

## WEBSITE AS AN COMMUNICATION TOOL AND BRANDING STRATEGY IN TELECOMMUNICATION COMPANIES

Erni Martini<sup>1\*</sup>, Lili Adi Wibowo<sup>2</sup>, Agus Rahayu<sup>3</sup>, Ratih Hurriyati<sup>4</sup>

<sup>1</sup>Faculty of Economics and Business, Telkom University, Indonesia

<sup>2,3,4</sup>School of Postgraduate Studies, Universitas Pendidikan Indonesia, Indonesia

Email: ernimartini@telkomuniversity.ac.id<sup>1</sup>, liliadiwibowo@upi.edu<sup>2</sup>, agusrahayu@upi.edu<sup>3</sup>, ratih@upi.edu<sup>4</sup>

\*Corresponding Author

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### Abstract

This research had the purpose of investigating the utilization of a company's official website as a communication medium and for online branding purposes in the telecommunication industry in Indonesia. This study used a population of official websites from seven telecommunication companies in Indonesia. The indicators that had been used to analyze website content, website ease of use, and website interactivity. The results of this study showed that 100% of telecommunication companies in Indonesia had a website that can be used as an online branding strategy. The indicators that were mostly used by these companies for online branding were website content (100%) and website ease of use (93.65%), while the use of website interactivity (53%) still needed to be maximized. The findings of this study were useful in revealing how telecommunication companies in developing countries used their websites as a communication medium for online branding.

**Keywords:** Social network analysis, DANA, gopay, fintech, startup business.

### Introduction

The growth of the internet brings a new chapter in strategic branding as it offers numerous ways to promote online businesses (Barreda, Bilgihan, Nusair, & Okumus, 2016). Companies that have a strong brand image are likely to gain a sustainable competitive advantage and win global competitions (Trajković, & Stanković, 2017). Branding is important to the company because it becomes part of the added value of offering products and services at a premium price (Ghaleb & Kaplan, 2021). Branding is important for business and has been a strategic review in almost all types of industries, such as financial services, beer industry, hotel business, and property (Vrontis, 1998; O Loughlin, & Szmigin, 2007; Cheng & Cheok, 2008; Aripova, 2021).

Online branding offers a clear advantage over traditional branding. According to Upshaw (2001), the Internet has interactive features that provide new opportunities to create stronger brand identities that have the potential to shape brand retention. The findings of Berthon, Pitt, and Watson (1996) supported Upshaw (2001) with the finding that the level of interactivity on the website plays a very important role in transforming visitor interactions from umpteenth interested to interactive customers.

Indonesia has nine telecommunications companies registered with the Indonesian Telecommunications Operators Association, but only seven are operating today. The existence of this telecommunications company is significant as it is the primary provider of telecommunications services in today's digital age. Since the beginning of the era of digitalization, companies have sought to keep pace with technological trends by creating corporate websites, including Indonesia's telecommunication companies. Digitalization commonly used to establish market positions, reorganize business systems, and create more innovative offerings and customer experiences (Khairuddin, 2021), but this is not ideal in Indonesia. Consumers in Indonesia rely more on social media than on official websites (Burhan, 2022). The data gathered on <https://www.alexa.com> on October 8, 2021, shows the percentage of traffic, ranking, commitment, and bounce on the websites of each telecommunication company in Indonesia.

