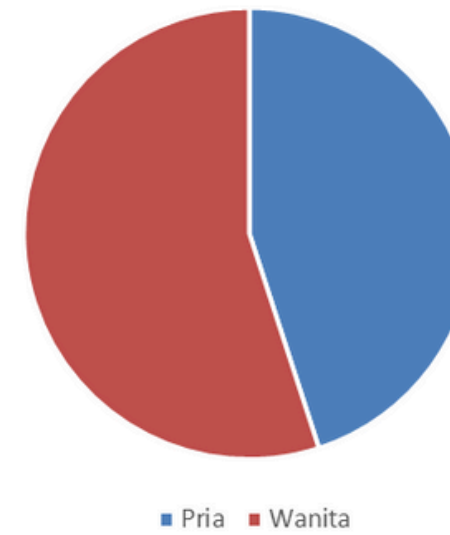
Occupations



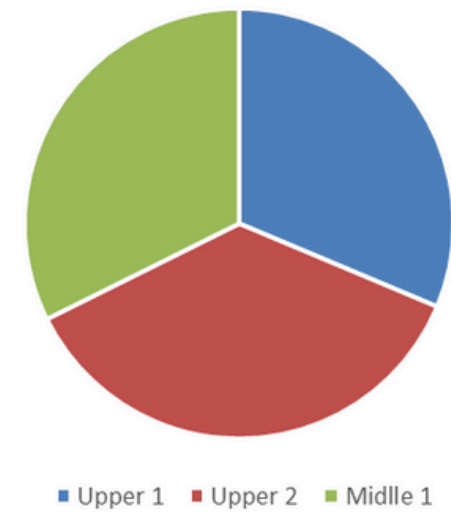
Media Acces



