

**Marketing Communication Strategy  
Employed by Bank Mandiri in the Wirausaha  
Muda Mandiri Program**



**THESIS**

**Submitted to Fulfill the Requirements for Obtaining a Bachelor's Degree in  
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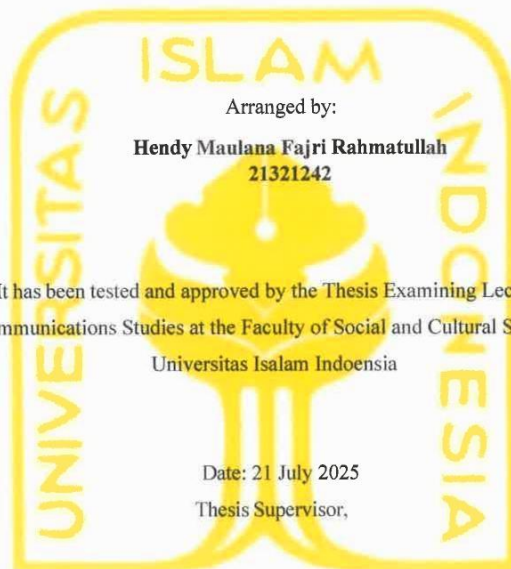
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2025**

**LETTER OF AGREEMENT  
UNDERGRADUATE THESIS**

**Marketing Communication Strategy Employed by Bank Mandiri  
in the Wirausaha Muda Mandiri Program**



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**STATEMENT OF ETHICAL CLEARANCE  
UNDERGRADUATE THESIS**

**Marketing Communication Strategy Employed by Bank  
Mandiri in the Wirausaha Muda Mandiri Program**

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**Dedications**

I dedicate this Work to:  
Each individual brought this thesis to life

## FORWARD

In the name of Allah, the Most Gracious, the Most Merciful. In a profoundly filled with love and compassion, I offer my utmost gratitude to the Almighty God for entrusting me to two of His angels, whose presence has been extraordinary in my life—my beloved mother and father. Thank you for the emotional and financial support you have continuously provided. You have always encouraged your children to pursue their dreams without hesitation. I also extend my heartfelt appreciation to my brother, Falek, who quietly admires me. Thank you for every prayer you have offered to God for my success and achievements.

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## **ABSTRACT**

The Wirausaha Muda Mandiri program has consistently attracted significant audience interest for over 10 years, drawing numerous participants. This success is largely attributed to Bank Mandiri's marketing communication strategy, executed through various digital media. Based on this context, this research focuses on analyzing the marketing communication strategy implemented by Bank Mandiri for the Wirausaha Muda Mandiri program. In this analysis, the researcher utilized the AIDA (Attention, Interest, Desire, and Action) marketing communication strategy concept. The research employed a qualitative method, gathering data through interviews with various parties involved in the Wirausaha Muda Mandiri program. Prior to promoting the Wirausaha Muda Mandiri program, Bank Mandiri conducted target marketing, which included market segmentation, market targeting, and market positioning. From the research conducted, it was found that in the Attention stage, Bank Mandiri disseminated campaign messages for the Wirausaha Muda Mandiri program across various media channels to capture audience attention. In the Interest stage, Bank Mandiri created engaging campaigns, such as informative and educational content. Subsequently, in the Desire stage, Bank Mandiri developed diverse content that offered solutions tailored to audience needs, including business development content. In the final Action stage, Bank Mandiri was observed to consistently encourage audience participation in the Wirausaha Muda Mandiri program by disseminating calls to action, registration information, and details on program benefits. From these findings, the researcher concludes that Bank Mandiri's marketing communication strategy proved effective in disseminating the Wirausaha Muda Mandiri program campaign. Bank Mandiri successfully converted audience interest into actions leading to program registration, resulting in a continuous increase in registration numbers from 2021 to 2023, even exceeding the program's registration limits. In addition to acquiring participants, Bank Mandiri also utilized the Wirausaha Muda Mandiri program to market its own products.

**Key Words:** Marketing Communication Strategy, Media Social, Wirausaha Muda Mandiri, AIDA, and Mandiri Bank.

## **ABSTRAK**

Program Wirausaha Muda Mandiri berhasil menarik banyak minat audience untuk bergabung menjadi peserta, secara konsisten selama lebih dari 10 tahun. Keberhasilan ini tak lepas dari peran strategi komunikasi pemasaran yang dijalankan Bank Mandiri melalui berbagai media digital. Berdasar kondisi itu, penelitian ini berfokus menganalisis bagaimana strategi komunikasi pemasaran yang dijalankan Bank Mandiri pada program Wirausaha Muda Mandiri. Dalam menganalisis, peneliti menggunakan konsep strategi komunikasi pemasaran AIDA (Attentions, Interest, Desire, dan Action). Penelitian dijalankan menggunakan metode kualitatif dengan pengumpulan data wawancara dari berbagai pihak yang terlibat dalam program Wirausaha Muda Mandiri. sebelum mempromosikan program Wirausaha Muda Mandiri, Bank Mandiri menjelankan pemasaran target yang terdiri dari, segmentasi pasar, Market targeting, dan pemosisian pasar. Dari penelitian yang dijalankan, diketahui dalam tahap Attention, Bank Mandiri menjalankan tindakan penyebaran kampanye program Wirausaha Muda Mandiri untuk menarik perhatian audience lewat berbagai media. Di tahap Interest, Bank Mandiri membuat kampanye-kampanye menarik seperti konten yang informatif dan edukatif. Kemudian, dalam tahap Desire, Bank Mandiri membuat berbagai konten yang menawarkan solusi sesuai kebutuhan seperti konten pengembangan bisnis. Di tahap akhir Action, Bank Mandiri ditemukan mendorong audience agar mau berpartisipasi dalam program Wirausaha Muda Mandiri dengan menyebarkan secara konsisten melalui konten ajakan, informasi pendaftaran, dan keuntungan ikut program. Dari penemuan tersebut peneliti menyimpulkan bahwa strategi komunikasi pemasaran yang dilakukan oleh Bank Mandiri terbukti efektif didalam penyebaran kampanye program Wirausaha Muda Mandiri, Bank Mandiri berhasil mengubah minat audience menjadi tindakan yang mengarah pada pendaftaran program. sehingga terjadi peningkatan jumlah pendaftaran dari tahun 2021 -2023 yang terus meningkat bahkan melampui batas pendaftaran program. Selain mendapatkan peserta Bank Mandiri juga dapat melakukan pemasaran product nya melalui promosi Wirausaha Muda Mandiri Program.

**Key Words:** Strategy Komunikasi Pemasran, Media Social, Wirausaha Muda Mandiri. AIDA, dan Bank Mandiri.

## TABLE OF CONTENTS

<b>LETTER OF AGREEMENT</b> .....	<b>i</b>
<b>STATEMENT OF ETHICAL CLEARANCE UNDERGRADUATE THESIS</b> .....	<b>ii</b>
<b>STATEMENT OF ACADEMIC ETHICS</b> .....	<b>iii</b>
<b>MOTO</b> .....	<b>iv</b>
<b>FORWARD</b> .....	<b>v</b>
<b>ABSTRACT</b> .....	<b>vii</b>
<b>ABSTRAK</b> .....	<b>viii</b>
<b>TABLE OF CONTENTS</b> .....	<b>ix</b>
<b>LIST OF TABLES</b> .....	<b>xi</b>
<b>LIST OF FIGURES</b> .....	<b>xii</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1. Study Background.....	1
2. Research Question .....	5
3. Research Objective .....	5
4. Research Benefits .....	6
5. Theoretical Framework.....	6
5.1 <i>Previous Study</i> .....	6
5.2 <i>Theoretical review</i> .....	8
6. Research Method .....	12
6.1 <i>Research Time and Location</i> .....	14
6.2 <i>Research Subject and Object</i> .....	14
6.3 <i>Data Collection</i> .....	15
6.4 <i>Analysis of Data Data Matching</i> .....	17
<b>CHAPTER II OVERVIEW OF THE RESEARCH OBJECT</b> .....	<b>18</b>
2.1 Bank Mandiri Profile .....	18
2.2 Corporate Social Responsibility Program of Bank Mandiri .....	18
2.3 Wirausaha Muda Mandiri .....	19
2.4 Vision and Mission .....	21
2.5 Structure Wirausaha Muda Mandiri.....	21
2.6 Activities of the Wirausaha Muda Mandiri Program .....	21
2.7 Business Activity Criteria .....	23
<b>CHAPTER III FINDING AND DISCUSSION</b> .....	<b>25</b>
3.1 Marketing strategy communications Wirausaha Muda Mandiri.....	27
3.1.1 <i>Wirausaha Muda Mandiri Program Campaign to Attract Attentions</i> .....	30
3.1.2 <i>Building Audience Interest in the Wirausaha Muda Mandiri Program</i> ....	33
3.1.3 <i>Offering Solutions Based on Needs</i> .....	36
3.1.4 <i>Encouraging Participation in Wirausaha Muda Mandiri</i> .....	40
3.2 AIDA as a marketing communication strategy tool for the Wirausaha Muda Mandiri	

program.....	44
3.3 Challenges and Obstacles in Marketing Wirausaha Muda Mandiri.....	46
3.3.1 <i>The Growing Number of Competitors</i> .....	46
3.3.2 <i>Campaigns Not Fully Optimised Among Professionals</i> .....	47
<b>CHAPTER IV CONCLUSION AND RECOMMENDATIONS.....</b>	<b>49</b>
<b>4.1 Conclusion.....</b>	<b>49</b>
<b>4.2 Research Limitations.....</b>	<b>51</b>
<b>4.3 Recommendations.....</b>	<b>51</b>
<b>REFERENCES .....</b>	<b>53</b>
<b>APPENDIX .....</b>	<b>56</b>

## LIST OF TABLES

Table 2.1 Structure Wirausaha Muda Mandiri .....	21
Table 3.1 Research Informant.....	26
Table 3.2 Effectiveness Table of Digital Marketing Media for the Wirausaha Muda Mandiri Program .....	36

## LIST OF FIGURES

Figure 1.1 Instagram account Wirausaha Muda Mandiri .....	4
Figure 2.1 Activity Wirausaha muda Mandiri .....	20
Figure 3.1 Campaign Wirausaha Muda Mandiri on social media to get attention.....	31
Figure 3.2 Campaign Marketing Wirausaha Muda Mandiri offline.....	33
Figure 3.3 Campaign Message clarity from in Wirausaha Muda Mandiri .....	35
Figure 3.4 Solution Offering Content of the Wirausaha Muda Mandiri Program.....	38
Figure 3.5 Campaign content inviting to join the Wirausaha Muda Mandiri program.....	40
Figure 3.6 Inclusion of the Bank Mandiri logo in Crustea's business.....	43

## CHAPTER I

### INTRODUCTION

#### 1. Study Background

Marketing communication practices are a crucial component consistently implemented by contemporary companies and businesses, particularly within the banking sector. However, these practices are not exclusively confined to programs directly involved in selling products or services. Many companies and businesses convey marketing messages for their products through various initiatives, including Corporate Social Responsibility (CSR) programs. Adegbola's research indicates that CSR programs can serve as a marketing strategy to enhance the organizational performance of a bank. This organizational performance encompasses employee turnover, net profit, market expansion success, morale, and job satisfaction. Adegbola concluded that companies engaging in CSR initiatives are likely to achieve long-term benefits (Adegbola, 2014).

Meanwhile, Curmei posits that CSR programs should inherently be integrated into the marketing communication strategies of various companies, including banking institutions. According to Curmei, utilizing CSR programs as a corporate marketing communication tool can foster a positive corporate image and maintain strong customer relationships. In contrast to Adegbola's findings, Curmei does not indicate that the objective of marketing communication practices through CSR programs in banking is to boost sales, purchases, or other payment-related actions. Instead, Curmei emphasizes that the sole purpose of these marketing communication practices is to build a positive corporate image and cultivate strong customer relationships (Curmei, 2018).

Porcu et al. (2012) define direct marketing as a strategy companies employ towards consumers to obtain an immediate response. Examples of direct marketing include telephone calls, faxes, text messages (SMS), and other methods used to inform consumers about new products and to obtain immediate feedback. Information about new products to be marketed and receive direct responses from consumers. Marketing

communication refers to all elements of the marketing mix communication, individually and collectively, to promote product, which will significantly influence marketing performance (Akerlund, 2004; Picton & Broderick, 2001). Marketing communication is a strategic process developed by companies to enhance profitability and ensure consistency in communication established by the company (Porcu, 2012). The marketing communication mix results from integrating traditional marketing practices with contemporary approaches, such as advertising, personal selling, open selling, and involving the public in the advertising and marketing process (Kotler & Armstrong, 2010).

Strategy is a long-term plan to achieve goals. In marketing communications, how communication works depends on the communication strategy. A company's marketing strategy aims to align its internal communication capabilities with external advertising channels within the context of structured marketing communication, enabling consumers to make more informed decisions. An important goal for companies is to in direct and clear communication with consumers. According to Belch (2009), marketing strategy is a tool companies use to guide the marketing process over time.

Clear and direct communication is one of the benefits gained by both parties, the buyers and the companies. Clear, direct, and persuasive marketing communication fosters trust between buyers and a company's products, representing a key benefit of effective marketing strategies. advantage of direct, clear, and persuasive marketing. This also facilitates companies in analyzing target markets and specifying different customer segments, making it easier to evaluate marketing strategies to be more effective in the future.

Such marketing communication practices are also implemented by Bank Mandiri. Researchers observe that Bank Mandiri similarly utilizes CSR programs to conduct its marketing communication efforts. Bank Mandiri has a program called Wirausaha Muda Mandiri. Wirausaha Muda Mandiri is a CSR program that provides a platform for young entrepreneurs in Indonesia to start their roles as business actors. Becoming an entrepreneur is not an immediate or effortless process; rather, it requires multiple factors to support entrepreneurial success in taking the first step in becoming

a young entrepreneur. It requires self-confidence, readiness, knowledge, experience, and financial investment.