Data in Table 1 shows an average percentage of website visits by telecommunication companies in Indonesia at 28.6% and bounce rates of 40.3%. The percentage of traffic visits shows a fairly low visit rate, not reaching 30% of the number of website visitors in Indonesia every day, which amounted to 29 million

**Tabel 1**  
**Data Traffic, Website Ranking, Engagement, and Bounce Rate of Telecommunication Company in Indonesia**

Company	Traffic (%)	Website Rank	Engagement (%)	Bounce Rate (%)
Indosat	34.6	57,426	2.3	50.6
PSN	No data	2,558,634	3.0	No data
Hutchinson Indonesia	26.5	66,747	2.0	53.6
Telkom	20.7	19,656	6.02	28.2
Telkomsel	24.7	20,659	1.53	66.6
Smartfren	41.7	68,351	2.1	44.2
XL Axiata	50	121,785	3.0	38.9
Average	28.6		2.85	40.3

Source: <https://www.alexa.com/siteinfo/>

internet users per day (Rizaty, 2021). It is also supported by a bounce rate of 40.3% and an engagement rate of 2.85%. This bounce rate figure shows the website visitors of the telecommunication company that close a webpage after opening the first webpage nearly halved. The low engagement rate of 2.85% also means that website visitors and website administrators have fewer interactions when browsing the company's website. This means that official websites in the telecommunication industry haven't yet built enough interaction and communication as a part of their online branding.

Previous research examining websites as part of corporate branding, conducted by Barreda *et al.* (2016), found that website interactivity has an effect on brand knowledge, which consists of brand awareness and brand image. Another study by Rowley (2009) found that online branding activities on websites were still not fully developed. But this result is rare in Indonesia. There are still few studies that are concerned with research on websites as a means of communication and online branding, especially in the telecommunications industry. This research will fill the gap by examining how the website is used as a corporate communication tool in creating online branding.

Telecommunication companies, along with global and domestic competitiveness, should be able to deliver good telecommunication products or services to the community as customers. By providing the service in plenary, marketing efforts are required to communicate products and services, one of which is made by branding the public. Up to now, the limitation of discussion on how the practice of line branding performed by telecommunication companies in Indonesia can still be studied further to gain information on the effectiveness of an online branding strategy that has been implemented by the companies that become interesting to be studied further. This research

will help provide the results of the online branding analysis via websites in the telecommunication industry in developing countries, such as Indonesia.

### *Online Branding*

Branding is fundamental to the success of an innovation, particularly over the long term. It is defined as a value-creating process through consistent promotion, offers, and customer experience that will satisfy and help customers use the product (Aaker, 2007). The terms "online branding" and "e-branding" grew in the 1990s with the emergence of the Internet, which is used at all levels of an organization. ICT innovation allows the online branding strategy to evolve and become part of the business strategy to remain competitive online. Online branding is suggested in the Internet era, which refers to the use of the Internet as a branding medium. Branding helps businesses build a unique identity to attract customers to use their product or service (Ibeh, Luo, & Dinnie, 2005).

Branding in the current information era has become more important because customers can easily obtain product and service information. In order to compete, it is important for the company to embed the brand in the minds of customers. In the electronic media context, online branding is becoming an important issue (Simmons, 2007). Ghachem (2011) stated three online branding approaches that were considered representations of how a website as an online channel could provide information and direct experience to customers about the product or service provided by the company. The website has an unlimited scope, and thus the website plays an important role in promoting and marketing a company's activities. Large and small businesses often use the website as a means of promoting marketing products or services. A successful branding strategy will sell more value than the competition.

A successful brand strategy affects the quality and emotional perception of customers.

Online branding is an important part of today's business strategy and needs to be taken into consideration, specifically along with the company's offline branding activities. With the enormous growth of online business transactions and greater online opportunities, online media businesses are designed to promote businesses, products, and services offered by businesses. E-branding can maximize the company's visibility among the public. Branding is a major marketing strategy for creating a new market and maintaining customer loyalty. Establishing a trademark within the industry is a complex process. The process includes activities such as product development, channel management, image creation, and targeted marketing. It is comparatively difficult to create and secure brand status in the physical world; it is even more difficult to do so in the virtual world. Building a good brand involves many elements, not to mention building an effective base for products or services offered. Simmons (2007) suggested that some things that needed to be integrated to build a successful brand were based on what