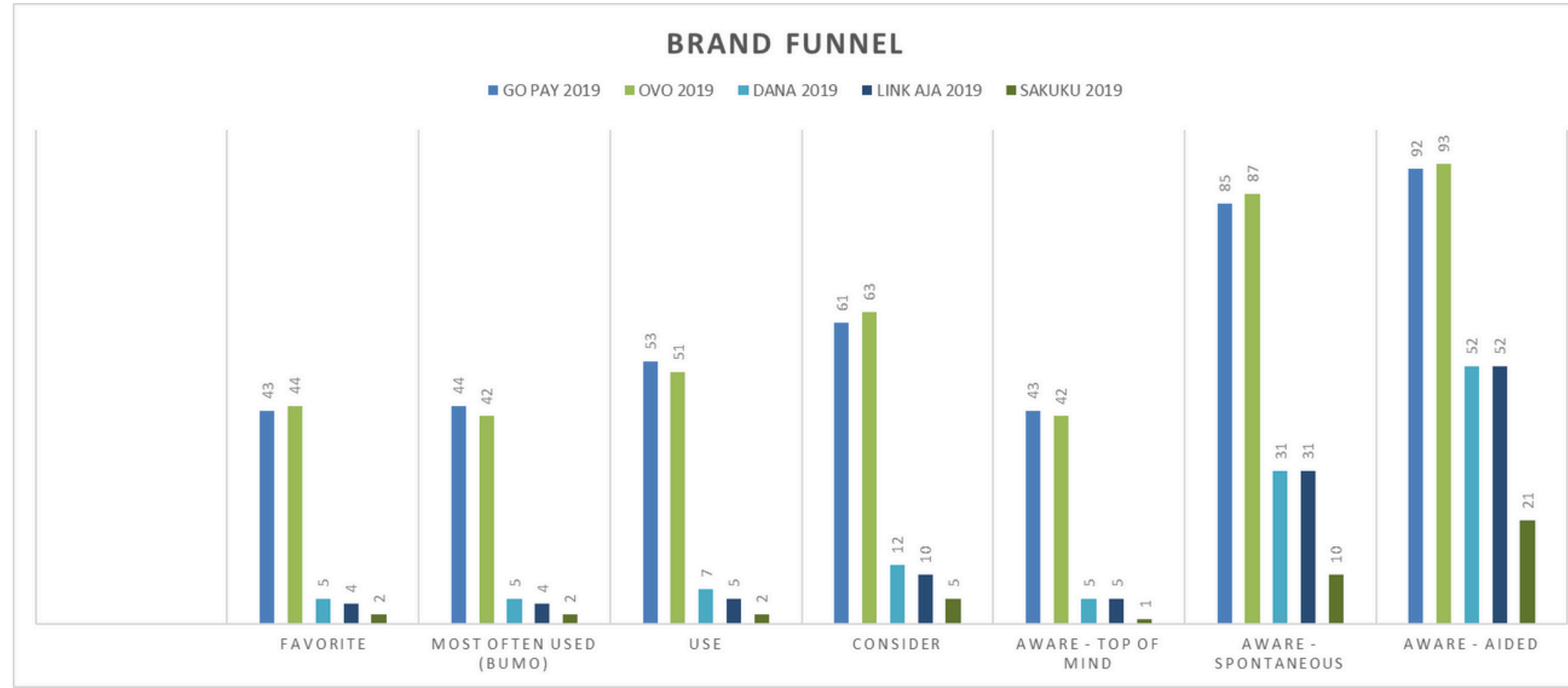
Gender



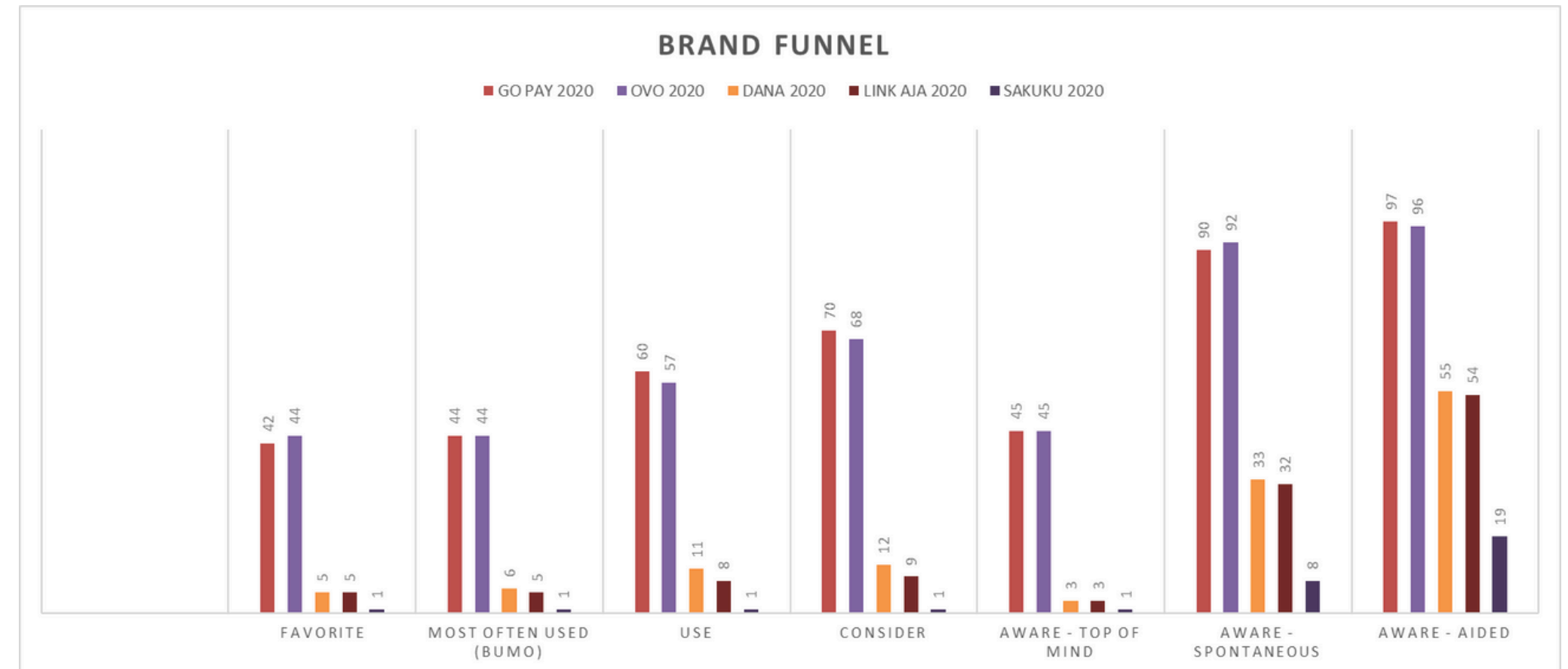
SEC