Through this program, Bank Mandiri aims to contribute to reducing unemployment in Indonesia. The Wirausaha Muda Mandiri Program is expected to continuously innovate in order to enhance both the program's quality and the development of its alumni. It serves as a platform that connects measurable creative ideas with opportunities for societal and environmental application through the Wirausaha Muda Mandiri Program.

According to Bank Mandiri, entrepreneurship is an important element of a country's economy and an indicator of its economic progress. It also develops local entrepreneurship to overcome poverty by creating new jobs. The growth of entrepreneurship can foster innovation, supporting more balanced development and prosperity in Indonesia, a country with a demographic surplus of professionally active young generations. Indonesia has significant potential for this development. The more entrepreneurs emerge and grow, the greater their contribution to national economic development, which in turn benefits the banking sector.

Observing that CSR programs are also utilized as a marketing communication strategy by companies, researchers are interested in examining Bank Mandiri's marketing communication strategy, which is executed by promoting the Wirausaha Muda Mandiri CSR program.

This study aims to examine the role of state-owned banks (BUMN), specifically PT Bank Mandiri (Persero) Tbk, in promoting the Wirausaha Muda Mandiri program, which has been carried out since 2007 by Bank Mandiri for young entrepreneurs who excel in running their businesses. The program also serves as a platform for entrepreneurs in Indonesia to exchange experiences, especially for those who are newly establishing their businesses. Moreover, this is also a business opportunity for employees approaching retirement, while also aiming to establish new entrepreneurial role models to inspire a broader entrepreneurial movement, encouraging more Indonesians to participate in the program in the future. Lastly, this program supports and aligns with the Ministry of Cooperatives and SMEs' efforts to enhance the quality of micro, small, and medium enterprises (MSMEs) in Indonesia.

This research is intended to examine the communication strategies implemented by PT Bank (Persero) Tbk. in promoting the Wirausaha Muda Mandiri program as a platform for preparing young entrepreneurs to have the courage to compete on the national and even international stage. It also aims to ensure the continuity and consistent engagement of the program among young entrepreneurs. Additionally, this research seeks to contribute to reducing unemployment and create jobs in Indonesia. The primary focus of this research is PT Bank Mandiri (Persero) Tbk., particularly its headquarters located at Jalan Gatot Subroto No. Kav 36–38, RT.7/RW.1, Senayan, Kebayoran Baru Village, South Jakarta City, DKI Jakarta, Indonesia 12190.



*Figure 1.1 Instagram account Wirausaha Muda Mandiri*

In the image above, the Wirausaha Muda Mandiri (WMM) program, presented by PT Bank Mandiri, returns to inspire and foster the spirit of entrepreneurship among Indonesia's younger generation. As part of its roadshow series in the city of Bandung, WMM will hold a special event featuring, Inspirational Talk show. Featuring successful WMM alumni, business mentors, and influential figures who will share their journeys of building businesses from the ground up. Attendees will gain valuable insights on branding, digital marketing, business financing, and the challenges of the modern entrepreneurial landscape. Young Entrepreneur Exhibition don't miss the

creative product showcases from WMM finalists and alumni, ranging from culinary innovations and fashion to technology and social enterprises. Discover the outstanding potential of Indonesia's youth. This event is open to all students and academic members of the University, as well as the general public who are interested in becoming part of the national entrepreneurial ecosystem.

The image above illustrates that Bank Mandiri's marketing communication strategy for promoting the Wirausaha Muda Mandiri program is largely conducted on social media. Social media has become Bank Mandiri's primary medium for conveying messages to market its products, which in this case refers to the Wirausaha Muda Mandiri program itself. However, if we refer to the old marketing paradigm, marketing practices were solely aimed at increasing sales. Therefore, it is highly probable that the Wirausaha Muda Mandiri CSR program, promoted through social media, is also utilized to market the programs offered by Bank Mandiri. Consequently, researchers intend to investigate Bank Mandiri's marketing communication strategy in promoting the Wirausaha Muda Mandiri program on social media with the aim of increasing product sales.

## **2. Research Question**

Based on the background provided, the following research questions are formulated:

1. What marketing communication strategies does Bank Mandiri employ on social media to promote the Wirausaha Muda Mandiri Program?
2. What challenges and obstacles are encountered in the marketing communications strategy for the Wirausaha Muda Mandiri Program?

## **3. Research Objective**

Aligned with the study's focus on marketing communication strategies adopted by Bank Mandiri to support young entrepreneurs, this research aims to analyze how marketing communication on social media promotes the Wirausaha Muda Mandiri Program at Bank Mandiri and identify the supporting and inhibiting factors in its implementation.

#### **4. Research Benefits**

##### **Academic benefits**

- a. This research contributes to the body of knowledge on marketing communication strategies within banking institutions.
- b. It provides theoretical insights into marketing communication strategies that support entrepreneurial development.

##### **Practical Benefits**

This research aims to enhance understanding of Bank Mandiri's marketing communication strategies implemented through digital media platforms to develop young entrepreneurs. Additionally, it serves as a reference for future research on similar topics.

#### **5. Theoretical Framework**

##### **5.1 Previous Study**

##### **a) Marketing Communication and Banking Service Industry. University of Tirana, Faculty of Economy, Marketing Department, Tirana, Albania by: Simoni, G., & Abazi, A. (2020)**

This study examines the relationship between Integrated Marketing Communications and service quality in Albania's banking industry, focusing on how the promotional mix influences customer perception. The SERVQUAL instrument measures service quality across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy. A key distinction between this study and previous research lies in the application of the SERVQUAL model—a service quality assessment tool—to evaluate marketing communication effectiveness, focusing on five dimensions: physical evidence, reliability, responsiveness, assurance, and empathy. Whether Bank Mandiri also uses the same instrument in marketing its Wirausaha Muda Mandiri program remains to be explored.

**b) Implementing Bank as a Service Marketing Communication Strategy to Increase the Number of Customers on Blu by BCA Digital. LSPR Institute of Communication & Business by Husada, S., & Aruman, A. E. (2024)**

The study examines Blu by BCA Digital's marketing communication strategy aimed at increasing customer acquisition, with particular emphasis on market penetration and brand positioning. Blu by BCA utilizes digital channels, mobile applications, and social media platforms for promotion, while also collaborating with various online communities to build with various communities to create an interconnected digital ecosystem. To position itself among top-tier banks, it is essential to develop strategic approaches within both the marketing process and business planning to compete in the banking industry. The marketing strategy serves as a key benchmark that the company must consider carefully when designing and planning marketing communication and business plans. The findings and limitations identified in this study provide valuable insights that can inform how Bank Mandiri may further develop and sustain the Wirausaha Muda Mandiri program, which was developed several years ago.

**c) Study on Marketing and Communication in the Banking Sector. Acharya Institute of Graduate Studies, Bangalore, Karnataka, India. by Sreekumar, N., Hussain, A., Ramachandran, M., & Chinnasamy, S. (2023)**

This study identifies and discusses several key factors relevant to marketing and communication strategies in the banking sector. The study explores the evolution of marketing and communication strategies in the banking sector, highlighting the shift from traditional methods to innovative techniques to attract customers and satisfy their needs. The research examines factors influencing customer satisfaction in e-banking, such as cost, ease of use, and security, while noting that privacy does not significantly impact customer happiness in Jordan. Banking Sector Stability: The study analyzes the impact of banking sector stability on economic growth, emphasizing the importance of a sound banking system for overall economic development. This study shares common ground with the current research in addressing the effects of globalization, which has compelled organizations to transition rapidly from conventional marketing approaches to more innovative strategies to attract customer attention and compete effectively. A

key distinction lies in the focus of this study—specifically, how Bank Mandiri promotes the Wirausaha Muda Mandiri program—whereas previous studies concentrated more broadly on general marketing practices in the banking sector.

**d) Investigating the Major Marketing Communication Tools and Their Impact on Building Bank Brand Equity in the Egyptian Context: A Customer Perspective. Arab Academy for Science, Technology and Maritime Transport, Egypt. by Sadek, H., Redding, P., & Tantawi, P. (2015)**

This research aims to identify key similarities with prior research, particularly in relation to the marketing strategies employed by an Egyptian Bank to carry out branding through marketing communication strategies. From the customer perspective, this research aligns with previous studies in examining how marketing communication strategies influence brand equity within the banking sector. However, a key distinction lies in the focus on specific quality-based strategies and the application of five dimensions implemented by Egyptian banks, which are considered critical to the successful branding of new initiatives in the banking industry.

## **5.2 Theoretical review**

### **a) Marketing communication strategy**

A marketing strategy is a detailed plan designed to achieve a company's or organization's marketing goals. According to Kotler and Keller (2016), marketing is the activity, set of institutions, and process of creating, communicating, delivering, and exchanging offerings that provide value to customers, clients, partners, and society. Integrated Marketing Communication (IMC) is widely recognized for its diverse scope. Integrated Marketing Communication (IMC) integrates a transparent and coordinated communication plan to improve overall communication and a strategic marketing approach by combining various marketing communications elements to achieve consistent and practical outcomes. The concept emphasizes aligning messages and communication channels to provide a consistent experience for customers. Developing marketing messages and design begins after promotional goals and objectives are established, with communication strategies focusing on crafting relevant and impactful messages. The ideal development process involves attracting attention, arousing

interest and desire, and stimulating action. Marketers should consider three key The AIDA model incorporates these three key elements and plays a crucial role in the success of marketing communication.

According to Mark Anthony Cammilleri (2018), to deliver messages that align with customer needs, companies consistently implement marketing communication strategies by developing marketing targets. These marketing targets are useful for aligning the company's products with customer needs. Marketing targets consist of three stages: market segmentation, market targeting, and market positioning. The explanation of these three stages is as follows.

#### A. Market Segmentation

Market segmentation is the process of identifying broad customer bases and dividing them into subgroups of both existing and potential customers. This segmentation can be observed through customers' needs, interests, lifestyles, and demographic profiles. The aim of market segmentation is to group individuals, groups, or organizations that share similar interests, traits, and characteristics.

#### B. Market Targeting

After identifying market segments, companies move into the market targeting stage to implement their marketing communication strategies. Market targeting is the process of understanding the needs and wants of the selected segments. It's crucial for companies to identify unmet needs within the market that are relevant to their chosen segments.

#### C. Market Positioning

Market positioning is the final stage in a company's target marketing. In this phase, the company decides the position it wants to occupy in the minds of customers within its market segments. The company will highlight the advantages and benefits of its products to establish a strong market presence. The message conveyed about the product must be consistent to avoid damaging customer perception. After the target marketing process is complete, companies begin to convey and develop messages within their marketing communication strategies.

Developing marketing messages and design commences after promotional goals and objectives are established, with communication strategies focusing on crafting relevant

and impactful messages. The ideal development process involves attracting attention, arousing interest and desire, and stimulating action. Marketers should consider three key elements, which are incorporated by the AIDA model, playing a crucial role in the success of marketing communication.

#### **b) AIDA Strategy**

AIDA stands for Attention, Interest, Desire, and Action, and it is used to describe how consumers engage with an advertisement. Therefore, AIDA serves as a guiding model for hierarchical marketing, which has become a method and benchmark in the marketing activity process. According to this model, promotional tools should draw attention, pique and sustain interest, arouse desire, and prompt action. Sri Widyastuti (2017) categorizes the AIDA model as an approach originating from American advertising practices.

Attracting the attention of potential consumers or clients is very important to gain interest in a product. Once interest is developed, the business must create demand for the product to generate revenue. Attracting the attention of digital media users is particularly important, as they often determine purchasing decisions. To capture the attention of potential clients or customers, advertising—whether through ads, posters, or billboards, must be visually compelling and engaging. Interesting audiovisuals or attractive images are often used to arouse potential customers and create a desire among customers for a product or service; a business must demonstrate how the product or service will benefit them. A customer should clearly understand the product or service that will be provided and their needs and desires. Invite customers take action, such as making a purchase. In many cases, encouraging customers to act quickly often determines the success or failure of a marketing campaign. Offering time-limited sales or discounts is one way to encourage customers to act quickly.

Relevant visual elements are employed to generate consumer interest, which involves collecting data on potential clients or target audiences. Businesses can conduct studies, surveys, or ask questions to learn about the interests of potential clients or customers, and then use this information in advertising formats. At this stage, the company must inform customers about the availability of its products and services;

This is the first stage in which someone begins recognize, explore, and comprehend the offering. This stage involves processing the information received, leading to awareness and understanding of a specific product or service. It also raises consumer awareness about the product.

### **Attentions**

Indicators of attention:

1. Frequency exposure refers to how often an advertisement is displayed to the target audience.
2. Attractive ads visualization encompasses all visual and textual elements—such as images, words, numbers, maps, and graphs—used in advertisements.
3. Advantages Advertisement highlights the value of increased visibility and brand recognition gained through the ad.

### **Interest**

At this stage, a person becomes interested in learning more about a product, its advantages and benefits, and whether it meets their requirements. At this point, a person is no longer passively aware of the product's benefits but has begun to consider them actively. After successfully capturing the consumer's attention, marketers should provide relevant follow-up content to maintain engagement. Indicators of interest:

- a. Message clarity refers to the extent to which the advertisement convey a clear message.
- b. Media effectiveness refers to the effectiveness of advertising media.
- c. Consumer perception refers to how consumers perceive the advertisement after seeing it.

### **Desire**

At this stage, individuals begin to form opinions about a product that aligns with their personal needs and preferences. A sense of compatibility with their needs, priorities, and preference for this product over alternatives starts to develop. This stage involves making an irresistible offer that stimulates emotional appeal and motivates the consumer to consider purchasing the product or service. In advertising, consumers should be shown that a product that will meet their needs is available and that they can satisfy those needs by purchasing the product.