Branding in the current information era has become more important because customers can easily obtain product and service information. It is important for the company to embed the brand in the minds of customers in order to compete. In the context of electronic media, online branding has become an important thing (Simmons, 2007). Online branding in today's digital age is important to explore because of its importance from the perspective of organizational strategy and brand experience (Rowley, 2009). In exploring how a website as an online channel is used to support a brand, Ghachem (2011) in his study stated three online branding approaches that were considered representations of how a website as an online channel could provide information and direct experience to customers about the product or service provided by the company. A website has an unlimited extent, and therefore, a website plays an important role in the promotion and marketing activity of a company. It is common for both big and small companies to use websites as a promotion medium for marketing products or services. A good branding strategy will sell more value than competitors. The added value of a good branding strategy affects the quality and emotional perception of customers.

Online branding is an important part of today's business strategy and must be taken into consideration as precisely as the off-line branding activities of the company. With the huge growth in online business transactions and bigger online opportunities, businesses on the internet are designed to promote businesses,

products, and services offered by companies. E-branding can maximize corporate exposure to the public. Branding is an important marketing strategy to create a new market and maintain customer loyalty. Creating a brand name in an industry is a complex process. This process involves activities including product design, channel management, image formation, and target marketing. It is relatively difficult to create and secure the status of a brand name in the physical world; it is even more difficult to do so in the virtual world. Building a good brand involves many elements, not to mention building an effective base for products or services offered. According to Simmons (2007), several things that needed to be integrated to successfully built brand awareness were based on the following aspects: Understanding customers' brands depended on customer perception. When a brand was created, it needed to be communicated and positioned for the appropriate audience. Interaction with customers: In order to obtain competitive intelligence about a brand, processes within an organization must revolve around its creation, development, and monitoring while interacting with customer targets.

Tzokas and Saren (2004) stated that the website was a suitable channel for building and maintaining relationships with customers. A marketing strategy to maintain loyal customers is conducted through two-way communication, awarding, an effective customer community and service recovery mechanism, as well as an online brand community as an important aspect in forming a brand. Therefore, it is important for companies to position the website as a means of communication with customers in relation to building a good brand image and profitability for the company. According to this review, the initial research question is:

RQ1: Does the Indonesian telecommunications industry have site as part of their online branding strategy?

### *Website Content Online*

Content is an important part of branding. Rahimnia and Hassanzadeh (2013) argues that web content is one of the most important issues for businesses seeking to maximize their profits by promoting their services or products in a competitive market (Rahimnia & Hassanzadeh, 2013). Hernández, Jiménez, and Martín (2009) stated that there are factors to consider when designing a website, namely that the information provided on the website must be accurate, informative, current, and relevant to the needs of consumers. Web design is important for optimizing the interaction between system users (Nong & Gainsbury, 2019). Liu,

Arnett, and Litecky (2000) found that a well-designed website will encourage brand recall, recognition, and a positive attitude from consumers towards the site and its products. Websites that present information but do not have the capacity to provide contributor space and interact among users are viewed as worthless (Nong & Gainsbury, 2019).

### *Website Interactivity*

The concept of interactivity on a website is a concept mediated by technology and relates to engagement, interests, and attractiveness (Palla, Tsiotsou, & Zotos, 2013). Interactivity on the website is demonstrated through interactions between individuals and websites (Barreda *et al.*, 2016). Neelotpaul (2011) stated that interactivity on the website can be used to build long-term relationships, while Voorveld, Van Noort, and Duijn (2013) found that website interactivity became an important aspect in building an online brand due to the occurrence of reciprocal communication between consumers and the system. Referring to a study conducted by Ghachem (2011) who developed an online branding model for a newspaper company in Tunisia, this study uses the concept of online content and interactivity presented by Ghachem (2011) as a research variable that will then be used to categorize coding manuals for website content and interactivity. This study did not use the attribute website of Ghachem (2011) and replaced it with an ease-of-use of website (Vlahvei, Notta, & Grigoriou, 2013), which is considered more appropriate in measuring online branding on websites. According to that study, the second research question is:

RQ2: Has online branding which includes online content, website ease of use and interactivity been implemented in the Telco industry in Indonesia

### **Research Methods**

This study is conducted by analyzing the content on the website. The advantage of using content analysis as a research method is that it is not intrusive, can be supported by unstructured materials, is context-sensitive and thus able to process symbolic forms, and can handle large volumes of data, Krippendorff (1980). The benefits of this technique are seen as the same as examining online media such as websites. The steps taken in content analysis techniques refer to McMillan (2000), namely formulating research questions and/or hypotheses, selecting samples, determining categories, training coders to determine reliability, and, lastly, analyzing and interpreting data (Hashim, Hasan &

Sinnapan, 2007). This study used data from Ghachem (2011) and Vlahvei *et al.* (2013) to examine online branding by Telco companies in Indonesia.

The population in this research is the official website contents of all telecommunication companies. According to ATSI (Asosiasi Penyelenggara Telekomunikasi Seluruh Indonesia), there are 9 (nine) telecommunication companies listed under the association. There are only 7 (seven) companies that are qualified as analysis unit. 2 (two) other companies are ousted from the list because 1 (one) company listed in early 2016 was declared bankrupt and was acquired by a foreign company (Bakrie Telecom). The other company merely provides local telecommunication service in several regions, thus was ousted as analysis unit (Sinarmas Telecom). Based on the description, the population of this research includes websites from Indosat, Pasifik Satelit Nusantara (PSN), Hutchinson Indonesia, Telkom, Telkomsel, Smartfren, and XL Axiata. Analysis of the website content that is associated with each of the companies is conducted by using a checklist that covered the variable and its indicators to support the data collection relevant to research questions. To be more precise the following stages have been taken in the analysis:

1. An initial checklist (Yes (Y)) and (No (N)) is piloted with seven websites from telecommunication companies. This initial checklist process is used to tighten whether each website has or hasn't each variable and indicator that is used in this study in their website.
2. All websites are analysed using the revised checklist. It is deemed necessary to revisit most of the sites to re-check details to be assured of their accuracy.

The unit analysis includes the content of the website consisting of an online brand attribute, the ease of use of the website, and the interactivity of 7 (seven) official websites of telecommunication companies in Indonesia observed in June 2021. To obtain an objective result, coding is performed by two people, namely Coder I and II. The coding is done by the author and assisted by the assistant of the author. The purpose of why there is more than one coder is to obtain agreement, or mutual agreement, to meet a high level of reliability. The reliability of the reliability test resulted from Coder I and II is tested with the Holsti formula test (Holsti, 1968). Reliability is shown in the agreement percentage—how much of an inter-coder equation is accepted when assessing content. In the Holsti formula, the tolerable minimum reliability score is 0.7, or 70%. Therefore, if the calculation result shows a reliability score above 0.7, it means the gauge is reliable and

vice versa (Wang, 2011). From the calculation result and coding performed for the whole unit analysis, the reliability coefficient score towards categorization of website content of telecommunication companies is 71.4%, the reliability coefficient score for website ease of use is 85.7%, and the reliability coefficient for interactivity is 74.6%. Thus, it can be concluded that the use of variables in analyzing website content in this study is reliable.

The content of this study was analyzed through the company's official site. To answer research questions, coding procedures are performed at the level of the presence or absence of website attributes on each company's website, encoded based on Y (there are websites and website attributes) or N (no websites and

website attributes). This view of the online branding is the result of a month of observation. Websites are considered a form of communication, and messages seek to be identified through this research, and content analysis is considered the most appropriate for the type of research in question. In order to facilitate coding, manual coding instruments were prepared (Kolbe & Burnett, 1991; Lombard, Snyder-Duch, & Bracken, 2002). Manual coding is intended to provide operational definitions and examples pertinent to the final coding (Kolbe & Burnett, 1991). Table 2 summarizes the coding manual used in this study.