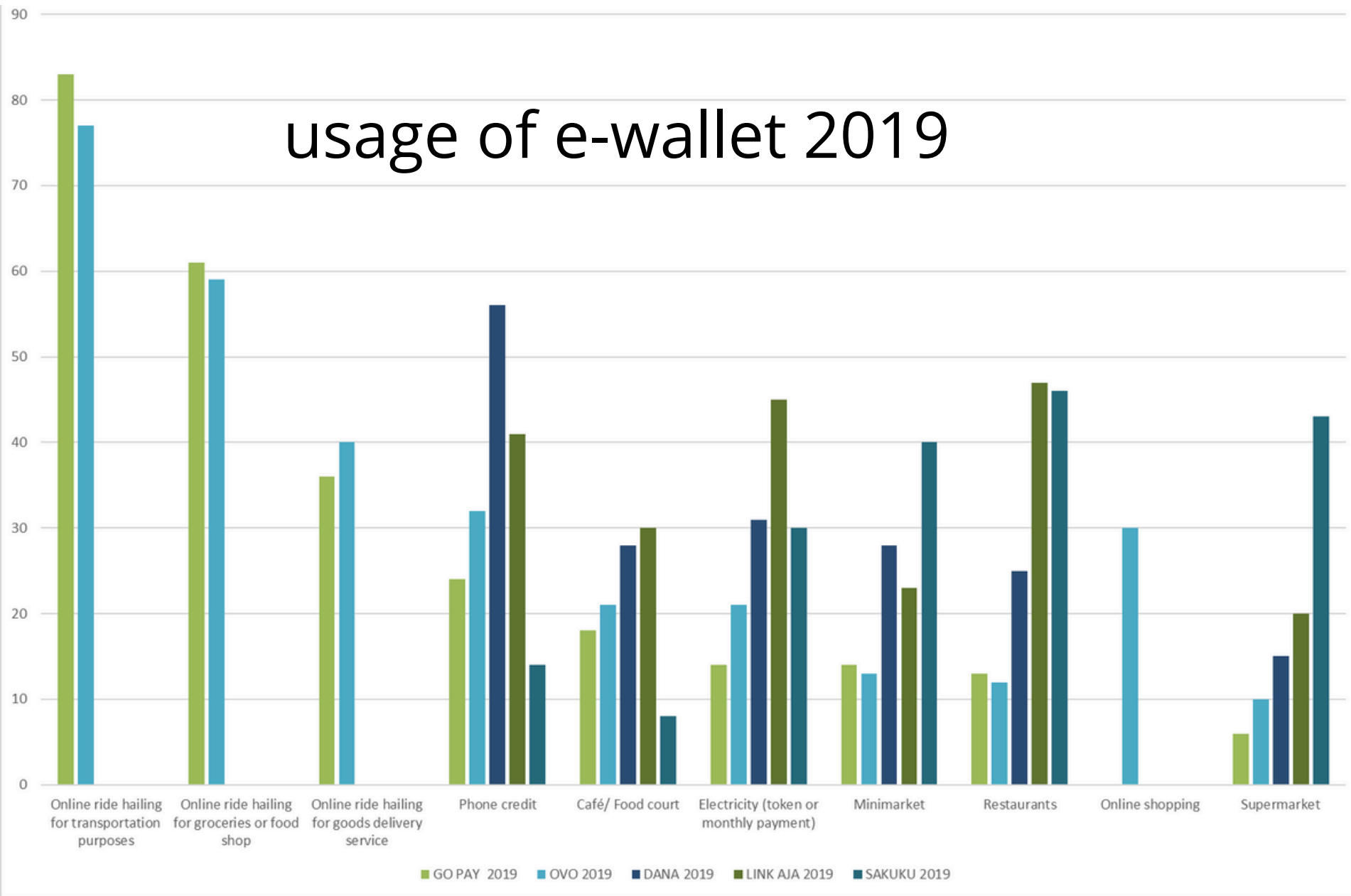
# 2019



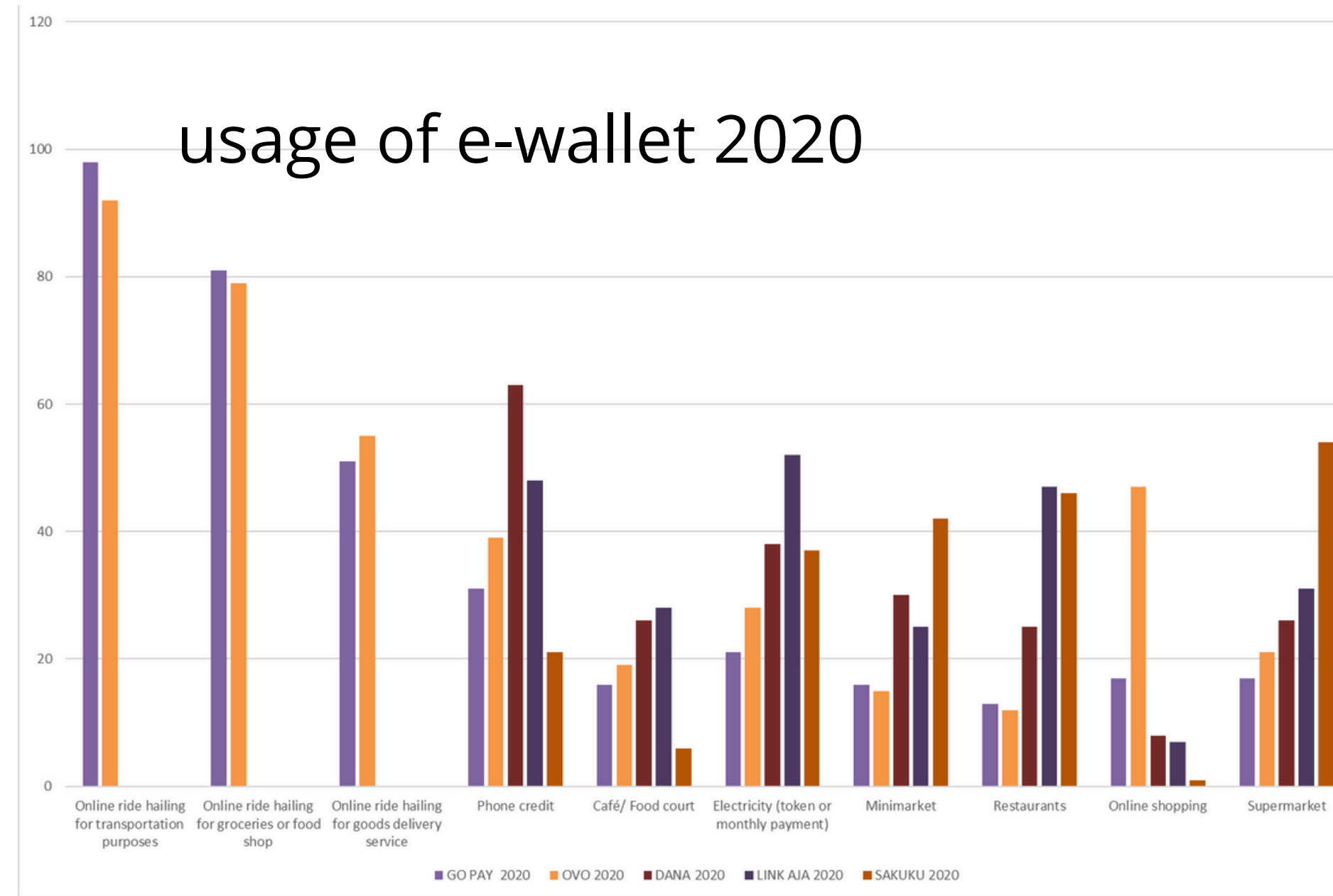