Indicators of desire:

- a. Acquiring information about the product through advertising.
- b. Positive perceptions lead to increased confidence in the product, fostering purchase intent.
- c. likelihood of purchasing the product influenced by the advertisement.

### **Action**

At this stage, the consumer starts purchasing the company's products/services immediately. This represents the final phase where the consumer actively seeks out and completes the purchase. In this stage, rapid consumer responses indicate that the desired action is for the customer to purchase the product. The consumer is genuinely interested and actively seeking and purchasing the product. Indicators for Action:

- a. Propensity to buy
- b. Purchase confidence
- c. Product suitability based on advertisement.

## **6. Research Method**

Research is the collection of facts and information about a specific subject or topic. In-depth interviews are used in research to uncover underlying motivations and desires (Kabir, 2016). In simple terms, research can be described as the pursuit of knowledge through investigation. It can be defined as a scientific and systematic search for relevant information on a specific topic or field (Kabir, 2016). Research is a type of inquiry involving rigorous investigation, particularly aimed at discovering new facts in any field of science. Another definition for research is "the systematic effort to acquire new knowledge". Qualitative research entails studies that attempt to understand how people feel or think about a specific topic or organization. Understanding the various methods/techniques for conducting tests, experiments, surveys, and critical studies is essential to research methodology (Kabir, 2016). Qualitative research aims to understand people's feelings or thoughts about a specific topic or organization.

The term "research" is derived from the Old French word "rechercher," which means "to search and search again." This implies a continuous and iterative process, suggesting that initial findings may be incomplete and need further exploration. There

is still room for improvement. Some see research as a progression from the known to unknown, reflecting is a true journey of discovery. Understanding various methods/techniques in conducting tests, experiments, surveys, and critical studies is an important research methodology component. Research collects facts and information about a particular subject or topic. For instance, qualitative methodologies such as in-depth interviews are often employed to reveal underlying motivations and desires.

This research will use the qualitative method to analyze the marketing communication strategy carried out by Mandiri Bank in the Wirausaha Muda Mandiri Program. Qualitative research primarily involves the in-depth analysis of non-numerical data, as opposed to quantitative metrics. It is especially valuable in the behavioral sciences for exploring the underlying motivations and patterns of human behavior (Kabir, 2016). Qualitative research focuses on understanding the qualities, characteristics, and variations within the subject under investigation.

Qualitative data seeks to capture subjective experiences, such as emotions and perceptions, through open-ended inquiries that explore the reasons behind and processes of human behavior. The qualitative method will serve as the primary approach for analyzing the descriptive data collected in this study to achieve the best results. Qualitative research investigates people's feelings or thoughts about a particular subject. Furthermore, qualitative research is primarily focused on naturalistic or anthropological approaches.

Based on the preceding discussion, this study employs qualitative methods to collect information and data by interviewing members of Wirausaha Muda Mandiri Community in Indonesia. The primary objective is to explore the motivations and actions of community members, especially young people, in participating in the Wirausaha Muda Mandiri program, with a focus on how social media usage influences engagement and how limitations are addressed. Data collected through qualitative research plays an important role in assessing the impact of the information provided. Conducting this research using qualitative methods can help improve survey quality, generate hypotheses, and expand evaluation findings.

## **6.1 Research Time and Location**

This research was carried out from February 2024 until completion. The study focuses on PT Bank Mandiri (Persero), with the primary subject being the location of the company's head office. Bank Mandiri, the focus of this research, is on Jalan Gatot Subroto No. Kav 36-38, RT.7/RW.1, Senayan, Kebayoran Baru Village, South Jakarta City, South Jakarta, DKI Jakarta, Indonesia 12190. In addition, branch offices of PT Bank Mandiri are spread throughout Indonesia.

## **6.2 Research Subject and Object**

Based on the study of Bank Mandiri's marketing communication strategy for the Wirausaha Muda Mandiri program, the bank was selected as the research object. Bank Mandiri actively promotes its various entrepreneurship programs, which include training, financing, and mentoring for aspiring entrepreneurs, via social media platforms. Bank Mandiri's primary strategy is to create educational and inspirational content on various social media platforms, including Instagram and TikTok.

Bank Mandiri's content provides practical tips, up-to-date information, and success stories from young entrepreneurs who have successfully grown their businesses. The goal is to inspire and provide young entrepreneurs with the knowledge they need to start and grow their businesses. In addition, Bank Mandiri regularly hosts webinars and question-and-answer sessions on social media. This activity allows Bank Mandiri to interact directly with young entrepreneurs, providing them with the feedback, guidance, and support they require to face the challenges and opportunities of entrepreneurship.

Bank Mandiri also uses social media influencers and opinion leaders to broaden the reach and credibility of its entrepreneurship programs. Collaboration with these influential figures has proven effective in expanding the target audience and fostering trust among young entrepreneurs. Additionally, Bank Mandiri also collaborates with various entrepreneurial communities in Indonesia to help build that promotes the growth and success of young entrepreneurs. Young entrepreneurs can share their experiences, inspire one another, and gain access to Bank Mandiri's resources and networks.

This study analyzes Bank Mandiri's marketing strategies in the mass media for the Wirawusaha Muda Mandiri program. This research aims to learn more about the marketing strategy process and the challenges that Bank Mandiri faces when disseminating and promoting the Wirausaha Muda Mandiri Program. The study will assess whether the program aligns with Bank Mandiri's targets for young entrepreneurs and whether it has successfully contributed to building an ecosystem that fosters the spirit of entrepreneurship among the younger generation.

### **6.3 Data Collection**

#### **a) Observations**

Observation is an essential method used to gather data on behaviors, interactions, and processes within a given environment. Researchers examine subjects in natural settings using multiple sensory inputs to capture detailed and contextualized information. Humans possess the unique ability to collect detailed environmental information through sensory perception, making observation a valuable tool in qualitative research. According to Kabir (2016), when collecting data for research, observation entails more than just looking and listening. As defined by the author, research is "systematic inquiry made public." Observing individuals or organizations without disclosing the research purpose may raise ethical concerns and compromise the validity of the findings. The data collected through observation can yield precise and structured insights, contributing to greater generalizability, strong reliability, and is relatively free of observer bias. This research will apply observational techniques described by Kabir (2016), including naturalistic, subjective, and objective, and it could potentially use direct observational approaches.

Observational activities for this study will include a visit to Bank Mandiri's headquarters to gain insights about the implementation of the Wirausaha Muda Mandiri program. Following the observation at Bank Mandiri's headquarters, selected program-participating businesses will also be observed. Additionally, meetings will be held with several Wirausaha Muda Mandiri program participants to gather firsthand perspectives on the program. In addition, I will meet with several Wirausaha Muda Mandiri program participants to learn more about the program.

## **b) In-depth Interviews**

This study will employ a qualitative research method of in-depth interviews. In-depth interviews are intensive individual interviews with a few respondents to delve deeply into their perspectives. In-depth interviews involve structured or semi-structured question-and-answer sessions designed to elicit detailed responses from respondents. Several interview formats may be used, including individual, face-to-face, and group face-to-face interviews.

In some cases, if the respondents cannot be interviewed face-to-face, the interviewees may be interviewed via telephone, voice messages, or other digital communication tools commonly used in contemporary research settings. This research will primarily conduct in-person in-depth interviews with selected informants or participants. However, should any constraints arise, alternative methods such as remote interviews conducted via phone, video call, or voice messaging will be used. The interview will be structured and in-depth, with the possibility of recording the interview in the worst-case scenario.

Furthermore, structured interviews will be conducted in a predetermined, guided format focusing on respondents and collecting relevant and concrete data (Kabir, 2016). In conducting the in-depth interviews, stakeholders from Bank Mandiri's marketing strategy division in Jakarta, along with current Wirausaha Muda Mandiri participants and alumni, will be interviewed to gather insights into the program. Mandiri, Marketing Strategy's headquarters, Jakarta Wirausaha Muda Mandiri participants, and the Wirausaha Muda Mandiri alum program. Find out more about the Wirausaha Muda Mandiri program.

## **c) Documentation**

In this study, documentation includes electronic devices and physical documents that must be interpreted to gain understanding and meaning from the information provided. This research will use a memo motion study. with data and information collected electronically. This study examines long-term operations performed through long-term camera-based observation.

Additionally, physical documents such as internal reports, case studies, and other relevant literature may be reviewed to enhance the accuracy and depth of the data collected. Secondary documentation data will be gathered through the review of materials related to Bank Mandiri's marketing communication strategies. For instance, social media content posted on Instagram by Bank Mandiri and the Wirausaha Muda Mandiri program will be included as part of the documentary analysis. Additionally, researcher will review reports on Bank Mandiri marketing documentation for the Mandiri Young Entrepreneur program.

#### **6.4 Analysis of Data Data Matching**

When receiving most of the data collected using the methods employed, the initial step involves matching and cross-referencing information to ensure consistency and accuracy for further analysis. According to Kabir (2016), the fundamentals of data analysis include techniques such as editing, coding, data entry, and data mining.

##### **Data Anomalies**

Following data matching, the dataset is reviewed to identify and address any inconsistencies. The data will be examined more thoroughly to identify anomalies or inaccuracies that could impact the reliability of the results.

##### **New Data Pattern of Interest**

Identifying new data patterns can enhance the robustness of the research by providing deeper insights into observed anomalies and supporting more accurate interpretations.

##### **Conclusion**

Following data collection, data analysis techniques were used (Kabir, 2016). The researcher will conclude that the data presented and collected support the proposed research objectives. Researcher will compile data comprehensively, including formulations and responses based on a review of previously collected data and related issues.

## CHAPTER II

### OVERVIEW OF THE RESEARCH OBJECT

#### 2.1 Bank Mandiri Profile

PT Bank Mandiri is the result of a restructuring program for Indonesian government banks, formed through the merger of four state-owned banks: Bank Bumi Daya, Bank Exim, Bank Dagang Negara, and Bapindo. Headquartered in Jakarta, PT Bank Mandiri is one of the most recognized banks in the country. PT Bank Mandiri was established on October 2, 1998, as part of a banking restructuring program implemented by the Indonesian government. In July 1999, the four government banks—Bank Bumi Daya, Bank Dagang Negara, Bank Export Import Indonesia, and Bank Pembangunan Indonesia—were merged into PT Bank Mandiri.

Each of these banks played an integral role in the development of the Indonesian economy. To this day, PT Bank Mandiri continues a tradition of over 140 years of contributing to the banking sector and the Indonesian economy. After a comprehensive consolidation and integration process across all areas, PT Bank Mandiri successfully established a solid banking organization and implemented a new, integrated core banking system, replacing the four legacy banks' previously separate core banking systems.

#### 2.2 Corporate Social Responsibility Program of Bank Mandiri

The principal focus of the Bank Mandiri TJSL program is to enhance community welfare. By implementing a sustainable TJSL program, Bank Mandiri aims to achieve both business success and improve the welfare of the Indonesian people. As a result, Bank Mandiri consistently seeks ways to refine its TJSL programs and their implementation strategies. Every company in Indonesia has a Corporate Social Responsibility (CSR) program as a form of contribution to the surrounding community. One example is Bank Mandiri, which has a program titled “Spirit Memakmurkan Negeri.” Through this program, Bank Mandiri aspires to solve social, environmental, and educational issues with the spirit of prospering the nation. The objectives of this program are to address social, educational, and environmental problems, as well as to

support the development of infrastructure. “Mandiri bersama Mandiri” is one of the CSR programs conducted by Bank Mandiri. This program enhances the Indonesian community's welfare and fosters self-reliant communities. The purpose of establishing this program is to support government initiatives that align with Bank Mandiri’s TJSL vision, which is to continuously improve the welfare of the Indonesian people and build self-reliant communities. Below are the CSR programs established by Bank Mandiri:

- Wirausaha Muda Mandir
- Perhutanan sosial muara gembong
- Rumah BUMN (RB)
- Balai Ekonomi Desa (BALKONDES)
- Vokasi
- Pengembangan Masyarakat

### **2.3 Wirausaha Muda Mandiri**

Wirawusaha Muda Mandiri is Bank Mandiri's main CSR program. It serves as a form of contribution to support the nation's economy and a manifestation of its consistent support for the growth of young entrepreneurs in Indonesia. Bank Mandiri consistently fosters national entrepreneurship development through the Wirawusaha Muda Mandiri Program, under the theme "Dare to Be Independent" (Berani Jadi Mandiri).

The Wirawusaha Muda Mandiri Program is expected to continually innovate to enhance the program's quality and improve the quality of its members and alums. Furthermore, it aims to act directly as a bridge for measurable creative ideas, which are then utilized by the community and the environment through the Wirawusaha Muda Mandiri Program. For more information regarding the Wirawusaha Muda Mandiri Program, the target audience of this program is Indonesian youth aged 18-35.

The Wirawusaha Muda Mandiri Program has more than 50,000 alumni across Indonesia. Since its inception, many resilient and innovative young entrepreneurs, also concerned about their surroundings, have emerged. Since 2007, the Wirawusaha Muda Mandiri Program has become a highly sought-after competition among the community. The scope of this program includes creating new young entrepreneurs and providing a platform for them to enhance their entrepreneurial skills.

The Wirawusaha Muda Mandiri Program aims to accelerate the creation of new

entrepreneurs in Indonesia and prepare the best talents to boost Indonesia's economy. The program offers numerous benefits, especially for new young entrepreneurs trying to start their businesses. The first benefit is Business Relationships: Wirausaha Muda Mandiri Program participants will gain many new business connections and friends with entrepreneurial spirits. With the program having been established for over 10 years and producing 50,000 alums, new participants will receive ample support from those who have successfully started their businesses. After we know about the purpose Business Strategy and Practice: Business strategy and practice are among the key theories developed by the trainers/mentors in the Wirausaha Muda Mandiri. In this segment, mentors provide 40% of the material and 60% of the practical experience in starting a business. Developing Creative Businesses in the Digital Economy Era: Participants can create digital and creative economy businesses. Digital technology presents an auspicious opportunity for entrepreneurs just beginning their business careers.



