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The Implication of BTS as A Brand Ambassador of Tokopedia in Social-Economic Perspective

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Abstrak

Seperti yang kita ketahui saat ini adalah era modern di mana semua teknologi berkembang dengan cepat. Salah satu contohnya adalah internet, yang dapat menyediakan platform pasar online, juga dikenal sebagai e-commerce, yang memungkinkan kita untuk dengan mudah membeli produk yang kita inginkan dengan tidak terbatas ruang dan waktu. Internet tidak hanya berkontribusi pada pertumbuhan sektor ekonomi, tetapi juga memainkan peran penting dalam menyebarkan tren dari berbagai negara. Salah satu contohnya adalah Korean Wave, aliran musik K-Pop yang sedang menjadi tren di seluruh dunia. Banyak penggemar K-Pop dari berbagai usia yang tersebar di seluruh dunia, termasuk di Indonesia. Tujuan dari penelitian ini adalah untuk menjelaskan dampak *korean wave* di Indonesia terhadap peningkatan dan dampak sosial ekonomi dari kolaborasi Tokopedia Indonesia dan BTS. Untuk mencapai tujuan ini, peneliti akan menggunakan metode studi literatur yang ada untuk menyajikan data dan fakta berdasarkan sudut pandang sosial ekonomi dari kolaborasi *e-commerce* Indonesia Tokopedia dan BTS.

Kata Kunci: *Tokopedia, BTS, E-commerce*

Abstract

As we know, this is a modern era where all technologies are developing rapidly. One example is the internet, which can provide an online market platform, also known as e-commerce, that allows us to easily buy the products we want with no limit of time and space. The internet not only contributes to the growth of the economic sector, but also plays an important role in spreading trends from different countries. One example is the Korean Wave, a genre of K-Pop music that is trending worldwide. Many K-Pop fans of different ages are spread all over the world, including in Indonesia. The purpose of this research is to explain the impact of the Korean Wave in Indonesia on the improvement and socio-economic impact of the collaboration between Tokopedia Indonesia and BTS. To achieve this goal, the researcher will use the existing literature study method to present data and facts based on the socio-economic point of view of the Indonesian e-commerce collaboration Tokopedia and BTS.

Keywords: *Tokopedia, BTS, E-commerce*

INTRODUCTION

Today, we live in a modern era where technology is developing rapidly and cannot be separated from everyday in life. One of them is the internet, which provides various kinds of our needs. From looking for information, to economic activities that can be done through the internet or commonly now called as e-commerce. E-commerce is a business company in the economic sector that provides online shopping services and combines companies, consumers, and transactions in selling and buying goods through electronic services. Based on iPrice's research "The Map of E-Ecommerce in Indonesia" for the third quarter of 2019, ten major e-commerce service providers have the highest number of active website visitors every month. They are Tokopedia, Shopee, Bukalapak, Lazada, Blibli, JD.ID, Bhinneka, Sociolla, Orami, and Ralali. In the third quarter of 2019, Tokopedia had more than 65 million active visitors per month, and that's become the main reason of Tokopedia being a number one online shopping platform from Indonesia (MEDIANA, 2019).

This is an innovative new breakthrough considering that the e-commerce platform that provides online shopping services that can be accessed to buy the items we want easily and not limited by space and time. It's a world improvement to an interesting thing, especially since consumers can order, pay and wait for goods. The order reaches the location of the consumer and does not have to bother in finding and buying the goods they wants (Clemes et al., 2014). Especially in the midst of the Covid-19 pandemic that is rife and haunts various parts of the world, e-commerce platforms were becoming a trend that can be a solution to meet the needs of the community. This is because during the

Covid-19 pandemic, it is a critical time as announced by WHO. So there are many restrictions on the movement of space in the international community (Cucinotta & Vanelli, 2020).

Not only providing e-commerce services, the internet also plays an important role in displaying information about trends from various countries, both in the form of the latest films already released, news from foreign and news of songs from artists that released from other parts of the world, one example comes from South Korea's entertainment sector is still global for the past two decades and is still a trend lately. As we know, South Korea is being highlighted by the world as a successful country in the entertainment sector, both in films or commonly called Korean Drama (K-Drama) and Korean music or commonly referred to as K-Pop or Korean Pop (Julia Ju. Valieva, 2018). We also meet many K-Pop fans of all ages scattered in various parts of the world, including Indonesia.