# 2020



usage of e-wallet 2019

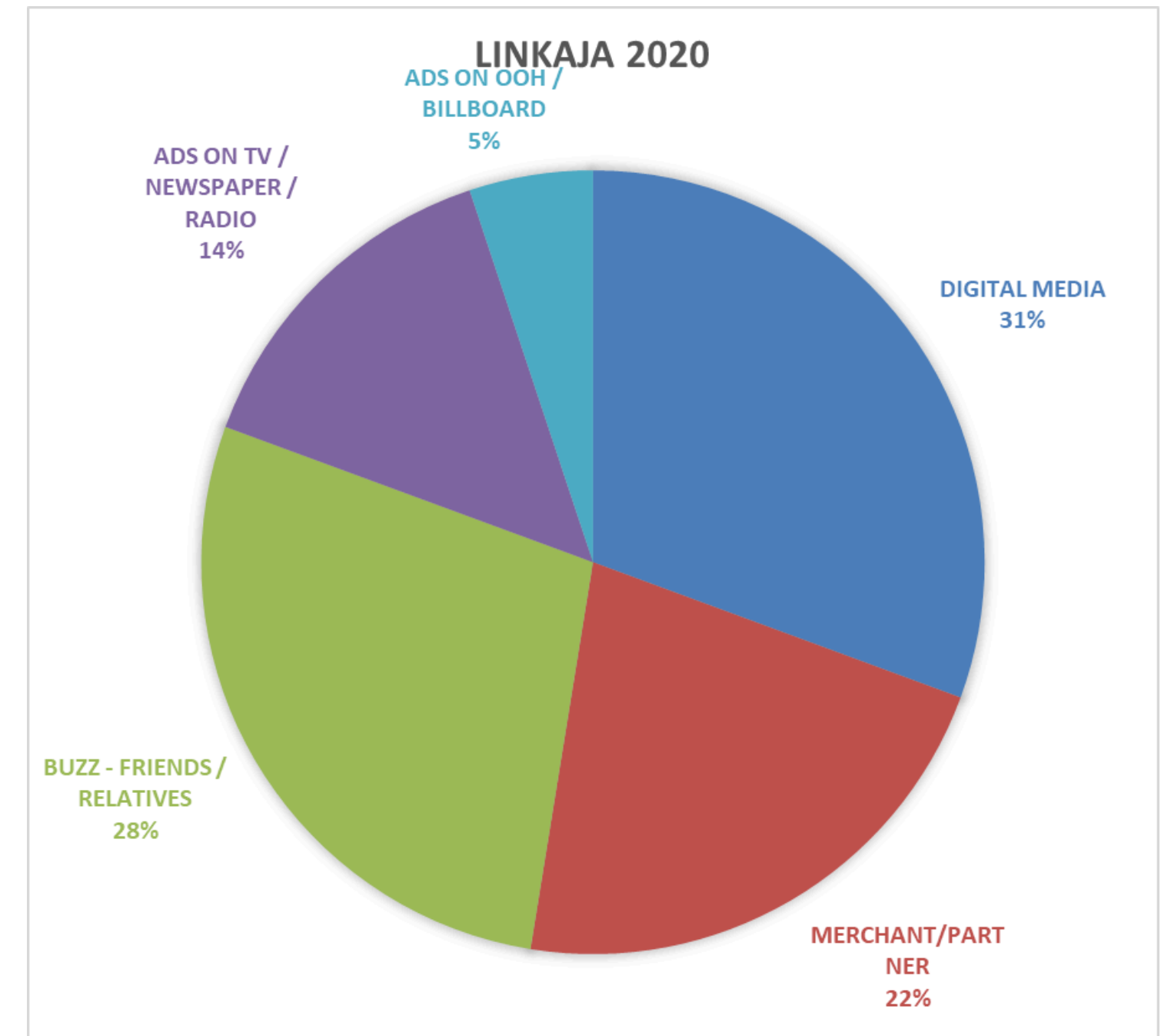
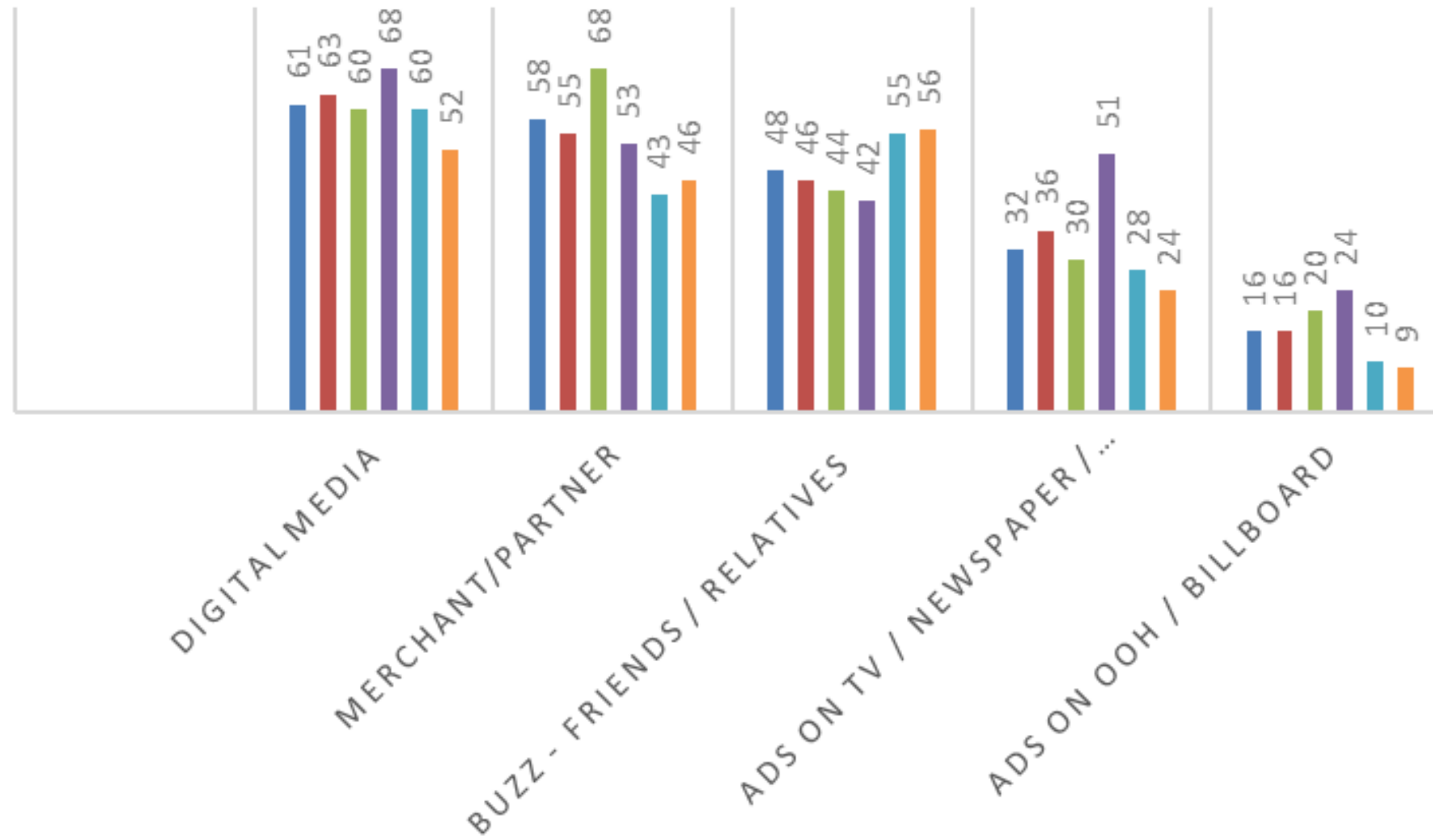