*Figure 2.1 Activity Wirausaha muda Mandiri*

1. Activity of category finalists Business plan at (WWM) 2023. (15/05/2023)
2. Information about the program and national mentoring class for the WWM Program. (15/05/2023)
3. Listening to the inspiring story of Owner Sambal Bu Rudy, Lanny Siswandi, and Owner of Spikoe Ancient Recipe, Paulus Sutjipto Sasono. (15/05/2023).

## 2.4 Vision and Mission

- Vision: To build a resilient Indonesian society through TJSL to inspire a progressive Indonesian financial institution that grows alongside Indonesia
- Mission: To be a trusted key partner in developing a resilient and prosperous society, to conduct TJSL programs that support Bank Mandiri's strategies based on optimal governance, and to be part of Bank Mandiri's comprehensive branding strategy as a financial institution for all stakeholders.

## 2.5 Structure Wirausaha Muda Mandiri

<b>President Director:</b> Darmawan Junaidi
<b>SEVP Corporate Relations</b> Wisnu Trihanggodo
<b>Corporate Secretary</b> Asidiq Iswara
<b>Asisten Manager Wirawusaha Muda Mandiri</b> Lovindah Catra Ratnanggadi

*Table 2.1 Structure Wirausaha Muda Mandiri*

## 2.6 Activities of the Wirausaha Muda Mandiri Program

Bank Mandiri conducts the activities of the Wirausaha Muda Mandiri program following several selection stages. The ten best products or participants selected from the Wirausaha Muda Mandiri program will be offered a special program. Within this program, Bank Mandiri provides five distinctive program features to the top 20 Wirausaha Muda Mandiri event participants.

### **Monitoring Session**

A monitoring session is a periodic oversight and evaluation activity conducted to track the progress, performance, or achievements of a specific project, program, or activity. The primary objective of a monitoring session is to ensure that all processes are proceeding according to plan, meeting established standards, and identifying any issues or obstacles that may arise so that corrective actions can be taken promptly.

### **Company Visit**

A company visit refers to an external visit to a business or organization by individuals or groups to gain further insights into its operations, work culture, products, services, and business processes. Students, professionals, investors, or business partners often undertake these visits to acquire firsthand knowledge of how the company operates.

### **Workshop**

A workshop is a training session or activity designed to provide knowledge, practical skills, or hands-on experience on a specific topic. Workshops typically occur in an interactive format, allowing participants to engage, discuss, and practice directly.

### **Speed Dating**

In a corporate context, speed dating is an event concept adapted from the romantic speed dating format, but applied for professional or internal company purposes. This event enables employees from various departments, levels, or teams to interact briefly within a limited time frame. The primary objective is to strengthen employee connections, facilitate cross-departmental collaboration, and help employees get to know new colleagues.

### **Networking**

Networking is building and maintaining professional relationships with people inside and outside a particular industry. The goal is to share information, resources, and opportunities and create a network supporting career, business growth, or personal

development.

## **2.7 Business Activity Criteria**

Bank Mandiri regularly organises the Wirausaha Muda Mandiri program, which offers various business criteria to prospective participants to encourage them to join. These criteria are designed to attract MSME (Micro, Small, and Medium Enterprises) participants to register their business products in the program. The business activity criteria offered by the program are categorised into four segments: Beauty and Wellness, Fashion, Innovative Food and Beverage, and Tech and Tech-Enabled Startups.

### **Beauty and Wellness**

Beauty and wellness, business is a type of business that focuses on improving a person's health, body care, appearance, and well-being, both physically and mentally. This business includes various services, products, and activities to help people feel better, healthier, and more confident. In this business, there are six business criteria, which include:

- Skincare: Cleanser, Mist, Lotion, Serum
- Body care: Body lotion, Body Scrub, Body oil
- Hair care: Shampoo, conditioner, Hair treatments
- Cosmetics: Makeup, Skincare, and hybrid products
- Scents: Perfume, Essential oils, Diffusers, Scented candles, Linen spray, Room spray
- Health and Wellbeing: Fitness centres, Health and Wellness Clubs, Meditation centres, Beauty/hair/skin clinics.

### **Fashions**

Fashion business, is a type of business that focuses on the design, production, marketing, and sale of clothing, accessories, and fashion-related goods. This business covers various aspects of the fashion industry, from everyday wear to luxury fashion, accessories such as shoes, bags, jewellery, and other products that help someone express their style or trend. In this business, there are four criteria which include:

- Apparel: Everyday Wear, Formal Wear, Activewear, Underwear

- Accessories: Jewellery, Bags, Footwear, Hats, Belts, Scarves
- Footwear: Casual Shoes, Formal Shoes, Sports Shoes
- Fashion Manufacturing: Textile Production, Raw Material Sourcing, Bespoke Tailoring

### **Innovative Food and Beverage**

Innovative Food and Beverage Business is a type of business in the food and beverage sector that focuses on creating new products or services with an innovative approach. This innovation can include using unique ingredients, new processing methods, advanced technology, different presentation concepts, or sustainable approaches that meet modern consumer trends and preferences. In business, there are three business criteria which include:

- Innovative Foods: New Food Concepts, Artisanal Products, Healthy Foods
- Beverages: Unique Drinks, Craft Beverages, Functional Drinks (e.g. health-boosting drinks)
- Snack: Unique or Innovative Snack Products

### **Tech and Tech-Enabled Startups**

Tech-Enabled Startups are a type of business that uses technology as the core or main support in running its operations. This includes companies that develop new technologies and use existing technologies to create products or services that are more efficient, affordable, and accessible to a broader market. In this business, there are six business criteria which include:

- Agritech: Agriculture, Farming, Aquatech Innovation
- Edutech: Educational Tools, Learning Platforms
- Logistics tech: Supply Chain and Delivery Innovations, Inventory Management
- Entrepreneurship software and solutions: Healthcare Innovations, Telemedicine Solutions
- Health tech: Business Management Tools, Productivity Software
- Smart city: Urban Solutions, Smart Infrastructure
- Climate-Tech: Environmental Solutions, Sustainability Technologies
- Financial services: Fintech Innovations, Digital Payment Solution

## **CHAPTER III**

### **FINDING AND DISCUSSION**

In this chapter, the researcher will present the study's results titled "Marketing Communication Strategy Carried by Mandiri Bank in the Wirausaha Muda Mandiri Program". In this chapter, the researcher will provide answers to the findings obtained about the research questions formulated in the first chapter, namely:

1. What marketing communication strategies does Bank Mandiri employ on social media to promote the Wirawusaha Muda Mandiri Program?
2. What challenges and obstacles are encountered in the marketing communication strategy for the Wirawusaha Muda Mandiri Program?

This research was conducted through direct observation at PT Bank Mandiri Tbk, Plaza Mandiri Jakarta, and was supplemented with interviews and documentation as approaches to address the research problem. In gathering information, the researcher successfully engaged five sources: Wirausaha Muda Mandiri Program participants, alums, and the person in charge. All findings obtained from the research will be presented in detail in Chapter Three. In completing this study, the researcher employed a qualitative method as the chosen approach to facilitate the data collection process. The qualitative approach included direct observation at the company, interviews with relevant sources, and the collection of supporting documentation.

<b>Full name of Information</b>	<b>Position in Company/ Institution</b>	<b>Date of Information</b>	<b>Location of Interview</b>
Roikhatun Nafiah	Alumni Wirausaha Muda Mandiri	16 December 2024	Jakarta
Irham	Participant Wirausaha Muda Mandiri	17 January 2025	Jakarta
Wisnu Trihanggodo	Vice President Corporate Secretary	17 January 2025	Jakarta
Lovindah Catra Ratnanggadi	Asisten manager Wirausaha Muda Mandiri	18 February 2025	Jakarta
Adhyaksono Bagus Pratomo	Manager Wirausaha Muda Mandiri Program	22 Juli 2025	Jakarta

*Table 3.1 Research Informant*

The researcher obtained four sources, each significantly contributing to implementing the Wirausaha Muda Mandiri Program. These four sources are the Director of the CSR Division of Bank Mandiri, the Head of Digital Marketing for the Wirausaha Muda Mandiri Program, an alumnus of the Wirausaha Muda Mandiri Program, and a finalist participant of the Wirausaha Muda Mandiri Program.

The Wirausaha Muda Mandiri Program is one of the most consistently prominent programs each year and has attracted a highly diverse audience since its inception in 2007. The program has received positive responses from a wide range of entrepreneurs, from micro, small, and medium enterprises (MSMES) to top-tier business leaders, all of whom have participated in and supported the program initiated by Bank Mandiri. Furthermore, through the Wirausaha Muda Mandiri Program and during interviews with the sources, the researcher gathered several key points regarding the marketing communication strategies implemented by PT Bank Mandiri to ensure the effective execution of the Wirausaha Muda Mandiri Program.

### **3.1 Marketing strategy communications Wirausaha Muda Mandiri**

Marketing communication strategy is a detailed plan designed to achieve a company or organization's marketing objectives. The marketing process consists of an institution's activities to communicate, deliver, or exchange offerings that provide value to customers, clients, partners, and society (Kotler & Keller, 2016). In this study, the researcher found that Bank Mandiri implements marketing communication strategies to promote the Wirausaha Muda Mandiri Program. Before promoting the Wirausaha Muda Mandiri program, researchers found that Bank Mandiri implemented target marketing.

During the Market Segmentation stage, Bank Mandiri identified a gap in business development programs for Micro, Small, and Medium Enterprises (MSMEs). Concurrently, MSMEs represented a potential market segment for promoting Bank Mandiri's products. Bank Mandiri already offered several products supporting MSMEs, such as Working Capital Loans and People's Business Loans (Kredit Usaha Rakyat). Amidst this potential, Bank Mandiri selected MSME actors as its market segment for the Wirausaha Muda Mandiri program.

Subsequently, at the Market Targeting stage, Bank Mandiri began preparing products tailored to the needs of its chosen market segment: MSME actors. Bank Mandiri recognized the necessity of empowering MSMEs. Thus, a program capable of supporting MSME development was required. As quoted from the official Wirausaha Muda Mandiri program website, the Wirausaha Muda Mandiri program emerged as a solution to support MSME development. The program does not explicitly offer sales of Bank Mandiri's products or services. As a CSR program, Wirausaha Muda Mandiri fundamentally focuses solely on assisting MSME actors in developing their businesses.

In the market positioning stage, Bank Mandiri has successfully demonstrated its commitment to expanding and supporting the young entrepreneurship ecosystem in Indonesia. For over a decade, the Wirausaha Muda Mandiri Program has served as a competition platform and a space for collaboration and inclusive business development. This success is primarily attributed to the highly effective marketing communication strategies employed by Bank Mandiri throughout the program's implementation. Furthermore, the program's continuous development and the varied

marketing approaches applied each year have ensured the Wirausaha Muda Mandiri Program's sustained relevance and presence annually. As stated by Wisnu Trihanggodo, Vice President Corporate Secretary at Bank Mandiri, the bank fully supports aspiring entrepreneurs by helping them grow and develop their businesses effectively through the Wirausaha Muda Mandiri Program.

*“Bank Mandiri adalah mensupport, mendidik wirawusaha muda Mandiri ini supaya bisa tumbuh, jadi Bank Mandiri mensupport dari semua ekosistem nya dari supply, buyer dengan banyak tenaga-tenaga coaching yang sangat baik dan juga berpengalaman, supaya bisa menimbulkan bagaimana cara memanage perusahaan supaya bisa tumbuh dan berkembang dengan baik”.* (Wawancara Wisnu Trihanggodo, 17 January 2025)

*“Bank Mandiri supports and educates young entrepreneurs under the Wirausaha Muda Mandiri Program to help them grow. Bank Mandiri provides support across the entire ecosystem, from suppliers to buyers, through the involvement of highly skilled and experienced coaches. This support is intended to help participants learn how to manage their businesses effectively so that they can grow and thrive.”* (Interview with Wisnu Trihanggodo, January 17, 2025)

The intensive mentoring provided by Bank Mandiri is also a key element in the successful implementation of the program. Furthermore, in delivering its services, Bank Mandiri employs highly effective communication strategies, particularly through intensive mentorship throughout the execution of the Wirausaha Muda Mandiri Program. The mentoring offered by Bank Mandiri involves experienced and highly skilled mentors assigned to program participants, aiming to facilitate the exchange of experiences and provide guidance that participants may not have previously received. Beyond delivering materials or conducting training sessions during the Wirausaha Muda Mandiri Program, these mentors are positioned as crucial pillars in helping participants navigate the complexities of the entrepreneurial world.

The sources interviewed in this research also shared how participants greatly benefited from the presence of these more senior and professional business mentors. The mentors' accessibility and willingness to provide support at any time added significant value, helping participants to build greater confidence and assurance in developing their businesses. Mentors also serve as sounding boards for ideas, assisting the participants to gain different perspectives and to identify potential risks and opportunities that might otherwise be overlooked. The mentors' accessibility at any

time provides a sense of security and encourages participants to take strategic steps to grow their businesses. According to Irham, a Wirausaha Muda Mandiri Program participant, this intensive and personalized interaction fosters strong relationships between mentors and participants, relationships that often continue even after the program concludes, forming a valuable support network for the future.

*“Banyak sekali benefit yang saya dapatkan selama acara berlangsung, dari bootcamp nya, company visit, bahkan koneksi dengan peserta lain juga sangat berharga buat para finalist program wirawsuaha muda mandiri di sini, bisa membuat peluang kolaborasi juga, kita di berikan kesempatan unutk pitch ke investor”* (Wawancara Irham. 17 January 2025)

*“There were many benefits I gained throughout the event, from the bootcamp, company visits, and even the connections with other participants, which were extremely valuable for the finalists of the Wirausaha Muda Mandiri Program. It opened up opportunities for collaboration, and we were given the chance to pitch to investors.”* (Interview with Irham, January 17, 2025)

In its implementation, the Wirausaha Muda Mandiri Program utilizes a multi-platform communication strategy by leveraging social media, official websites, mass media, face-to-face events, and collaborations with the Wirausaha Muda Mandiri communities spread across Indonesia. These media platforms serve as highly effective tools in the marketing process of the Wirausaha Muda Mandiri Program. Through social media, content is creatively structured to align with contemporary communication styles. This includes inspirational storytelling, engaging educational content, interactive visual campaigns, and alumni testimonials. This strategy not only aims to build awareness but also to strengthen emotional engagement with the program.