Descriptive analysis is used to answer research questions by using frequency distribution tables to get a sense of data processing outcomes. Manikandan

**Table 2**  
**Manual Coding**

Category	Definition and Example	Coding Strategy
Portal sites owned and managed directly by the company	Domain/site with www.	Y if it has a company site N if it does not have a company site.
Updating	The content and information on the website are updated as of the most recent date.	Y if update. N if not update.
Value Added	Unique, original or proprietary content or information which may not be obtained elsewhere. Examples of this value-added content include video content, case studies, research studies, report books, promotional offers, tutorials, and blog posts.	Y if the website has content with value added in it. N if the website does not contain value-added content in it.
Customization	A website with a unique design and features initiated by the user.	Y if the website has a customizable design. N if the website does not have a customizable design.
Support Richness	Richness relates to the complexity and content of the message. The web enables messages rich in text, audio and video to be sent to several people simultaneously.	Y if the website support richness. N if the website does not support richness.
Direct email address	Direct email address refers to an email address issued as identification for anyone who sends or receives a secure message directly.	Y if the website has a direct email address. N if the website does not have a direct email address.
Mailing address	Mailing address for business mailing purposes.	Y if the website has a mailing address. N if the website does not have a mailing address.
Telp Number availability	Phone number refers to the availability of a fix line number that can be contacted.	Y if the website has a Telephone Number. N if the website does not have a Telephone Number.
Home button available	The home button refers to the main home/main dashboard feature on the website.	Y if the website has a home button. N if the website does not have a home button.
Sitemap	Sitemap menu is a map feature to show the location of the office.	Y if the website has a Sitemap N if the website does not have a sitemap.
Language use	Language use menu refers to the choice of languages that can be used when using the website.	Y if the website has language use. N if the website does not have language use.
FAQ	FAQs refer to the Q&A service features that consumer ask for the most and can be clicked directly on the website.	Y if the website has a FAQ N if the website does not have an FAQ.
Customer care	Customer care refers to customer service that can be contacted on the website.	Y if the website has Customer care N if the website does not have customer care.
Logo and firm name in every page	All types of corporate identities such as logos, company names, colors that can be identified on every page of the website.	Y if the website has a logo and firm name in every page. N if the website does not have a logo and firm name in every page.
Chat room	An online service that provides a place for a community of users with similar interests to communicate in real time.	Y if the website has a chat room. N if the website does not have a chat room.

(2011) defined frequency distribution as an organized tabulation or graphical representation of the number of individuals in each category on a measurement scale. The use of frequency distribution tables in this study is because frequency distribution tables are the most common type of tabulation used to indicate the frequency distribution with the aim of comparing data that has a different number of subjects (Manikandan, 2011). The frequency distribution also makes it possible for researchers to view all the data comfortably (Gravetter, Wallnau, Forzano, & Witnauer, 2020).

### Results and Discussion

The purpose of this research is to examine the use of websites by companies that fall under the category of telecommunications companies registered with the Asosiasi Telekomunikasi Seluruh Indonesia (ATSI). Website address information is obtained by directly accessing the website address that the Google search engine displays for each company. Data was obtained from each company's website in June 2021, as presented in Table 3.

**Table 3**  
**List of Website Address**

Name of Company	Site Address
Indosat	<a href="https://indosatooredoo.com/portal/id">https://indosatooredoo.com/portal/id</a>
PSN	<a href="https://www.psn.co.id/">https://www.psn.co.id/</a>
Hutchinson Indonesia	<a href="https://tri.co.id/">https://tri.co.id/</a>
Telkom	<a href="https://www.telkom.co.id/">https://www.telkom.co.id/</a>
Telkomsel	<a href="https://www.telkomsel.com/">https://www.telkomsel.com/</a>
Smartfren	<a href="https://www.smartfren.com/">https://www.smartfren.com/</a>
XL Axiata	<a href="https://www.xl.co.id/">https://www.xl.co.id/</a>