usage of e-wallet 2020

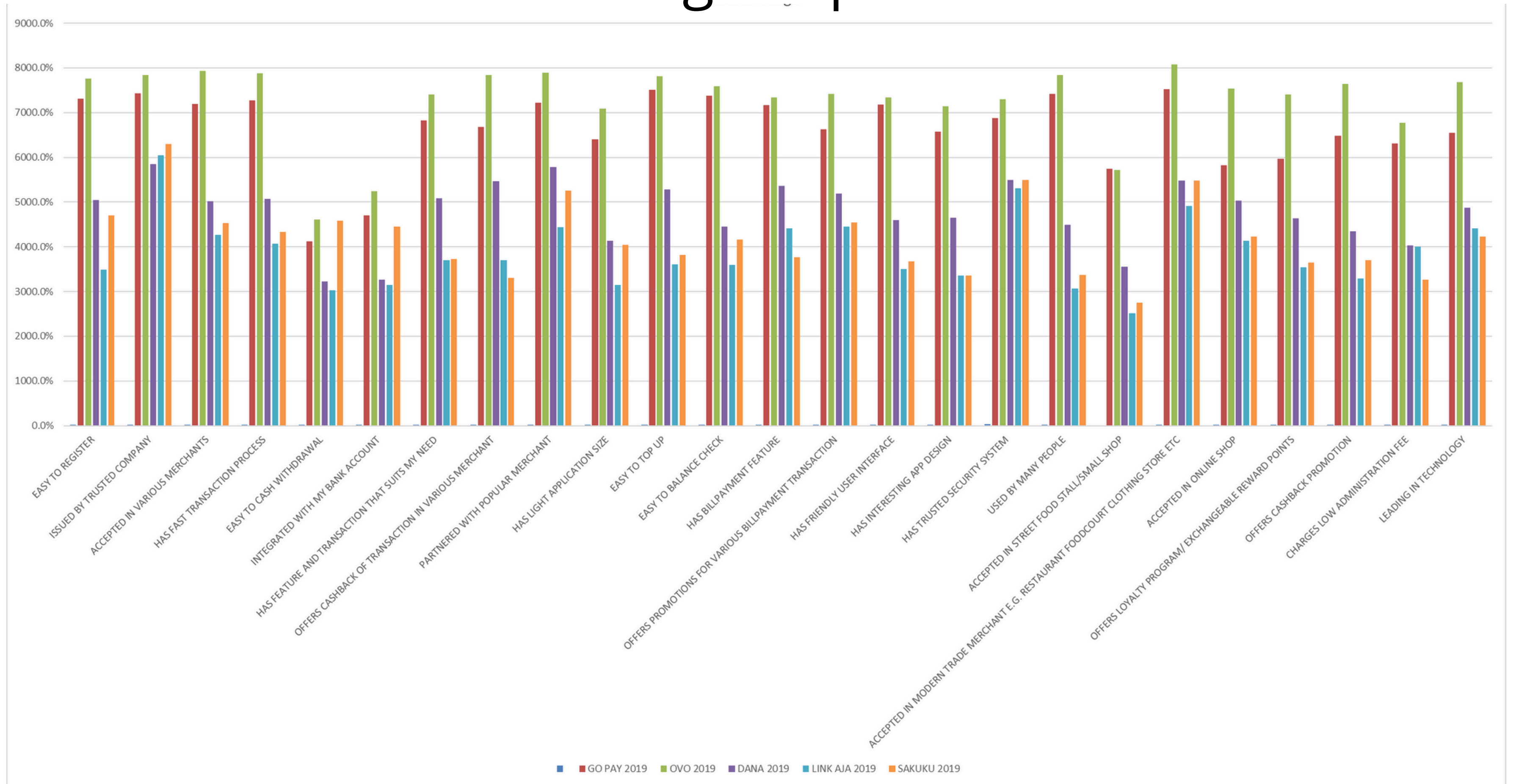


## SOURCE OF AWARENESS

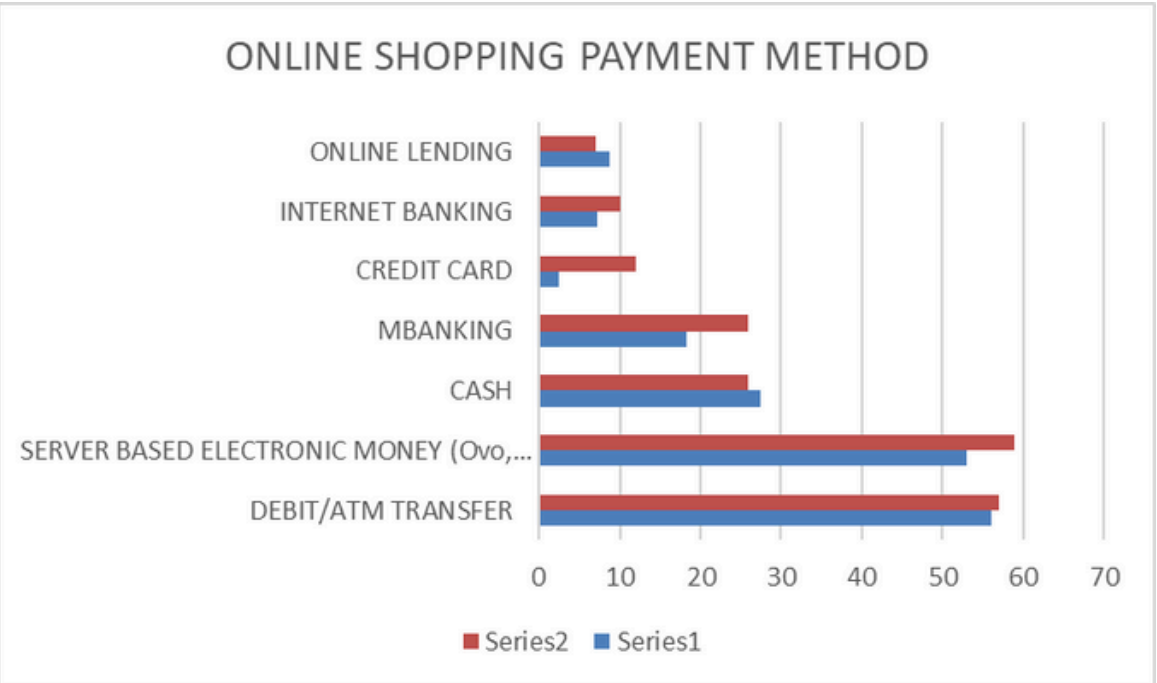