In addition, Bank Mandiri employs a two-way communication approach, enabling the audience to interact, ask questions, and provide feedback through various digital channels. The marketing communication strategy of the Wirausaha Muda Mandiri Program also considers the role of internal branding, specifically how the program shapes the identity and pride within Bank Mandiri. Bank Mandiri has successfully promoted the Wirausaha Muda Mandiri Program and strengthened its position as a key player in creating a resilient and influential generation of young entrepreneurs in Indonesia. This has been achieved by using the AIDA communication strategy in marketing the program.

### 3.1.1 Wirausaha Muda Mandiri Program Campaign to Attract Attentions

The Wirausaha Muda Mandiri Program has successfully maintained consistency in its implementation, a key component in promoting the program's visibility to the public. This consistency is evident in the annual program, which features a curriculum that is continuously adjusted to keep pace with developments in the business world and the needs of young participants.

Applying the AIDA marketing communication strategy supports the consistent execution of the Wirausaha Muda Mandiri Program. In the AIDA strategy, one of the key concepts to be implemented first is Attention, a step to promote campaigns that can capture the target audience's attention. Bank Mandiri has consistently promoted the Wirausaha Muda Mandiri Program to attract participants

An interview with Program Assistant Manager Lovindah Catra Ratnanggadi revealed that the public, especially students and aspiring young entrepreneurs, recognizes the Wirausaha Muda Mandiri Program as a credible and trustworthy entrepreneurship development initiative through the disseminated campaigns. The Wirausaha Muda Mandiri campaign is professionally designed and distributed through online platforms such as Instagram, YouTube, and the official Bank Mandiri website, which are regularly updated with the program's activities.

*"jadi program wirawusaha muda mandiri ini yang terakhirkan tahun 2024 itu di buka pendaftaran sejak bulan Septmber nah sebelum bulan September itu tentu kitah ada Tiser- Tiser mulai di Instagram, di Instagram nya werawusaha Muda Mandiri, terus ada Instagram nya Bank Mandiri, terus kita juga share di Twiter/x dan juga di Facebook."* (Wawancara Lovindah Catra Ratnanggadi 18 January 2025).

*"So, the Wirausaha Muda Mandiri program, which last took place in 2024, opened registration starting in September. Before September, of course, we had teaser posts on Instagram, on the Wirausaha Muda Mandiri Instagram account, then on the Bank Mandiri Instagram account, and we also shared them on Twitter//X and Facebook."* (Interview with Lovindah Catra Ratnanggadi, January 18, 2025).

To capture attention, campaigns must have engaging content and visuals within the Attention concept. The Wirausaha Muda Mandiri attracted the audience's attention by using modern, appealing, and intuitive elements in content creation. The visual content is equally important, possessing dynamic characteristics filled with colours,

and the educational messages are conveyed clearly and informatively. With modern content, dynamic visuals, and effective educational messaging, Bank Mandiri successfully utilised reels and short videos on Instagram and TikTok, ranging from 15 to 60 seconds. Thanks to this strategy, viewers are prompted to stop scrolling and focus on the content being displayed.



Figure 3.1 Campaign Wirausaha Muda Mandiri on social media to get attention

The photo above illustrates how PT. Bank Mandiri promotes its Wirausaha Muda Mandiri program through social media platforms such as Instagram and TikTok by utilizing engaging, varied, and informative content. In addition to appealing visuals, to capture the audience's attention, Bank Mandiri also intentionally misspelt the program's name to make it appear more interesting, changing it from the original “Wirausaha Muda Mandiri” to “Werausaha Muda Mandiri”.

*“Twitter/x nya nama nya juga Werawusaha Mud a Mandiri dan Facebook nya juga Werawusaha Muda Mandiri, jadi buka Wira tapi malah Wera. Nah jadi tuh kayak di plesetin gituh biar orang makin penasaran buat liat wibset dan program kita.”*  
 (Wawancara Lovindah Catra Ratnangadi 18 January 2025).

*“Their Twitter/X/X account is also named Werawusaha Muda Mandiri, and*

*their Facebook is also Werawusaha Muda Mandiri, so it is not 'Wira' but 'Wera'. So, it is like a play on words to make people more curious to visit our website and learn about our program" (Interview with Lovindah Catra Ratnanggadi, January 18, 2025).*

The engaging campaign or content for the Wirausaha Muda Mandiri program was created and consistently promoted on social media. According to the researcher's findings, Bank Mandiri began creating marketing content for the Wirausaha Muda Mandiri program starting October 22. Bank Mandiri produced 51 videos and 55 photos to promote the program, with a total audience reach of 9,027,094 viewers on the Instagram platform alone. Furthermore, during the marketing process, a teaser titled "The WMM Final Round is On !!" was used, successfully attracting an audience of 2.5 million viewers for the Wirausaha Muda Mandiri teaser content. The viewership numbers demonstrate that the campaign effectively captured the audience's attention.

The Wirausaha Muda Mandiri program campaign includes various types of content, such as educational materials, alum testimonials, and program information. According to Lovindah, the strength of the campaign lies in the educational content, such as how to build the most efficient strategy for business development and create a business pitch deck.

*"Konten paling efektif adalah edukasi, jadi kalo yang tahun lalu kita tuh juga bikin konten terkait bagaimana cara membuat pitch deck bisnis, nah itu tuh sangat menarik banyak orang lah untuk aware dan juga merasa teredukasi atas konten tersebut". (Wawancara Lovindah Catra Ratnanggadi 18 January 2025).*

*"The most effective content is educational. So, last year, we also created content related to how to create a business pitch deck. That content was engaging, attracting many people to become aware and educated". (Interview with Lovindah Catra Ratnanggadi, January 18, 2025).*

The Wirausaha Muda Mandiri program makes social media a key pillar in its marketing process. In addition to online promotions via social media, the Wirausaha Muda Mandiri program campaign is reinforced with offline media campaigns, such as using large billboard advertisements on electronic video displays in crowded areas like city centres and business districts. Bank Mandiri utilises six LED OOH (Out of Home) displays as a marketing method. This marketing process takes place at Plaza Mandiri,

Menara Mandiri Medan, KCP Atmo Palembang, SCBD BEJ, Sarinah GDG Parkir, Surapati Area Office in Bandung, and Ngurah Rai Airport in Bali.



Figure 3.2 Campaign Marketing Wirausaha Muda Mandiri offline

Based on the findings above, Bank Mandiri conducted various communication campaigns for the Wirausaha Muda Mandiri program that were engaging, organised, and directly targeted the audience. Positive responses were given by the prospective participants of the Wirausaha Muda Mandiri program, and the enthusiasm from the audience and potential participants increased the community's involvement, particularly those looking to start their journey as new young entrepreneurs. This campaign used an integrated, online and offline multi-channel approach, utilising more than just a single social media platform.

### 3.1.2 Building Audience Interest in the Wirausaha Muda Mandiri Program

According to the AIDA concept, after promoting the Wirausaha Muda Mandiri program, the following marketing communication strategy is implemented: Interest, which fosters deeper interest in the audience to encourage them to participate in the Wirausaha Muda Mandiri program. In disseminating the program campaign, Bank Mandiri relies on engaging and varied content and the content shared on social media, which is presented professionally without being excessive or over-the-top. This was highlighted in an interview with Roikhatun Nafiah.

*“Ditambah yang jelas iklan di social media tuh yang gak terlalu lebay lah, jadi ngebuat kita CEO tuh semakin yakin dengan ada nya program Wirausaha Muda Mandiri ini.”* (Wawancara Roikhatun Nafiah Alumni Program Wirausaha Muda

Mandiri)

*"Moreover, the key is that the social media ads are not too exaggerated, which makes us, as CEOs, even more confident in the existence of the Wirausaha Muda Mandiri program." (Interview with Roikhatun Nafiah, Alumni of the Wirausaha Muda Mandiri Program)*

In presenting content on social media, the Wirausaha Muda Mandiri program builds information for potential participants by using content that aligns with aspiring entrepreneurs' needs, differentiating the content presented by Bank Mandiri on social media from other entrepreneurship programs. Bank Mandiri creates content that is neither excessive nor verbose. The campaigns marketed by Bank Mandiri on social media convey a professional impression by delivering the core message concisely and targeted. The message remains strong in communicating the value and benefits of the program. In this regard, Bank Mandiri has convinced its audience, especially entrepreneurs and CEOs, that this program is designed for professional entrepreneurs who wish to grow their businesses further.

One example of a campaign conducted by Bank Mandiri in promoting the Wirausaha Muda Mandiri program can be seen in the content titled *"kenapa sih menjelaskan business plan kepada dewan komite atau investor itu penting banget"*. (Why is explaining a business plan to the committee or investors important?). In this content, Bank Mandiri clearly and straightforwardly provides information on the importance of effectively explaining a business plan to a committee or investors. The points conveyed are concise yet informative for entrepreneurs who wish to develop their businesses



Figure 3.3 Campaign Message clarity from in Wirausaha Muda Mandiri

The campaign content of the Wirausaha Muda Mandiri program above demonstrates Bank Mandiri's commitment to convincing entrepreneurs who view the content to be more confident in the program offered by Bank Mandiri. The campaign is presented in a way that provides direct and informative content. The use of social media in the marketing communication strategy for the Wirausaha Muda Mandiri program utilises marketing media through social media and online platforms to remain competitive by providing direct access to prospective participants and enabling more efficient two-way interaction than traditional methods. The use of social media has proven to be a strategic step in reaching a wider, faster, and more measurable audience. Promotions on social media have become an extremely effective medium for generating interest among prospective participants. The social media platforms used by Bank Mandiri are highly diverse, ranging from TikTok, YouTube, Meta (Facebook and Instagram), X, to SEM (Search Engine Marketing). Social media platforms are currently popular and effective in marketing the program. According to the data found in this research, the effectiveness of social media for the Wirausaha Muda Mandiri program as of January 31, 2025, shows that the total impressions from audience visits on social media reached eighty five million (85 million), the reach was twenty nine million (29 million), the engagement reached one million five hundred thousand (1.5 million), clicks totaled two hundred thousand (200 thousand), and views reached three million seven hundred thousand (3.7 million). The data on the effectiveness of social

media for the Wirausaha Muda Mandiri program on each platform can be seen in the table below.

Chanel	Impression	Reach	Engagement	Click	Views
SEM	7.017	-	-	620	-
YouTube	1.353.710	-	1.150.112	9.864	922.190
Meta	53.151.663	20.675.199	75.523	141.467	727.165
X	25.635.325	6.846.471	291.237	56.241	517.058
TikTok	5.305.719	2.446.316	5.975	8.629	1.551.877
Total	85.453.434	29.967.986	1.526.847	216.921	3.718.740

*Table 3.2 Effectiveness Table of Digital Marketing Media for the Wirausaha Muda Mandiri Program*

The effectiveness achieved through the marketing media used by Bank Mandiri cannot be separated from the role of the marketing communication strategy in the Wirausaha Muda Mandiri program. The results above clearly demonstrate that Bank Mandiri has successfully built interest among the audience for the Wirausaha Muda Mandiri program. Informative campaign content and various social media platforms have attracted the audience to join and engage further, as expressed by Irham, a Wirausaha Muda Mandiri program participant.

*“Konten nya sangat membuat orang tertarik, daya Tarik yang ada di iklan sudah sangat cukup buat orang menjadi semakin penasaran.” (Wawancara Irham 17 January 2025)*

*“The content is very engaging, the appeal in the advertisement is more than enough to make people even more curious.” (Interview with Irham, January 17, 2025)*

### **3.1.3 Offering Solutions Based on Needs**

The Wirausaha Muda Mandiri program aims to offer the right solutions that align with the needs of the participants, particularly young entrepreneurs who are just starting and building their businesses. The program aims to provide them with essential education related to business, effective financial management strategies, methods for

creating breakthroughs to expand market reach, and the opportunity to establish strong relationships with successful entrepreneurs. The Wirausaha Muda Mandiri program has established itself as a competitive and sustainable business development initiative. This is demonstrated through the business development agendas within the program, such as mentoring sessions, company visits, workshops, and others.

The objectives and agenda of the Wirausaha Muda Mandiri program serve as a solution message offered to the audience. Bank Mandiri consistently campaigns this solution message to bridge the audience's needs. In the AIDA marketing communication strategy, Desire refers to actions taken to manage the audience's needs after showing interest in the campaign created by Bank Mandiri within the Wirausaha Muda Mandiri program.

From the campaign that has been conducted, the primary need of the audience interested in the Wirausaha Muda Mandiri program is identified as a solution for developing their business. This is evident from the high level of interest from the audience in engaging with content related to professional business education, such as how to build a long-term business model, effective product marketing, and financial management. Bank Mandiri conveys the solution message addressing the audience's needs through a series of campaign content on social media. This content series aims to build trust in the Wirausaha Muda Mandiri program, affirming that this program is the solution to the audience's needs. An example of such content can be seen in the image below.



Figure 3.4 Solution Offering Content of the Wirausaha Muda Mandiri Program

In the content “Wirausaha Muda Mandiri 2024 Ciptakan Genrasi Inovator”

(Wirausaha Muda Mandiri 2024 Creates a Generation of Innovators), the Wirausaha Muda Mandiri program is portrayed as a professional platform to foster entrepreneurs with new business ideas. In the subsequent content, "Speed Dating at WWM 2024," Bank Mandiri offers a solution within the Wirausaha Muda Mandiri program through a Speed Dating agenda, allowing entrepreneurs to present their business ideas to investors. In the final content, “Apa Sih Impact Mentoring di WMM Buat Bisnis” (What is the Impact of Mentoring in WMM on Business), Bank Mandiri reassures the audience that one of the offered solutions directly impacts their business needs.

