

# Efforts to Communicate Corporate Identity through Company Website

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**Abstract:** *Corporate identity is not only viewed as a distinction between one company and another company, but it is a company's effort in creating a company's positive image in the consumer's mind, as a medium to represent the foundation of a company's operational system, as a good mast of a network (network) for the company, and make a selling tool or promotion for the company. This study aims to find out how sunday-digital.com in communicating corporate identity through its website. The concepts and theories used in this study include: the concept of cyber public relations, corporate identity and website. The method used in this study is descriptive qualitative. The objects in research are Public Relations and Marketing Communications of sunday-digital.com. The techniques of data collection are interviews, observation and documentation. The results show that 1) sunday-digital.com builds corporate identity as a part of corporate communication marketing strategies, 2) sunday-digital.com website needs to add content that represents various programs and innovations, especially CSR and other programs. In addition, it is suggested to add bilingual aspect on the website in English, 3) The website should contain various contents related to online business training for society, prospective online businessman, and Small Micro Medium Enterprises by conducting various design training or website management. It intends to attract Small Micro Medium Enterprises to use sunday-digital.com services when they will start a business.*

**Keywords:** corporate, identity, & website

## 1. Introduction

The rise of human mobility viewed by some people is a business opportunity. Thus, it needs a facility that can ease the society to build an online business, because the business using digital devices is in accordance with people's lifestyle who tend to take advantage of digital technology in fulfilling their needs. These opportunities are thereupon implicated on the emergence of online companies.

Through online business, all transactions become easier because of the internet network which is connected to gadgets / smartphone devices. This condition certainly makes people more facilitated in carrying out activities, especially in the field of creative economy business, so this phenomenon strengthen the world toward the digital economy. For instance : we identify an email, use of website, application, online product management, and online transaction activity.

In the era of the digital economy, the orientation of business is now shifting from conventional transaction to online transaction. The term was created by Don Tapscott in 1995 in the book "The Digital Economy: Promise and Peril in the Age of Networked Intelligence". The book analyzes the change of business environment due to the presence of computers and communications infrastructure (internet, computers, software, networks, etc.). It causes individuals and organizations to redesign a number of business processes and develop digital economic applications. In addition, business transaction activity refers to the process of digitization [2]

The growth of digital economy keeps growing along with the use of information and communication technology is also becoming more global in the world. This potency is thereupon captured by the younger generation, especially the small micro medium enterprises (MSMEs) which are increasingly aggressive to respond to this digital era. The of

Ministry of Communication and Information Republic of Indonesia noted in 2017, the ratio of entrepreneurship in Indonesia increases up to 3.1% or about 7.8 million people who have become entrepreneurs [5]. This indicates that many people are developing their ideas through digital marketing-based entrepreneurs.

Viewing this potency, the government is now planning Indonesia as the largest digital economy in 2020 and is targeted to be the largest in Southeast Asia. One of the foundations of national development in this declaration is the digital sector. The government is targeting ecommerce transactions to reach US \$ 130 billion and create 1000 technopreneur with a business value around US \$ 10 billion in 2020 [6]. Surely it is very realistic, considering the potential of e-commerce industry in Indonesia is not to be underestimated. From the data analysis by Ernst & Young, it can indicate that the growth of online business sales value in the country each year increases around 40 percent. There are approximately 93.4 million internet users and 71 million smartphone device users in Indonesia [7].

The digital business opportunities are captured by startup actors in Indonesia. One of them is Digital Marketing Communication Agency which is a company engaged as a digital communication consultant. The working system uses content marketing and contagious idea approach that focuses on story ability and co creation. To attract people's interest, the company should have formed the identity of a company or corporate identity. The are many ways or efforts that should be conducted not only through the company's website.

Corporate identity is an important thing and should be communicated to the public, so the public believes that our company is professional and competitive. The condition is inseparable from the development of digital communications consulting business which is increasingly tight and competitive. To ensure that consumers trust and are

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interested in the company's services, a website is not only designed as a medium of information related to merely service, but it must be able to communicate corporate identity well. Through corporate identity, consumers will recognize the company through the various identities that exist in him. Corporate identity is the way of company to be well-known and different from other companies. Corporate identity must be created through a special design including various characteristics related to the company in physical or visual form.

Realizing this, sunday-digital.com has also managed a company website that functions as a medium of communication and information for consumers. The website provides many important information such as: Google Adwords Advertising Service, Facebook Advertising Service, Instagram Advertising Service, website development, and graphic design. The sunday-digital.com website also communicates the corporate identity that can be assessed by website visitors. The reason why Sunday-digital.com become the object of research is that company having a website which has not been optimal in communicating corporate identity through website. Surely corporate identity is not only viewed as a differentiator between one company and other companies, but it is a company's efforts in creating a positive image of the company for consumers, a medium to represent the foundation of a company's operational system, as a good network for the company, and as a selling tool or promotion of the company.