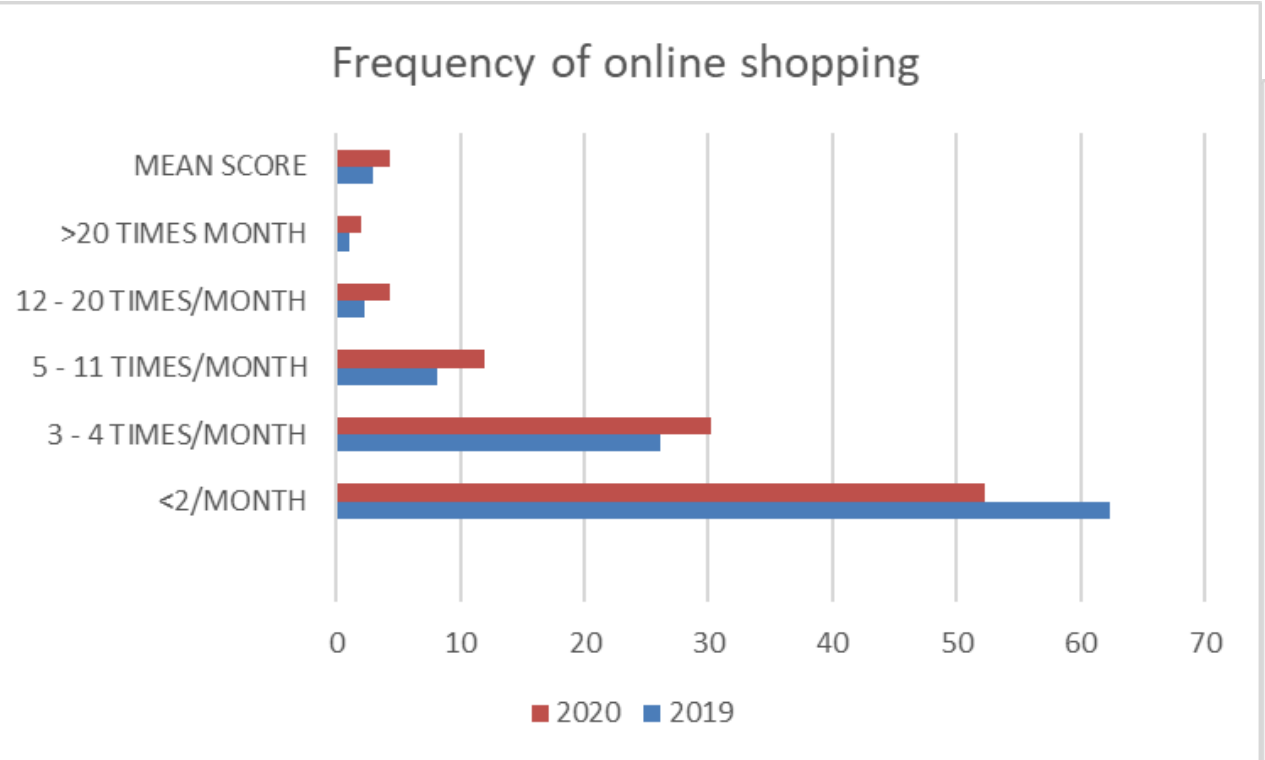
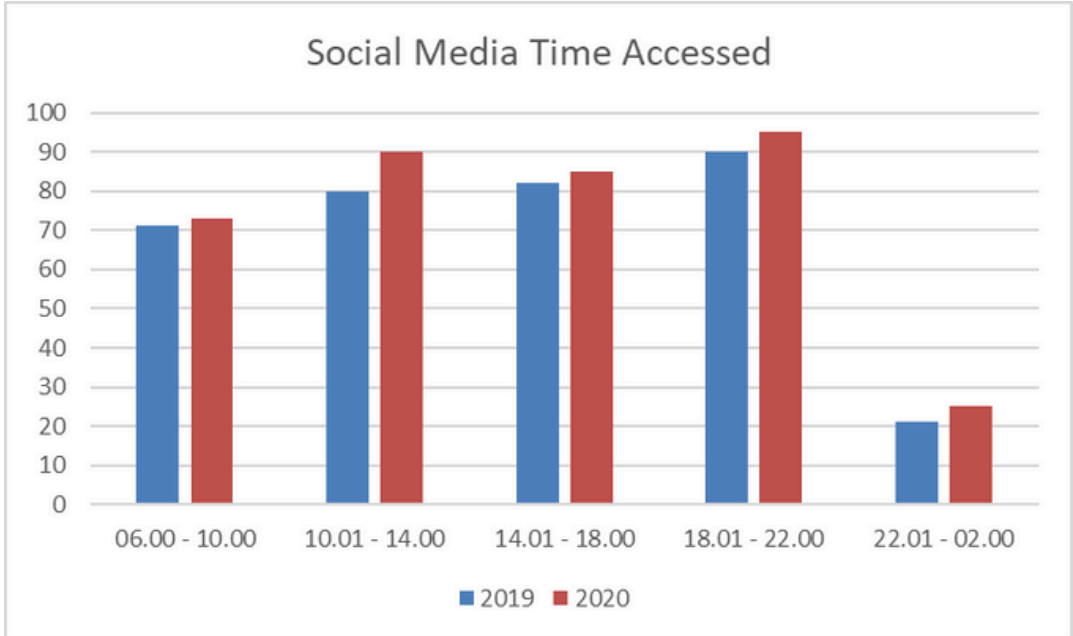
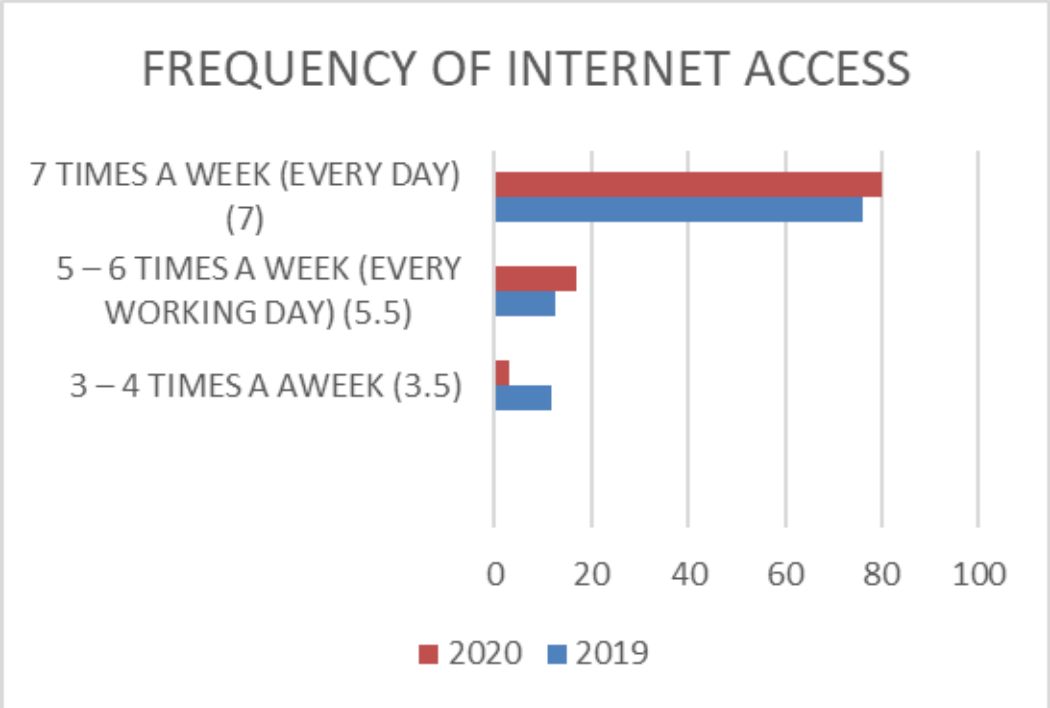