Table 3 shows that all telecommunications companies in this study have a Web domain that is used as the company's official site. Based on these findings, it can be said that all telco companies in Indonesia already have an official website that can be used for the purposes of the company's branding strategy. Research on the use of websites as a business strategy states that websites contribute to the provision of information to consumers, provide e-commerce capabilities, and encourage the development of interactive relationships between companies and their customers (Vlahvei *et al.*, 2013). Furthermore, Vlahvei *et al.* (2013) suggest that many companies are aware of the need for websites for their businesses, but they do not have clear direction on how to utilize their websites to build a strong brand identity. Utilizing the website for branding strategies has been proven by Rowley (2009), who researched how premium retail businesses in the

UK have used the company's website to establish communication and build an online brand presence. Research by Barreda *et al.* (2016) proved the relationship between interactivity websites and brand equity. Table 4 provides the frequency of how telecommunication companies in Indonesia use their websites for communication and branding purposes.

**Table 4**  
**Results for Distribution Frequency**

Online Branding	Categorization	Frequ-ency	Percentage (%)	Total Percentage
Website Content	Update	7	100	100
	Value added	7	100	
	Customization	7	100	
	Support Richness	7	100	
	Direct Email	7	100	
	Email Address	7	100	
	Telp Number	7	100	
Website Ease of Use	Home Button	7	100	93.65
	Sitemap	6	86	
	Language	6	86	
	FAQ	5	71	
	Customer Care	7	100	
	Logo	7	100	
	Chat room	5	71	
	RSS Feed	6	86	
	Blog	1	14	
	Comment	0	0	
Website Interativity	Mobile Content	7	100	53.06
	Social Networking	7	100	
	UGC	0	0	

Based on Table 4, it can be shown that 100% of Telco companies in Indonesia have utilized the website content on their corporate website for online branding strategy. Websites from each company have already updated their content, provide additional value, and have a website with a customized design and are supported by richness that presents content through text, audio, and video.

Aspects of ease of use websites have a percentage value of 93.65%, which means that most of the telco companies in Indonesia have a website that is easy to use by users. Based on the data in table 3, it can be seen that almost all telco companies already have basic features that are easy to use in obtaining email addresses, company phone numbers, home buttons, customer care, and company logos on every page of their website. However, regarding the availability of FAQs on the website, there are still 2 (two) companies that do not include FAQs on their websites, including those that do not have sitemap features and language options on their websites, which means the percentage of ease of use websites is not yet maximized.

Website interactivity is the dimension that has the smallest percentage on the websites of the telecommunication companies in Indonesia, amounting to 53.06%. This indicates that telco companies have not maximized the interactive features on their websites. As shown in Table 3, comment functionality and user-generated content (UGC) are two features that are not available on all of the websites. The blog function is only used by one company, while other companies do not include the blog function on their websites. The chat room function is also only used by 5 (five) out of 7 (seven) companies, proving that this feature is not yet part of the branding strategy of 2 (two) telecommunication companies in Indonesia. While the interactivity features that have been maximized by these companies on their websites are mobile content and social networking, where each company has a link that directs users to the company's social media, any content from their website can also be accessed on mobile devices.

### *Discussion*

The primary objective of this research is to determine whether the Indonesian telecommunication industry has a website as part of its online branding strategy. Based on the results, it can be seen that all telecommunication companies in Indonesia already have a website that can be used as part of the company's branding strategy. Online branding through a website is inevitable in today's technological era because its presence brings up more complex and dynamic elements for branding strategies, especially in terms of real-time interactions and market crowds (Simmons, 2007). Research by Kenney and Curry (1999) notes that many companies are developing new online branding strategies that can help companies create unique companies and engage consumers in the process. The success of an online branding strategy depends on the company's ability to understand consumer needs, marketing communications, website interactivity, and content (Simmons, 2007). Based on this, the next step for telco companies in Indonesia to make the website an online branding tool is to manage the website with content and features that allow users to be comfortable when accessing the website and get valuable information so that they want to come back again to access information about the company and products/services offered in the future.