The "Korean Wave" or commonly referred to as "Hallyu" was first coined by a journalist in Beijing, China in 1999 who was surprised by the high popularity and interest in entertainment from South Korea in China at that time. Korean Wave can also be interpreted as a trend phenomenon from South Korea which has many enthusiasts with high enthusiasm from the public due to the massive development of information technology in this era of globalization and we can find this phenomenon even in Indonesia. Korean Wave is usually synonymous with the world of entertainment such as music, drama and variety shows that are packaged neatly by raising the values of South Korean culture that are in demand by fans, both from aspects of fashion, make up, Korean skincare, food, speaking style to Korean language (Nye, 2009).

However, it turns out that the popularity of Korean music affects many aspects, including in the economic field (Nye, 2009). For example, when the Korean Wave began to spread to countries in Asia, including Japan, Vietnam, Indonesia, the Philippines and almost all countries in Southeast Asia when music groups such as Girls Generation, Super Junior, Bigbang, to PSY shocked the trend with the song "Gangnam Style". What is in the spotlight, even the South Korean government also provides great support to film and even music artists with their creativity. No half-hearted - the South Korean government also opens tourism for fans of the Korean Wave such as places for filming films and taking music videos that were used in the past by South Korean music groups which provided a large foreign exchange income for the South Korean government (Hakim Lukmanul, 2018).

This is certainly a good target for cooperation with these music groups in certain aspects. We have also encountered many good collaborations from the entertainment industry, music industry, to the economic industry carried out by a forum with music groups

from South Korea. For example, Tokopedia's collaboration with BTS as its e-commerce brand ambassador and Blibli with Park Seo Jun as international brand ambassador. This certainly shows how important the influence of the use of brand ambassadors and brand image on the value of the brand (Muslim & Kusdiyanto, S.E., M.Si, 2020). Therefore, by collecting data using the literature study method, the researcher will discuss the implications behind the collaboration between an e-commerce, Tokopedia and a music group from South Korea, BTS, which of course will be closely related to the existing economic and social impacts.

RESEARCH METHOD

This study uses descriptive and correlational methods using secondary data in the form of articles, papers to trusted journals. The use of descriptive methods which aims to provide an overview of the phenomena that occur in the end until now. This research is also very complete and as it is and there are no adjustments or changes to the independent variables which in providing an overview of the data can be in the form of individuals or using numbers (Sukmadinata, 2006: 5).

The correlational research itself aims to determine the level of data relationship with two or more variables with data collection actions so that it can facilitate researchers in developing data that is in accordance with the research objectives by knowing the level of existing relationships.

The technique used in data collection is by using a literature study technique. As for examples of hardfiles from technical literature such as reports on research studies and professional or disciplinary writings in the form of papers, articles to theoretical and philosophical journals (Faisal, 2008:30). This technique is carried out by reading, studying, and reviewing literature related to the implications of Tokopedia's collaboration with BTS in a social economy perspective.

RESULT AND DISCUSSION

As we know, Korean Waves or Hallyu is currently popular and has become one of the most popular trends for people of all ages. The history of the emergence of the Korean Waves has actually been around for a long time. This was first a diplomatic strategy during the reign of President Kim Young Sam (1992-1997) with his *seguehwa* policy of making reforms in aspects of South Korean culture through the "Creativity of New Korea" with the aim of preserving the existing and consistent South Korean culture of their own culture and

not imitating other cultures and making South Korean culture universal and acceptable in the world. This is an effort to react to the phenomenon of globalization, especially in the economic aspect (Saxer, 2024). Therefore, Korean Waves is one of the phenomenal strategies in spreading the culture that exists in South Korea such as TV Drama (K-Drama), music (K-Pop), games, culinary, to fashion (K-Fashion) which began to spread in the early 1990s. This makes Korean Waves a form of soft power by using mass-produced cultural aspects for consumption by everyone in this world without any age restrictions. This can also be the most effective policy to be able to establish cooperation with other countries by supporting export activities by packaging South Korean culture in these activities which is an important foothold for South Korea so that it can compete and be known in the global arena (Hakim Lukmanul, 2018).