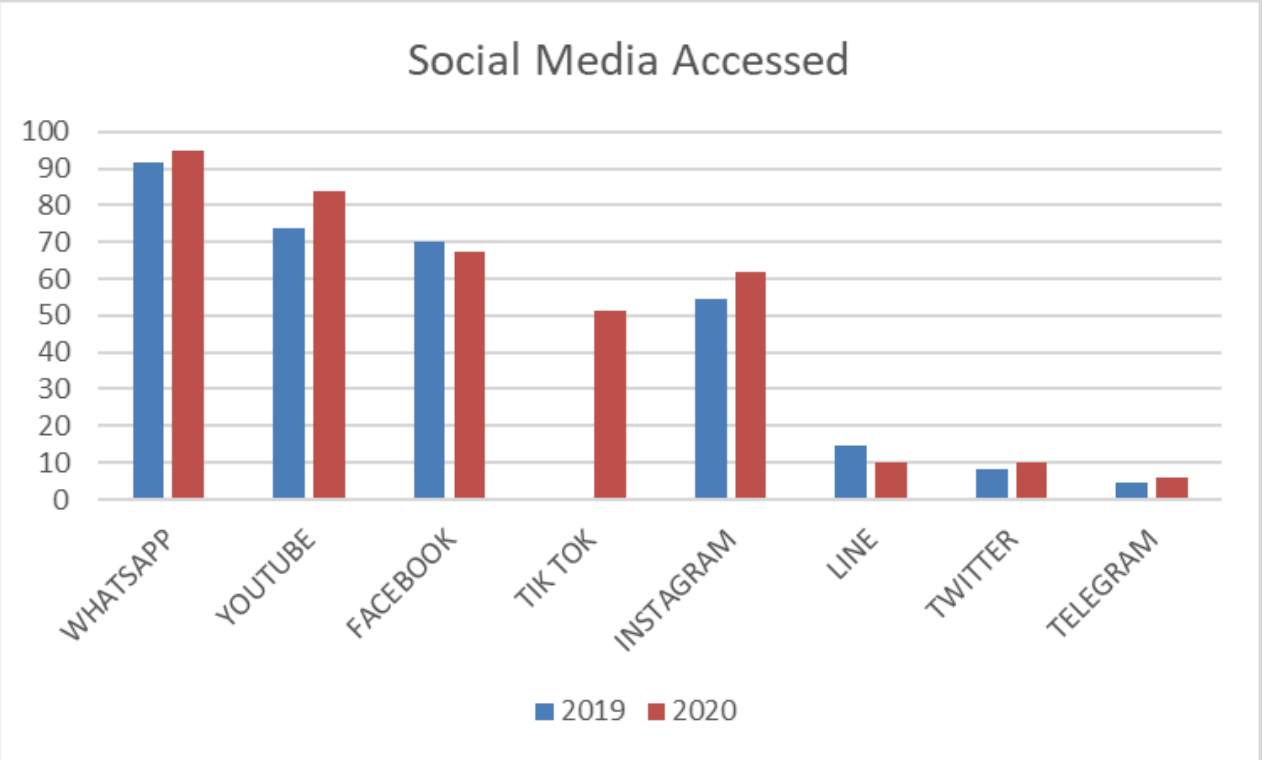
■ TOTAL 2020 ■ Gopay 2020 ■ OVO 2020 ■ DANA 2020 ■ LINKAJA 2020 ■ SAKUKU 2020