It is important for companies to manage branding because of its benefits to the company in improving competitiveness, being a differentiating profile of the

company/product/service, increasing equity, and greater customer loyalty (Aaker, 1991; Kapferer, 1992). The research conducted by Ibeh *et al.* (2005) also demonstrated a high degree of connectivity to the importance of on-line branding and collaborative consumer adoption strategies in brand development. Collaborative strategies include online and offline brand co-branding activities, distribution partnerships, aggregate content, and the deployment of products and services tailored to more personalized email (Ibeh *et al.*, 2005).

The second objective of the research is to determine whether online branding, which includes online content, web usability, and interactivity, has been implemented in the telecommunication industry in Indonesia. Based on the results of the study, it may be stated that all telecommunications companies in Indonesia have maximized their websites for enterprise online branding strategy. They had already implemented a branding strategy for their websites by creating up-to-date content, being able to convey corporate messages through updated content, being able to convey the company messages to customers from different backgrounds, and having unique content that is considered able to communicate the uniqueness of company identity. Based on these results, it can be mentioned that the website content of all telecommunication companies is viewed from the content update uploaded, the added value given in interactive features, and the uniqueness of the feature that is easy to navigate and able to display information that is not ambiguous for the user, which has been implemented by Telco companies as part of their online branding strategy. Based on the results of this study, telecommunication companies in Indonesia have maximized the usability of their websites for users. Customer service is also part of the brand strategies implemented by all Indonesian telecommunication companies without exception. This proves that companies are aware that the availability of customer care that can be accessed by customers, potential customers, or other stakeholders on the website is a part of the strategy to be able to provide good service.

The website interactivity that can be analyzed based on this study is supported by the use of websites connected with social networks and content that is able to be accessed through mobile devices. This allows users to connect with other Internet users on corporate Websites as an umbrella and can be accessed more freely via mobile devices. However, other interactivity aspects have yet to be fully utilized, such as free email and chat rooms that are not owned by all seven telecommunication companies in Indonesia, yet these

two features can support engagement between customers and companies and or company representatives. Telecommunication companies did not use User-Generated Content (UGC) on their websites. UGC, in this case, can support customer involvement and can cause a sense of being a part of the brand, so these features should be considered to be accommodated and the use of the features can be maximized on the corporate website.

### Conclusion and Implication

Based on the study results and content analysis performed, it can be concluded that telecommunication companies in Indonesia have owned websites that can be used in corporate online branding strategy. In their online branding strategy on website attribute variables, the majority of telecommunication companies in Indonesia have taken full advantage of website content and website ease of use, which makes it easy to operate in terms of menu navigation and content display inside. Each website also has customer service, whereas in an online branding strategy, it is a step to maintain two-way communication between customers and other stakeholders.

Telecommunication companies in Indonesia have not been able to make the most of the online content and interactivity features on their websites, particularly in providing free email, chat rooms, and user-generated content as facilities. Based on an online branding strategy, maximum interactivity is able to support companies to engage with customers and or other stakeholders. It would be better if every telecommunication company could maximize its interactivity feature for their online branding strategy.

This study utilizes content analysis to analyze the website content of telecommunication companies in Indonesia. The study result can be supported by further study on how customers of each telecommunication company react to the online branding strategy used by companies through their official websites so that the result can support the outcome seen from the customer's point of view. A similar study can also be developed by substituting different unit analysis variables than the variables used in this study. Other variables to be studied include online branding variables based on Simmons (2007)'s 4 pillar online branding framework and or Kenney and Curry (1999)'s framework 7c of online branding to enrich the study results, particularly in online branding studies. This study examines telecommunication companies in Indonesia as the object.

It is possible that a similar study could be conducted using the same variables but in a different industry.

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