This Wirausaha Muda Mandiri program campaign is designed to convince the audience to join and participate, as it aligns with their needs. With the marketing communication strategy bridging the audience's needs, the Wirausaha Muda Mandiri program has become a trusted platform to help expand businesses. The trust in the program is not limited to social media campaigns but is reinforced by the program's genuine execution. Bank Mandiri effectively implements the solution messages offered on social media with seriousness.

The interviews, conducted with the participants and alumni of the Wirausaha Muda Mandiri program, revealed that the program not only provides general training but also tailors the material and mentoring to meet the specific needs of each participant. One specific example shared by the participants regarding the guidance they received during the training process was related to discussing the validation of their business ideas and business models for the long term, to ensure the sustainability of their businesses. Additionally, participants were taught how to market their products to customers effectively. For participants who already had existing businesses, the program offered further instruction on financial management and strategies for expanding their market reach. In essence, Bank Mandiri provides a comprehensive approach to creating a good business ecosystem.

*“sangat positif bahkan saya cenderung merasakan benefit yang sangat banyak setelah mengikuti acara program wirawusah muda mandiri ini. contohnya seperti kita di kasih bootcamp untuk saling sharing Bersama para wirawusaha, dan yang jelas koneksi dengan para peserta lain sangat berharga buat para finalist ini, bisa membuka peluang kolaborasi juga, bisa di berikan kesempatan buat face ke investor”.* (Wawancara Irham 17 January 2025)

*“Very positive. I have gained many benefits from participating in the Wirausaha Muda Mandiri program. For example, we were given a bootcamp to share experiences with other entrepreneurs, and the connections with other participants were very valuable for us as finalists. It also opened up opportunities for collaboration and provided a chance to present our ideas to investors.”* (Interview with Irham, January 17, 2025)”.

In addition, the Wirausaha Muda Mandiri program provides participants with access to private consultation rooms, allowing them to address specific issues they face and receive relevant advice tailored to their business type. The Wirausaha Muda Mandiri program also provides solutions for easier access to business collaboration networks and funding, which are often challenges for young entrepreneurs. Bank Mandiri offers funding opportunities through potential collaborations with strategic business partners within this program. The solutions that are both promoted and implemented have allowed Bank Mandiri to gain trust, leading to a deep interest among the audience in registering for the Wirausaha Muda Mandiri program.

### 3.1.4 Encouraging Participation in Wirausaha Muda Mandiri

After managing the audience's needs by offering business solutions to maintain trust in the program, Bank Mandiri implements the AIDA marketing communication model's final step, Action. In the action stage, the actions involve encouraging the audience, who already have a deep interest, to participate directly in the offered campaign. On various social media platforms for the Wirausaha Muda Mandiri program, Bank Mandiri not only spreads campaigns to create interest and stimulate curiosity, as previously explained, but also consistently invites its audience on social media to directly join as participants in the Wirausaha Muda Mandiri program. One example of this can be seen in the following content.



Figure 3.5 Campaign content inviting to join the Wirausaha Muda Mandiri program

The two contents generally convey a provocative message to encourage the audience to join the Wirausaha Muda Mandiri program. In the content titled "*Dicari Wirausahawan Muda Buat Ikutan WMM 2024*" (Seeking Young Entrepreneurs to Join WMM 2024), Bank Mandiri uses the word "*Dicari*" (Seeking), indicating that Bank Mandiri is offering opportunities for the audience to participate as much as possible. This invitation is not only delivered once but is managed consistently. In the following content, "*We Want You!!*", Bank Mandiri strongly desires the audience to participate in the program.

To remind the audience of their interests and needs, Bank Mandiri enhances the invitation campaign by adding explanations of the benefits gained by joining the Wirausaha Muda Mandiri program, such as intensive mentoring and workshops with experts, exclusive access to Bank Mandiri's networking exhibitions, as well as rewards and recognition from Bank Mandiri. To facilitate audience participation, the invitation content includes a clear explanation of the registration process and the ease of obtaining information. An official website and link for easy online registration are also provided, containing complete information about the requirements, selection process, and event schedule.

The Action strategy implemented by Bank Mandiri has effectively converted audience interest into action, leading them to register for the Wirausaha Muda Mandiri program. Bank Mandiri has garnered significant attention from the audience, as evidenced by the data on the number of participants in the Wirausaha Muda Mandiri program. By implementing the AIDA marketing communication strategy, the program has seen an increase in participant registrations for three consecutive years from 2021 to 2023, with details showing 5,450 participants in 2021, 6,919 in 2022, and 8,290 in 2023. These achievements have exceeded the program's registration target of 3,000 participants.

The Action strategy implemented by Bank Mandiri in promoting the Wirausaha Muda Mandiri program doesn't just aim to get participants who will be mentored in developing their businesses. The researcher found that Bank Mandiri indirectly sells its products during the Wirausaha Muda Mandiri promotional agenda.

While the Wirausaha Muda Mandiri program is a CSR initiative, Bank Mandiri also offers its products and asks participants to use them. In an interview with Adhyaksono Bagus Pratomo, Corporate Secretary of Bank Mandiri, it was revealed that Wirausaha Muda Mandiri participants are chosen individuals who have a track record of using Bank Mandiri products, such as credit and debit cards. This program also offers participants access to mentors from various industry sectors, enabling them to discuss and receive guidance more relevant to their business endeavours. Adhyaksono stated that.

*“Wirausaha Muda Mandiri biasanya sudah di sortir, orang-orang ini sudah memakai produk unggulan dari Bank Mandiri” (Wawancara Adhyacksono July 21, 2025)*

*"Wirausaha Muda Mandiri participants are usually pre-screened; these individuals already use Bank Mandiri's flagship products." (Interview with Adhyaksono July 21, 2025)*

He also emphasized that participants in Wirausaha Muda Mandiri are required to use a Bank Mandiri account. Additionally, Wirausaha Muda Mandiri participants are offered the opportunity to become debtors or use Bank Mandiri's credit services, such as Working Capital Loans (Kredit Modal Kerja) or People's Business Credit (Kredit Usaha Rakyat - KUR). All finalists of the Wirausaha Muda Mandiri program will gain access to financing through Bank Mandiri's KUR.

This finding indicates that the Wirausaha Muda Mandiri program isn't just about mentoring participants to grow their businesses. Bank Mandiri also aims to profit from the participants by offering its products, in this case, KUR (Kredit Usaha Rakyat) . It's worth noting that KUR (Kredit Usaha Rakyat) is a capital financing option for individuals with MSME-scale businesses. This credit product is specifically segmented for MSME businesses. To reach this segment, Bank Mandiri runs the Wirausaha Muda Mandiri program, which targets participants from the ranks of budding business owners or MSMEs.

Since 2007, the Wirausaha Muda Mandiri program has been structured to support MSME development. Through this position, Bank Mandiri indirectly promotes the Kredit Usaha Rakyat (KUR) product, which targets MSME-scale businesses. Beyond credit products, the Wirausaha Muda Mandiri promotion also aims to increase the number of users for its digital products. Bank Mandiri CEO Darmawan Junaidi stated at the Wirausaha Muda Mandiri 2024 Grand Finale on January 17, 2025, that Bank Mandiri's digital products would be offered to all program participants.

Bank Mandiri offers a digital banking product called the Livin' by Mandiri super app. Additionally, Bank Mandiri provides a digital product called Kopra, a financial management application designed to simplify transactions, financial recording, and money management for business owners. These findings indicate that Bank Mandiri also

seeks to boost its user base for these products by promoting the Wirausaha Muda Mandiri program. Participants who register for the program don't just join a competition; they also become users of Bank Mandiri's products.

This is further supported by the fact that participants in the Wirausaha Muda Mandiri program are indirectly required to act as Brand Ambassadors for Bank Mandiri. On several occasions, finalists of the Wirausaha Muda Mandiri program must promote Bank Mandiri when introducing their businesses. For example, Crustea, one of the program's finalists, had to include the Bank Mandiri logo when presenting Crustea at international events. The inclusion of this logo indicates that Crustea is a user of Bank Mandiri's products. In this way, Bank Mandiri can expand its brand awareness.



Figure 3.6 Inclusion of the Bank Mandiri logo in Crustea's business.

Bank Mandiri did not achieve this success instantly. Bank Mandiri has consistently executed its marketing communication strategy from the campaign dissemination phase, building audience interest, offering solutions, and encouraging audience participation. This consistency has allowed the Wirausaha Muda Mandiri program to remain relevant and attract public attention.

### **3.2 AIDA as a marketing communication strategy tool for the Wirausaha Muda Mandiri program**

Marketing communication strategies encompass numerous instruments companies can utilize to convey messages when promoting their products. One commonly used instrument is AIDA. Researchers found that Bank Mandiri implements its marketing communication strategy using AIDA to promote the Wirausaha Muda Mandiri program on social media. Within the AIDA concept, companies undertake marketing activities to achieve several objectives, which extend beyond merely increasing product sales or purchases. The AIDA strategy is executed to attract attention, maintain interest, stimulate desire, and elicit direct action from consumers, customers, or the market. Before action can be prompted, companies must first establish attention, interest, and desire.

In the case examined, researchers did not find Bank Mandiri directly selling products through the Wirausaha Muda Mandiri program, as the Wirausaha Muda Mandiri program is a Corporate Social Responsibility (CSR) initiative. Based on the findings, researchers observed that Bank Mandiri's primary objective in marketing the Wirausaha Muda Mandiri program was to attract participants, specifically MSME (Micro, Small, and Medium Enterprises) actors, so they could receive assistance for developing their business units. As a result, Bank Mandiri successfully maintained a positive image through the marketing of the Wirausaha Muda Mandiri program. Bank Mandiri effectively upheld its image as a bank supporting MSME development in Indonesia. Many MSME actors trust this image. This is evidenced by the increasing number of Wirausaha Muda Mandiri program participants from 2021 to 2023.

The findings regarding Bank Mandiri's success in marketing the Wirausaha Muda Mandiri program align with the thesis presented by Curmei in her journal, "Some considerations on integrating corporate social responsibility in the marketing strategy of banking institutions." Curmei argues that marketing practices integrating CSR programs will enhance a company's positive image. The Wirausaha Muda Mandiri program, being a CSR initiative, has been well utilized by Bank Mandiri to maintain

its positive image in the market. This finding is also similar to the findings from the journal "Investigating the Major Marketing Communication Tools and Their Impact on Building Bank Brand Equity in the Egyptian Context: A Customer Perspective." That journal concludes that a marketing communication strategy can increase market awareness of the brand built by a company.

The use of AIDA to promote a product or service not aimed at driving purchase actions can also be observed in the journal "Analysis of AIDA Elements on Instagram Social Media as a Library Promotion Media in the Archives and Libraries Office of Bandung Regency" by Theodora. This journal focuses on analyzing library marketing conducted by the Archives and Libraries Office of Bandung Regency through social media using the AIDA strategy. In this research, Theodora applies the AIDA strategy to analyze content that can attract people to follow the Instagram account of the Archives and Libraries Office of Bandung Regency. From this analysis, the marketing practice using AIDA was not aimed at achieving purchases, but merely at increasing people's interest in following the Instagram account.

Previous research and the researcher's findings suggest that a marketing communication strategy utilizing AIDA can be employed to build interest or attention, not always solely aiming for purchases. However, the researcher also found that a marketing communication strategy using AIDA can be implemented by companies to drive purchasing actions or product usage. In Bank Mandiri's case, the researcher discovered that Bank Mandiri indirectly marketed its products while promoting the Wirausaha Muda Mandiri program. Participants in the Wirausaha Muda Mandiri program were encouraged to use Bank Mandiri products such as account numbers, business credit, and applications. Additionally, participants were asked to include the Bank Mandiri logo in their businesses.

These findings align with Adegbola's thesis, "Corporate Social Responsibility as a marketing strategy for enhanced performance in the Nigerian banking industry: A Granger Causality Approach." Adegbola states that marketing strategies employing CSR programs can improve company performance, including sales. The Wirausaha Muda Mandiri program, a CSR initiative, proved effective in enhancing Bank Mandiri's performance. Bank Mandiri was indirectly able to sell its products while

promoting the Wirausaha Muda Mandiri program. The finding that Bank Mandiri's indirect marketing communication strategy aimed at driving sales or product usage is also consistent with the analysis results from Husada and Aruman's journal, "Implementing Bank as a Service Marketing Communication Strategy to Increase the Number of Customers on Blu by BCA Digital." This journal concludes that a marketing communication strategy through customer service provision can increase company product usage.

Overall, the researcher found that Bank Mandiri's marketing communication strategy, implemented with AIDA for the Wirausaha Muda Mandiri program, simultaneously accommodates two major objectives. First, the strategy was executed to attract the interest of MSME actors to register for the Wirausaha Muda Mandiri program, thereby allowing Bank Mandiri to gain a positive image. Second, the marketing communication strategy implemented through the Wirausaha Muda Mandiri program was used to increase sales and usage of Bank Mandiri products. Bank Mandiri was able to achieve both objectives within a single marketing agenda for the Wirausaha Muda Mandiri program.

### **3.3 Challenges and Obstacles in Marketing Wirausaha Muda Mandiri**

Although the Wirausaha Muda Mandiri program has successfully engaged the audience, its marketing communication has been challenging. The researcher has identified several obstacles and challenges in marketing the Wirausaha Muda Mandiri program. Regarding challenges, Bank Mandiri faces significant competition from other organizations offering similar programs. As for the obstacles, the researcher found that Bank Mandiri has not fully leveraged the potential of social media.