# Image in public







# Swot

## Strengths

- For several people link aja become a favorite apps than sakuku
- Linkedin is affordable for administration fee if compare to sakuku
- Become market leader in electricity token and payment for restaurant

## Weakness:

lack in brand awareness

- -lack of platform for promotion ads

Lack of brand image

- -Lack of perceived quality

## Opportunity:

In the field of usage of e-wallet 2019 have opportunity to win in online ride hailing field because just 2 competitors in here,

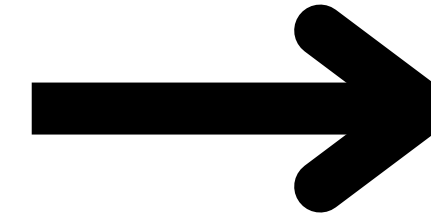
## Threat:

- There are already many competitors in the Indonesian market
- The competitor's brand image is much better than the linkaja



# Solution

- Building a brand awareness



- Building an integrated marketing communication



## HOW?

- Make some events like free webinar to get leads
  - We can do email blast and whatsapp blast to promote this application
- We can make short ads in youtube because > Because the most frequently accessed
- make facebook ads
- we can promote this apps in tiktok > because most customer is generation z
- we can collaborate with merchant
- we can make ads on tv and ads on billboard
- we can