The purpose of the Korean Waves trend is to gain economic benefits for South Korea not only through the export of cultural packaging but also by taking advantage of the Korean Waves trend that occurs in many parts of the world as an attraction and promotional tool in marketing products of economic value which include tourism and commercial products. And with this strategy, the South Korean government has succeeded in carrying out its strategy which can be seen from the many offers of cooperation that utilize Korean culture in promoting other country brands with an individual to a group of people who participate in running and spreading the Korean Waves trend in the form of actors, idols, to models (Dal Yong Jin, 2017). As we can see in Indonesia, there are many brands from Indonesia that also collaborate with actors and idols from South Korea who are in the spotlight in the Hallyu trend in promoting their brands, as one example is Tokopedia.

Tokopedia is an e-commerce company with a mission to achieve economic equality digitally which was founded by William Tanujawijaya and Leontinus Alpha Edison in 2009 in Indonesia. Which is an e-commerce company in Indonesia that has experienced very rapid development since its launch and has become a very influential unicorn company not only in Indonesia but also in Southeast Asia. Tokopedia is not just a marketplace, this is because Tokopedia provides technology as a solution to empower millions of sellers and consumers to participate in building the future of commerce and provides many positive and useful features such as being able to make online-to offline (O2O) transactions, being able to pay invoices, transparent brand information, to a place of inspiration for the audience to build and start their first business. Tokopedia also always innovates every day in presenting interesting features that can be easily accessed and operated anytime and

anywhere such as Tokopedia Salam, Tokopedia Corner, Tokopedia AI Center, Tokobranh, Tokopedia Academy, Tokopedia Play, TokoMart, Tokopedia Now!, Tokopedia. Parents, and Tokopedia Wedding as well as several collaborations between Tokopedia and Gojek or commonly called Goto and the collaboration of Tokopedia X BTS as ambassadors in 2019 (Tentang Tokopedia, 2021).

Bangtan Sonyeondan or commonly referred to as BTS is a boy group from South Korea that is currently global. The BTS consists of Kim Seokjin, Min Yoongi, Jung Hoseok, Kim Namjoon, Park Jimin, Kim Taehyung, and Jeon Jungkook which debuted in 2013 under the auspices of Big Hit Entertainment which has now transformed into Hybe. As an important figure in the development of the current trend of Korean Waves, BTS is also famous for their success stories that have inspired many people, success in their musical career to become the direct envoy of the president of South Korea, Moon Jae In as part of the delegation from South Korea at the 76th session. The United Nations General Assembly (UNGA 76) which will hold the Sustainable Development Goals Moment (SDG Moment) in calling for and conveying messages of consolation and hope to young people around the world on September, 2021. This assignment was officially addressed directly to BTS by carrying out the task as a special envoy for the South Korean president for the field of future generations and culture, which previously held the inauguration and handover of diplomatic passports and a pen from the South Korean president to each BTS member (Hasibuan, 2021). Which is not the first time for BTS because in 2018, BTS became a guest star by giving a speech at the launch of the "Generation Unlimited UNICEF campaign and in 2019 again giving a speech regarding the high-level meeting "Group of Friends of Solidarity for Global Health Security" (Kistyarini, 2021).

Because of the good - image that BTS has, it is certain that many companies have invited BTS and the Hybe Agency to work together. BTS has also collaborated with various companies and sectors of the economy, fashion, technology and banking. One example from the economic sector is the collaboration between Tokopedia and BTS. The collaboration between Tokopedia X BTS has actually started since 2019, where many have received high enthusiasm and very positive responses both socially and increasing brand shares. And in January 2021, Tokopedia officially made BTS the brand ambassador of Tokopedia products. This also reaped a lot of high enthusiasm from BTS fans called ARMY. The reason Tokopedia has hired BTS as its brand ambassador is because Tokopedia X BTS has the same vision and journey story as Tokopedia, namely a strong commitment to innovation and a passion to continue to create opportunities and be consistent in spreading

positive values. So Tokopedia also stated that the Tokopedia X BTS collaboration could bring a good persona to Indonesia (Putu Elmira, 2019).