#### **3.3.1 The Growing Number of Competitors**

Bank Mandiri has been a pioneer in organizing entrepreneur development programs since 2007. At that time, no other bank offered similar entrepreneurship programs. According to Lovindah, although the Wirausaha Muda Mandiri program was the pioneer, nowadays, many large banks such as BRI and BTN have launched similar

programs. They aggressively implement the same marketing communication strategies for their entrepreneurship development programs. This has become a significant challenge for Bank Mandiri and the Wirausaha Muda Mandiri program, particularly regarding brand positioning and differentiation.

*“Kalo tantangan terbesarnya itu sekarang banyak banget kompetitor yang sama yang terkait lomba wirawusaha muda mandiri dan fyi program Wirausaha Muda Mandiri ini adalah program pertama dari tahun 2007 jadi bank” lain tuh belum ada program wirawusaha muda mandiri. Ini bari bank mandiri doang nah kalo sekarang kan banyak banget dari bank BRI, BTN, nah di tahun kemarin tuh BRI dan Mandiri tuh jalan program nya hampir bebarengan” (Wawancara Lovindah 18 January 2025)*

*“The biggest challenge right now is that many competitors offer similar programs related to the Wirausaha Muda Mandiri competition. Just for your information, the Wirausaha Muda Mandiri program has been the first of its kind since 2007, so no other bank had an entrepreneurship program like this back then. It was only Bank Mandiri. However, there are many others, such as BRI and BTN. Last year, for instance, BRI and Mandiri had their programs running almost simultaneously.” (Interview with Lovindah, January 18, 2025)*

In the same year, 2024, when Bank BRI and Bank Mandiri launched their entrepreneurship programs simultaneously, a tangible example of this issue occurred. Bank BRI's campaign appeared in external media, such as video screens in the SCBD area. This undoubtedly impacted the effectiveness of the Wirausaha Muda Mandiri communication strategy, especially in raising public awareness and retention.

Furthermore, the challenge of competing programs came from banking institutions and other BUMN (state-owned enterprise) bodies. The BUMN Foundation adopted the idea of the Wirausaha Muda Mandiri program. From a marketing communication perspective, this challenge could lead to brand overlap and a loss of perception that Bank Mandiri is the pioneer and the only bank with an entrepreneurship program, which has been the strength of the Wirausaha Muda Mandiri program. This challenge means that the Wirausaha Muda Mandiri communication team must increase the intensity of its campaigns and strategically enhance differentiation elements across all marketing channels.

### **3.3.2 Campaigns Not Fully Optimised Among Professionals**

In marketing communication, selecting media for message distribution is essential to determine how effectively a program reaches and influences its target

audience. The target audience for the Wirausaha Muda Mandiri program includes students, aspiring entrepreneurs, and established business professionals. For those who are just starting a business, the social media platforms used by Bank Mandiri so far have been quite comprehensive, including Instagram, Facebook, TikTok, and X. All these social media platforms have been effective in conveying the campaign to young groups or those who are new to business. However, Bank Mandiri currently has limitations as it lacks a social media platform targeting professionals. Roikhatun expressed disappointment that Bank Mandiri does not yet have a LinkedIn platform. In her view, LinkedIn could serve as a medium for disseminating information and promoting the Wirausaha Muda Mandiri program to professionals.

*“Linkedin mungkin harus lebih di tingkatkan lagi didalam pengembangan program wiarawusaha muda Mandiri. linkedin sih soal nya kan disana banyak sekali orang-orang yang sudah professional mencarai informasi, tapi di linkkdin nya program Wirausaha muda mandiri tuh belum ada waktu zaman ku, jadi menurut ku agak sangat di sayangkan sekali sih program besar yang di buat Bank Mandiri kok gak ada Linkdin nya padahal kan sangat membantu sekali bagi, para pengusaha yang sudah professional”.* (Wawancara Roikhatun Nafiah 16 Desember 2024)

*“LinkedIn should perhaps be further developed in the Wirausaha Muda Mandiri program. The reason is that many professionals on LinkedIn are looking for information, but during my time, the Wirausaha Muda Mandiri program was not available on LinkedIn. Regrettably, such an extensive program created by Bank Mandiri does not have a LinkedIn presence, especially since it would benefit professional entrepreneurs.”* (Interview with Roikhatun Nafiah, December 16, 2024).

LinkedIn is the most relevant and strategic platform for a group of more professional entrepreneurs because it is a professional network that contains credible information, communities, and business collaboration opportunities. From the perspective of marketing communication strategy, the absence of Wirausaha Muda Mandiri on LinkedIn has resulted in less optimal dissemination of the program's campaign among professionals. Bank Mandiri needs to expand the media used for the Wirausaha Muda Mandiri campaign to target the professional audience more effectively.

## CHAPTER IV

### CONCLUSION AND RECOMMENDATIONS

#### 4.1 Conclusion

Based on the findings and discussion in the previous chapter, the Wirausaha Muda Mandiri program has proven successful in maintaining consistency and attracting significant public attention. This success cannot be separated from the role of the marketing communication strategy implemented by Bank Mandiri in promoting the entrepreneurial development program. Sebelum Mempromosikan Program Wirausaha Muda Mandiri melalui media social, Bank Mandiri melakukan tahapan penargetan pasar agar program yang di kamoanyekan sesuai dengan kebuthan pasar. Bank Mandiri memilih segmentasi pasar yaitu pelaku UMKM. Segmentasi ini dilayani Bank Mandiri dengan menghadirkan program Wirausaha Muda Mandiri, selain program Kredit Usaha Rakyat. Bank Mandiri memposisikan program Wirusaha Muda Mandiri sebagai program yang membantu mengembangkan bisnis pelaku UMKM.

Following this, the researcher found that Bank Mandiri effectively implemented its marketing communication strategy in disseminating the Wirausaha Muda Mandiri campaign. In implementing the campaign dissemination, the Wirausaha Muda Mandiri program employed the AIDA communication strategy through various digital media. The AIDA model is widely recognized marketing communication framework that emphasizes four stages: Attention, Interest, Desire, and Action. The Attention stage was utilized in the Wirausaha Muda Mandiri campaign to attract the audience's focus. Bank Mandiri designed campaign content with creative messages and visuals, incorporating modern, appealing, and intuitive elements. The visual content created to disseminate the Wirausaha Muda Mandiri program was contemporary in style, dynamic in concept, and vibrant in colour. It featured informative and educational messages that were presented clearly and professionally. One of the strengths of Bank Mandiri's campaign was its educational content, which was packaged in a way

that could effectively capture the full attention of the target audience. In the next stage, Bank Mandiri began to build audience interest in the Wirausaha Muda Mandiri program. During the Interest phase, Bank Mandiri convinced the audience by producing content with clear messaging that communicated the program's value.

One of the program's strengths was delivering concise, straightforward content that avoided exaggeration or redundancy. This content was consistently distributed across multiple social media platforms. Supported by effective social media platforms—including YouTube, X (formerly Twitter), Meta (Facebook and Instagram), and Bank Mandiri's official website, this strategy successfully increased public interest in the program.

After completing the Interest phase, the next stage is Desire. In this context, Bank Mandiri offers solutions to entrepreneurial needs. A wide range of entrepreneurship-related content is consistently presented to strengthen the audience's confidence in the Wirausaha Muda Mandiri program. Bank Mandiri delivers its campaigns on social media in a more targeted manner, focusing on content that provides professional business insights, such as how to build a sustainable business model, market products effectively on social media, and manage financial planning. This is part of the marketing communication strategy undertaken by Bank Mandiri to promote the Wirausaha Muda Mandiri program.

In the final stage of the AIDA method, Action, Bank Mandiri encourages audience participation in the Wirausaha Muda Mandiri program by sharing campaign content on social media that highlights the benefits offered to program participants. Bank Mandiri assures participants through intensive mentoring and workshops with experts, exclusive access to Bank Mandiri's business networking exhibitions, and rewards as a form of appreciation. This strategy has effectively converted audience interest into action, leading to program registration. Besides registering, participants were also found to be using Bank Mandiri products. The Wirausaha Muda Mandiri Program serves as a medium for Bank Mandiri to market its products, such as the Kredit Usaha Rakyat (KUR) product and its digital banking products, Livin' by Mandiri and Kopra.

## **4.2 Research Limitations**

- a) This study focuses exclusively on the AIDA model as a framework for analyzing marketing communication strategies. for promoting the Wirausaha Muda Mandiri program through various digital media, such as social media and websites.
- b) This research uses the AIDA marketing communication strategy, emphasizing the stages from campaign dissemination to audience participation.
- c) The study was conducted from 2021 to 2025, during which Bank Mandiri consistently achieved an increase in the number of Wirausaha Muda Mandiri program registrants.

## **4.3 Recommendations**

### **a) Academic Recommendations**

- This study focuses exclusively on the AIDA model as a framework for analyzing marketing communication strategies. Given this limitation, future research is encouraged to explore alternative marketing communication concepts, such as the SHARE model. This is important for providing a comparative perspective on the effectiveness of companies' marketing communication strategies.
- This study employs a qualitative method to analyze marketing communication strategies to explore in-depth insights. Future research is encouraged to develop the analysis using quantitative methods to explain better the influence of marketing communication strategies on the success of corporate campaign dissemination.

### **b) Practical Recommendations**

- Bank Mandiri faces a challenge from the increasing number of competitors offering similar entrepreneurship development programs. In light of this, it is recommended that the marketing communication strategy emphasize the distinctiveness of the Wirausaha Muda Mandiri program—a pioneering initiative launched in 2007 that has supported thousands of young entrepreneurs nationwide. Furthermore, Bank Mandiri should reinforce the perception of Wirausaha Muda Mandiri as a leading and trusted program, rather than merely part of the emerging entrepreneurial program trend. The communication strategy can be enhanced by sharing alumni stories, documenting achievements, and expanding

collaboration with key figures in the entrepreneurship ecosystem to build trust.

- In promoting the Wirausaha Muda Mandiri program, Bank Mandiri has encountered a barrier in utilizing potential social media platforms to reach professional audiences. To address this, it is recommended that Bank Mandiri begin using professional platforms such as LinkedIn. LinkedIn is an ideal platform for connecting with investors, mentors, young business actors, and other stakeholders within the entrepreneurial ecosystem.

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## APPENDIX

### Informant's Interview Transcript

#### 1. Roikhatun Nafiah Alumni Wirausaha Muda Mandiri, 16 December 2024

Researcher: Bagaimana latar belakang Anda pertama kali mengetahui tentang program WWM ini?

Roikhatun: pertama kali saya mengenal Acara Wmm ini dari talk show diselenggarakan oleh kampus pada saat itu, beberapa alumni dari WWM hadir di dalam sebuah acara yang di selenggarakan oleh kampus, lalu saya mulai penasaran awal nya, setelah rasa penasaran akhir nya saya memutuskan untuk mencari lebih lanjut terkait acara tersebut. Sebener nya waktu mau daftar tuh udah agak ragu karena persyaratan dari bank Mandiri itukan minimal 2 tahun, bisnis berjalan. Nah sedangkan bisnis ku ini tuh aku diriin baru ada satu tahun gitu.

Singkat cerita akhir nya, aku mulai cari kontak person orang nya buat tannya” lebih lanjut terkait program WMM ini. akhir nya setelah kordinasi cukup pajangan dengan pihak penyelenggara acara tersebut saya di berikan group “WA” buat mencari ifomasi lebih lanjut.

Researcher: Apakah melalui kampanye digital atau platform media sosial tertentu?

Roikhatun: kalo platfrom social media menurutku yang paling pertama kali aku tau acara ini si dari Instagaram ya waktu itu, soalnya waktu pengenalan talk show pertama juga kita di minta untuk melihat-lihat lebih lanjut terkait Program WMM ini si.

Researcher: Apa yang membuat Anda tertarik untuk mendaftar dalam program ini setelah kampanye melihat digitalnya?

Roikhatun: Secara overall si ya iklan yang di bangun oleh bank mandiri si udah bagus ya, jadi dia bisa membuat kita sebagai para calon, peserta tuh penasaran terkait acara tersebut. kayak contoh aku waktu jadi mahasiswa si langsung penasaran semenjak acara ini ada di kampus pertam kali. Apa lagi di tambah liat iklan dari Instagram waktu, alumni nya tuh kayak keren-keren banget gituh. Di tambah yang jelas karena iklan di media social yang gak terlalu lebay- lah iklan, jadi ngebuat kita para ceo product tuh kaya semakin yakin gitu.

Researcher: Mungkinkah relevan konten yang ditampilkan di media sosial bank terhadap kebutuhan Anda sebagai calon wirausahawan pada saat itu?

Roikhatun: Sangat relevan sekali menurut saya, apa lagi di tambah acara itu kan di adain nya waktu habis pandemic covid gituh kan yang di mana kita semua tau banyak sekali para pengusaha yang sedang berada di fase-fase krusial lah baru pada ingin bangkit kasaran nya hehehehe. Akhir nya aku sebagai after mahasiswa baru lulus tuh

kebanteran banget buat cari relasi sama cari ekosistem dalam berbisnis gitu, di tambah ya kamu tau lah branding nya bank mandiri sendiri tuh kan udah bagus banget, gituloh jadi tambah semakin meyakinkan aja si buat aku sebagai calon peserta pada waktu itu.

Researcher: Apakah kampanye digital yang Anda lihat di media sosial mencerminkan pengalaman Anda selama mengikuti program ini?

Roikhatun: sangat mencerminkan sekali bahkan saya ngk nyangka kalo program ini tuh melebihi ekspektasi awal saya, sebelum mengikuti program tersebut, ditambah para tutor yang ngebantu itu sangat informatif banget dalam menyampaikan informasi terkait acara tersebut. kalo Bahasa sekarang nya tuh sat-set” lah dalam hal menyampaikan informasi secara digital nya.

Researcher: Menurut Anda, apakah media sosial bank sudah cukup informatif dan interaktif dalam memberikan informasi tentang program ini? Platform mana yang menurut Anda paling efektif?