Corporate identity of the company will be delivered well if it is designed by competent person. Surely it is the task of communication practitioners such as public relation, corporate communication, marketing communication, etc. But the party who has authority to communicate various information at sunday-digital.com is corporate communication division. That division plays an important role in carrying out various corporate communications activities, including communicating corporate identity. Creating Corporate Identity is not only related to the field of marketing or advertising, but it is also a communication facility to all employees of the company or members of the organization, shareholders, agents, consumers, financial institutions, and various other parties who have an interest and association with the organization.

The explanation above shows that the presence of information and communication technology in this website gives positive and negative impact which are extraordinary, so it should be responded and used well. The various facilities and conveniences that exist in the website can be used for various purposes, including business. Today's society is a smart and tech-savvy society. Surely the existence of the website can provide benefits for the company and the community. Based on this condition, the researcher is interested to reveal and analyze more deeply about how sunday-digital.com communicates corporate identity through the company website.

Based on the background of the research, the researcher focuses this research on how sunday-digital.com communicates corporate identity through company website.

This study aims to reveal and analyze how sunday-digital.com communicates corporate identity through the company website.

## 2. Literature Review

### 2.1 Public Relations

Rex Harlow explains that public relation is a special management function and supports to guide and maintain the line between the organization and public, concerning communication activities, understanding, acceptance and cooperation; involves management in dealing with problems, helps management to be able to face public opinion; support management in following and utilizing changes effectively; acts as an early warning system in anticipating trend of research use, communication technique, and healthy and ethical communication as the primary means [10].

While in practice, the role of Public Relation can be divided into several roles namely: 1) Technician Communication. The role of PR is considered as the technical communication implementer. For example : writing and editing employee's newsletters, write news releases and features, develop Web content, and handle media contacts, 2) Expert Preciber Communication. The public relation officer is considered as an expert. He advised the chief of the company or organization. Their relationship is like the relationship between doctor and medical patient, 3) Communication Facilitator. It facilitates the company or organization with the public. It is both external public and internal public (communication bridge), 4) Problem Solving Process Facilitator. It acts as the facilitator and problem-solving process. In this role, PR involves or is involved in management (crisis) [3]

Explanation related to the function of public relation reminds us that the function is vital for the survival of an organization or institution, even for a person. If only we tried to illustrate an institution which does not have a reliable public relations, many important aspects of activities could not work well. With PR, surely the institution will get a warning (warning) before the problems occur.

Nowadays a variety of public relation work is facilitated by the communication and information technology. It surely changes a lot of public relation work activities, because all public relations activities are facilitated by the electronic media and internet in building brand and keeping trust, understanding, image, and identity of institution or organization to the public or audiences and can be conducted in one-to-one communication that is interactive. This activity is called cyber public relation activity.

Cyber public relation is a public relations activity which who run various work activities using the internet as a facility of publicity [8] Through cyber public relation, public relation practitioner can easily navigate pass by limits and barriers, and facilitates public relations in delivering corporate messages toward targets. It is either internal or external public, without passing or relying on any party such

as journalist or editor if it is distributed in print or electronic media.

There are many benefits gained by cyber PR activities. At least, there are six potencies that can be utilized through cyber PR:

- 1) Constant Communication. The Internet is a medium that is never off every day. Through internet PR can reach the public and even all the world. The Internet can pass by space and time. That is what cannot be conducted by any media other than the internet
- 2) Fast response. The Internet allows cyber PR to get a quick response to all the problems and questions of prospects and customers.
- 3) Global Market. The Internet has bridged the gap of geographic separation through the relationship that exist in virtual world. Through internet, it is easy for PR to communicate with global markets around the world with a fairly low cost
- 4) Interactive. The Internet is a highly interactive medium. Feedback is easily obtained through social media used by PR. From the feedback obtained, the PR can indicate and analyze what is desired by the audience intended
- 5) Two-way communication. Two-way communication exists between an organization or an agency and the public. Through cyber PR, it is possible to build a strong and useful relationship. It cannot be conducted directly through offline media.
- 6) Efficient. Through cyber PR, it is possible to help an agency or organization to save costs, because it does not need an expensive printing cost [8]

Basically the term Cyber Public Relation is also referred to electronic public relation. It can be interpreted as a public relation activity that uses the internet media as a facility of publicity [8]

The reason why public relation practitioner utilizes the Internet is surely based on various factors, such as the popularity and multifunctional media of the internet. It is the strength in building a brand and keeping trust. Through internet media the one-to-one relationship can be built fast due to the interactive nature of the internet. This is different from the conventional public. In conventional public you have to reach them with one-to-many way. That is why the internet is the most powerful, fastest and most effective medium of relationship builder..