The benefits obtained by Tokopedia X BTS are by increasing the number of Tokopedia users who experience an increase of more than 100 million users every month (Agustiyanti, 2021). William as the CEO of Tokopedia also explained about the talk show with Tokopedia X BTS by packaging Indonesian products on the world stage to promote the national SME and spread Indonesian traditional culture. Such as the example in the first talk show Tokopedia X BTS which served banana milk from Indonesia and the introduction of several traditional Indonesian foods such as chicken satay, fried rice, and so on (Budimansyah, 2021). Tokopedia also often invites various Korean idol groups to K-Drama actors to attend one of the talk shows that Tokopedia provides every month, Indonesian Shopping Time or commonly known as WIB. Like WIB, which invited idol groups such as BTS in July, Twice and Secret Number in August, and ITZY and Treasure in September.

Even Tokopedia looked back at its event, namely "Tokopedia WIB Indonesia K-Pop Awards 2021" which was attended by 10 South Korean idol groups at once, which is based on the voting results provided by Tokopedia for K-Pop fans in Indonesia. The 10 idol groups that attended this event included BTS, Blackpink, NCT Dream, The Boyz, Stray Kids, ITZY, Treasure, Secret Number, Aespa and Day 6. Tokopedia was also an event on the talk show agenda, not just talking about the Tokopedia X idol group. South Korea only, in WIB there is also an exciting game about Indonesia, clips which are presented to fans of the idol as evidence of the enthusiasm for representing some of the effects of the Korean Waves trend to the group's performances which still maintains the beauty of Indonesian culture in it. For example, during the Tokopedia X talkshow, the K-Drama Penthouse actor featured Tokopedia hosts Jang Hansol and Park Kyungrim who introduced Indonesian Food, Blangkon from Java and Batik Fabrics to the K-Drama actor.

As a result of this, Tokopedia experienced a drastic spike, even at the initial official announcement regarding BTS as a brand ambassador, Tokopedia succeeded in overtaking Shopee in the first quarter of early January 2021. In fact, the record remained for the next few months and continued to increase. The survey revealed the main reasons for choosing Tokopedia, namely promotion (56%), reliability (53%), easy ordering and paying (52%), free shipping (51%), and easy-to-use applications or websites (48%). Tokopedia also often holds BTS merchandise in every product purchase at Tokopedia (August 17 – August 28, 2021) which is greeted with great enthusiasm by the Indonesian ARMY who flocks to buy Tokopedia products as a condition to get a BTS merch, namely

Photocard which is paid in installments for a whole month. and holographic photocards are given randomly to consumers where BTS member photocards are also given differently every day according to the schedule. Even on the first day, the launch of BTS member Jeon Jungkook's photocard which amounted to 10 thousand items ran out in 37 minutes, Kim Namjoon's photocard ran out in 9 minutes, and Kim Seokjin in 6 minutes. Which is of course very helpful for online shopping sellers who are involved in Tokopedia in gaining big profits from this event (Kontan, 2021). Even in the midst of the Covid-19 pandemic, Tokopedia actually experienced a very drastic increase and believes that digitalization has made 7 out of 10 business actors experience an increase in sales volume with data on the increase in transaction value on health products reaching 154%, food and beverages reaching 106% and electronics reached 24% (Hendro, 2014). Tokopedia X BTS also helps the Indonesian people in providing and providing opportunities for micro-entrepreneurs to take part in Tokopedia and earn huge profits both economically and socially.

CONCLUSION

In the contemporary era, influenced by the speed of globalization, it triggers many advancements especially in internet-based technology. With the growth of digital platforms such as e-commerce, buying and selling transactions have become easier that can be accessed anytime and anywhere. In doing so, the selection of the right brand ambassador can have a huge impact on purchasing confidence within the platform. Tokopedia and BTS are working together, helping micro businesses. Through the development of an online platform made entirely in Indonesia, Tokopedia hopes to become a small foundation for economic equality and the introduction of Indonesian culture. Even after the end of their partnership contract, Tokopedia is still the largest online shopping platform in Indonesia.

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