Roikhatun: Instagram si ya

Researcher: Seberapa besar pengaruh iklan digital (seperti Google Ads, Instagram Ads, atau Facebook Ads) terhadap keputusan Anda untuk mengikuti program ini?

Roikhatun: sangat berpengaruh sekali.

Researcher: Apakah kampanye pemasaran digital bank membuat Anda merasa bahwa program ini kredibel dan layak diikuti? Mengapa atau mengapa tidak?

Roikhatun: layak karena bisa untuk menambah relasi, memiliki pengalaman baru, dan juga menabuh ekosistem bisnis

Researcher: Bagaimana Anda menilai kualitas komunikasi pemasaran digital selama program berlangsung, termasuk pembaruan melalui email, media sosial, atau situs web?

Roikhatun: Sangat bagus semua informasi nya jelas dan juga cepat, di tambah ke kreativan bank mandiri dalam mengelola media digital dan juga informasi nya tuh jelas.

Researcher: Setelah menyelesaikan program, apakah Anda merasa strategi pemasaran digital bank menggambarkan program ini secara akurat? Jika tidak, apa yang berbeda?

Roikhatun: Akurat sekali

Researcher: Apa saran Anda untuk meningkatkan strategi komunikasi pemasaran program digital ini agar dapat menarik lebih banyak calon wirausahawan di masa depan?

Roikhatun: Linndkin mungkin harus lebih di tingkatkan lagi didalam linkdin sih soal

nya kan disana banyak sekali orang-orang yang sudah professional mencari informasi, tapi di linkkdin nya program Wirawusaha muda mandiri tuh belum ada waktu zaman ku, jadi menurut ku agak sangat di sayangkan sekali sih program besar yang di buat Bank Mandiri kok gak ada Linkdin nya padahal kan sangat membantu sekali bagi, para pengusaha yang sudah professional.

## **2. Irham Participant Wirausaha Muda Mandiri, 17 January 2025**

Researcher: Bagaimana Anda pertama kali mengetahui tentang program wirausaha muda mandiri yang diselenggarakan oleh bank ini? Apakah melalui platform digital?

Irham: Dari Instagram, kebetulan emang sering ikutan lomba, dan pas banget

Researcher: Apa yang membuat Anda tertarik untuk mempelajari lebih lanjut tentang program ini setelah melihat kampanye digitalnya?

Irham: Konten nya sangat membuat orang tertarik, karena akhir nya kita bisa lebih tau WMM tahun” sebelum nya tuh gimana si worth it gak si kita kalo ikut WMM tahun ini. daya Tarik yang ada di iklan sudah sangat cukup buat orang mejnadi semakin penasaran.

Researcher: Apakah konten yang ditampilkan di media sosial bank—seperti unggahan, video, atau iklan—cukup menarik dan informatif sehingga membuat Anda mempertimbangkan untuk bergabung dengan program ini?

Irham: Sebetul nya kan karean ini Judul nya wirawusaha Muda Mandiri ada batas minimal dan maksimal usia nya mungkin kalo yang, bisa mencapai target market tersebut Tiktok. Atau Instagram.

Researcher: Apakah kampanye digital yang Anda lihat di media sosial atau melalui iklan sesuai dengan pengalaman yang Anda rasakan setelah bergabung dalam program ini?

Irham: Sangat berpengaruh, karean memang iklan itu kan di rancang sesuai dengan, target pasarnya ya, seperti contoh nya sayakan sering cari lomba Wirawusaha, jadi system nya pun langsung kasih add yang kea rah sana. Jadi sangat berpengaruh.

Researcher: Bagaimana Anda menilai kualitas komunikasi yang diberikan melalui kampanye digital program ini? Apakah informasi yang disampaikan jelas, mudah diakses, dan relevan?

Irham: Baik, dan sangat mudah untuk di mengerti oleh kaum kaum milenial.

Researcher: Apakah menurut Anda program ini memiliki citra positif dan kredibel di media sosial? Menurut Anda, apa yang berkontribusi dalam membangun citra tersebut?

Irham:sangat positif bahkan saya cenderung merasakan benefit yang sangat banyak seteah mengikuti acara program wirawusah muda mandiri ini. contoh nya seperti kita di kasih bootcamp untuk saling sharing Bersama para wirawusaha, dan yang jelas

koneksi dengan para peserta lain sangat berharga buat para finalist ini, bisa membuka peluang kolaborasi juga, bisa di berikan kesempatan buat face ke investor.

Researcher: Apakah ada hal yang menurut Anda dapat ditingkatkan dalam strategi pemasaran digital bank ini untuk mempromosikan program tersebut?

Irham: Kalo menurut saya apa yang udah di lakukan oleh bank mandiri sudah cukup bagus lah, nah kita juga di berikan kesempatan untuk memberikan kesan dan pesan setelah kegiatan berlangsung usai. Jadi saya rasa ketika kegiatan tersebut, interview botcam dan segala macam rangkaian kegiatan yang udah kita lakuin. Dan nanti nya akan di Up di konten nya WMM nanti nya akan menjadi, Suatu penilaian lah bagi calon peserta, di tahun tahun berikut nya.

### **3. Wisnu Trihanggodo Vice President Corporate Secretary, 17 January 2025**

Researcher: Apa tujuan Bank Mandiri konsisten menyelenggarakan program Wirausaha Muda Mandiri?

Wisnu: Bank Mandiri adalah bank yang men support, Mendidik, Mengajar semua Wirawusaha Muda yang ingin maju dan berkembang. semua ecosystem dari supply Buyer, kemudian kita mendidik mereka. Dengan banyak Pengajar-Pengajar baik, yang sudah berpengalaman sehingga. Yang sudah bisa me manage perusahaan.

Researcher: Bagaimana solusi yang ditawarkan Bank Mandiri lewat program Wirausaha Muda Mandiri? Apakah ada kelanjutan program setelah kompetisi selesai.

Wisnu: Selesai dari acara ini pun tidak selesai sampai disini. Habis ini kita akan membawa trobosan baru sehingga kita bisa tahu kedepan nya, perusahaan perusahaan yang sudah merasakan asam garam, Jatuh bangun, sehingga kita masih muda. Dan banyak sekali wirawusaha Muda Mandiri. Dan intu kemudian juga kedepan nya mereka para peserta Wirawusaha Muda Mandiri mampu untuk meajukan usaha nya. sehingga nanti nya mampu untuk menghasilkan tenaga kerja baru.

Jadi Seperti yang tadi saya sampaikan, yang kita support di dalam program ini adalah ecosystem nya, ecosystem nya itu bisa pendanaan nya. kemudian kita pacu dengan transaksional nya. seperti yang tadi di sampaikan oleh pak Dirut juga kita bantu supply dan Buyer nya.

Dan yang paling penting di WMM tahun 2024 ini kita mengadakan matchmaking dengan para investor nya. jadi mereka sudah tumbuh besar. Semoga makin besar. Dan mereka cocok dengan bidang nya masing-masing. Dan yak seperti itu tadi kita bantu untuk math Matchingkan mereka. Dan kita support seluruh ecosystem nya. dan semoga apa yang di lakukan oleh Bank Mandiri untuk mensupport wirawusaha muda agar bisa terus mengedepankan. Pekerja-Pekerja Lokal.

#### **4. Lovindah Catra Ratnangadi Assistance Manager Wirausaha Muda Mandiri, 18 February 2025**

Researcher: Bagaimana Anda menerapkan model strategi komunikasi pemasaran digital untuk program pengembangan wirausaha muda mandiri?

Lovindah: Oke Jadi Sebenarnya Program Wirausaha Muda Mandiri itu dibuka sejak bulan September, nah sebelum bulan September itu kita ada Testser Teser, mulai dari teser di Instagramnya wirausaha muda mandiri. Di Instagramnya Bank Mandiri, habis itu kita juga ada di Twitter dan ada juga di Facebook dan semuanya itu juga nama wirausaha muda mandiri.

Setelah kita promosi di website dan juga di media social lainnya kita melakukan KAL di berbagai tempat untuk mempromosikan program Wirausaha Muda Mandiri. Nah ini untuk teser pendaftaran wirausaha muda mandiri.

Nah selama berjalannya waktu program Wirausaha Muda Mandiri, selama 5 bulan dari pendaftaran terus seleksi sampai akhirnya kompetisi boot camp dan juga diakhiri dengan acara puncak di Bulan Januari nah dalam perjalanannya itu juga juga. Kita selalu kasih konten-konten edukasi di Instagramnya Wirausaha Muda Mandiri,

Jadi pemasaran program dan juga bimbingan kepada para calon peserta acara ini tuh tidak hanya di awal doang kita menggaungkan program WMM ini tapi selama perjalanannya juga.

Researcher: Bagaimana Anda mempertahankan minat setelah berhasil menarik perhatian audiens? Jenis konten apa yang paling efektif untuk membangun minat mereka?

Lovindah: Oh jadi selama berjalannya program wirausaha muda mandiri kita juga melakukan roadshow-roadshow di berbagai kota kalau tahun kemarin tuh di 4 kota, di Bandung, Bali, Jakarta, Surabaya. Nah di situ kita juga mengundang komunitas. Wirausaha muda mandiri kita jadi kita punya komunitas” di daerah-daerah milik kita undang untuk hadir di roadshow tersebut.

Konten paling efektif adalah edukasi, jadi kalau yang tahun lalu kita tuh juga bikin konten terkait bagaimana cara membuat pitch deck bisnis, nah itu tuh sangat menarik banyak orang lah untuk aware dan juga merasa teredukasi atas konten tersebut.

Researcher: Apa strategi Anda untuk membangkitkan keinginan di kalangan calon wirausahawan sehingga mereka merasa bahwa program ini adalah solusi terbaik untuk

mereka?

Lovindah: Jadi benefit yang di dapatkan selain uang pembinaan, kita juga ada program after wmm kita melakukan program kolaborasi dengan alumni dan juga mulai dari program TJLS. Jadi kita sering banget tuh kolaborasi dengan Alumni.

nah kalo program yang tahun lalu bisa di cek di google nama program nya mandiri lingkaran hijau itu, kita kolaborasi nya dengan pemenang wmm tahun 2023, nah terus gak cuman yang 2023, kita juga berkolaborasi dengan wmm tahun 2014. Pada waktu itu program nya urban living, jadi di sini tujuannya kita menawarkan keberlanjutan dari bisnis mereka, jadi kita tetep eptch lah dengan mereka, jadi ngk pas selesai kompetisi habis itu udah kelar tapi akan selalu berlanjut.

Researcher: Seberapa penting peran iklan digital berbayar dalam mendukung strategi komunikasi pemasaran ini? Platform mana yang paling efektif untuk mengiklankan program ini (Google Ads, Facebook Ads, Instagram Ads, dll.)?

Lovindah: Sangat penting karena selama ini dan sebelum acara ini kita persiapkan kita pasti menggunakan IG Adv. Buat orang-orang yang relate sama wirawusaha muda mandiri ini. nah untuk target tuh kita tetep ada. Data target yang kita rich out nanti aku kasih ke kamu by WA

Researcher: Apa tantangan terbesar yang Anda hadapi dalam menerapkan strategi pemasaran digital ini? Bagaimana Anda menangani dan beradaptasi dengan tren digital yang terus berkembang?

Lovindah: Kalo tantangan terbesar nya itu sekarang banyak banget competitor yang sama yang terkait lomba wirawusaha muda mandiri dan fyi program WMM ini adalah program pertama dari tahun 2007 jadi bank” lain tuh belum ada program wirawusaha muda mandiri. Ini bari bank mandiri doang nah kalo sekarang banyak banget dari bank BRI, BTN, nah di tahun kemarin tuh BRI dan Mandiri tuh jalan program nya hamper bebarengan. Nah di vidiotron yang scbd tuh malah munculin nya yang program dari bank BRI, nah bahkan tantang terbesar nya tuh kita dari Yayasan BUMN ada yang mengadop program WMM ini

Strategi tihap tahun nya tuh kita menawarkan saat kompetisi ya pada top 20 itu kalo bisa kita bikin hal yang beda, jadi kita memberikan kesempatan mereka untuk bertemu dengan para investor. Jadi one on one dengan para investor.

Itu yang kami rasa menajdi daya tarik bagi para peserta jadi gak Cuma lomba habis itu udah, jadi ada business making.

## **5. Adhyaksono Bagus Pratomo. Manager Wirasaha Muda Mandiri**

Researcher: Apa saja persyaratan untuk mengikuti program Wirausaha Muda Mandiri, apakah ada kewajiban untuk memiliki rekening Bank Mandiri

Adhyaksono: Wajib Mas, Para peserta diwajibkan untuk, memiliki rekening Bank Mandiri.

Resaercher: Bagaimana keterlanjutan dari Bank Mandiri setelah program ini selesai ya Mas?

Adhyaksono: Bank Mandiri menawarkan kredit untuk para finalist peserta Wirausaha Muda Mandiri. Jadi salah satu product yang ditawarkan oleh Bank Mandiri itu, Kredit Usaha Rakyat (UKR). Kredit ini pada dasarnya diberikan oleh Bank Mandiri kepada seluruh pengusaha yang memiliki bisnis dengan skmen UMKM.

Researcher: Kalo boleh tau syarat dan ketentuan yang harus dipenuhi oleh peserta apa aja ya Mas?

Adhyaksono: Nah untuk persyaratannya sih sederhana ya kalo dari Bank Mandiri. Sepanjang cash flow nya baik dan kemampuan bayarnya bagus para pengusaha UMKM ini akan diberikan kredit UKR tersebut.

Researcher: Nah selain pemberian kredit, adalagi gak ya mas product yang ditawarkan kepada para peserta Wirausaha Muda Mandiri.

Adhyaksono: yang diatawarkan selanjutnya adalah penggunaan aplikasi Livin by Mandiri, untuk memudahkan para pelaku UMKM ini bisa bertransaksi lebih mudah.