The role of cyber public relations here is closely related to online media and print media that are very important for marketing strategies in a company. The best result is a combination of online and offline publication [8]. The existence of cyber PR can ease various public relations works, but this must be synergized with other conventional media, so it can produce a greater effect.

## 2.2 Corporate Identity

Corporate identity is the way of company to be well-known and different from other companies. Corporate identity must be created through a special design that includes various characteristics related to the company in real or visual form. The design has a various form that it can remind public

about company. Corporate identity is a representation of the vision and mission, company, corporate philosophy, culture and company. Corporate identity reflects how a company or organization thinks about itself and how it is viewed from the outside. Corporate identity is almost always the public's first impression toward company, as well as a visual symbol that explains the message to the public [11]

Corporate identity is certainly not only a symbol of discrimination, but it can be used for various purposes such as advertising and marketing. With a strong and characteristic corporate identity, it will construct perception that each person knows. So the identity of the company must make each person who see it understand the company. Corporate identity is the characteristic of every company which has several key elements. According to M. Linggar Anggoro in his book [1], namely Profession Theory of Public Relation, it obtains some elements. They are color, logo or symbol, uniform or official cloth [11]

Thus, with something typical or characteristic given by the company, it is expected to easily be remembered by consumers, remembering and knowing that it is our product. Besides being an identity of company, corporate identity has several other functions:

- 1) It is used as a benchmark of all program strategy of a company. A good corporate identity should always be in line with the company's plan. Because it is an image that wants to be formed by the company on consumers' mind so it should color every branding strategy, marketing or public relation made nowadays and in the future.
- 2) It is used as the foundation of the operational system of a company. This is due to an image that wants to be formed on consumers' mind so that all staffs should be able to live it, especially when running the company's daily operation.
- 3) It is used a network which is good for the company. A good and positive image of a company will make it easier for companies to get investors, loans or partners from various places, making it easier to connect with the government like taking care of licensing.
- 4) Selling tool and promotion. Corporate identity is a selling tool for a company for existing products or products to be developed. Because a positive image of a company will make consumers trust and are comfortable with the company and trust in the products produced by the company that is the best quality product [11]

In designing Corporate Identity, it needs to design the steps. The main step is understanding the Vision and Mission as well as company goal, setting the budget to be spent, collecting brilliant ideas, and observing what kind of character is acceptable in the community.

The task of creating Corporate Identity is the responsibility of the public relation staff because it involves all aspects of the organization as a whole, and becomes a very important part. The creation of a Corporate Identity is not related to the field of marketing or advertising, but it is also a way of communication to all employees of the company or members of the organization, shareholders, agents, consumers, financial institutions, and other parties who have an importance and association with the organization.

### 2.3 Website

Website that appeared in 1991 is a document that can be accessed via internet protocol which is usually called HTTP (Hypertext Transfer Protocol). The World Wide Web (WWW) or Web is one of the internet services available. This service is most widely used on the internet to convey information because it supports multimedia. It means that information is not only stored through text, but it is also stored through images, video, and sound.

Website is widely used because it has four elements, namely: 1) Information: many people use the internet because the required information is on the website, 2) Personal identity: people can use the website to identify themselves with personal content, 3) Interact with others: web page can be used to get social interaction with others, 4) Entertainment: website is used by people to get pleasure, enjoyment, or escape [4]

### 3. Methodology

The type of the research which will be conducted is descriptive. Descriptive research does not only describe (analyze) but it also combines (synthesize). In descriptive research, the data obtained is not in numbers but it is in sentences, statements and concepts. Descriptive research only describes the situation, not look for or explain relationships, not test hypotheses or make predictions [9]. In this study, the researcher will descriptively explain the invention of the study about various sunday-digital.com efforts in communicating corporate identity through company website.

It uses descriptive method, where the researcher explains about how sunday-digital.com communicates corporate identity through the company website. In this study, the researcher only acts as an observer who only creates categories of behavior, observes the symptoms and records it on the observation book. The researcher will act as an observer and go directly to the field to obtain the necessary data by interviewing the relevant parties. The result of this study only describes the situation, not looks for or explains the relationship.

Data in qualitative research is generally in a description, narration, data, images or statements obtained from research subjects, either directly or indirectly on sunday-digital.com efforts to communicate corporate identity through the company website. The main data sources in qualitative research are words, and actions. There are additional data such as documents and others. In this section the data are divided into words and actions, written data sources, photographs and statistics.

### 4. Result and Discussion

For companies or organizations website is very necessary, especially in the digital era where the information needs to grow very rapidly. With the website, it eases companies to provide information and also communicates with the public or the audience. The existence of the website also makes it easier for the public to find information about the company.

In addition, with the public website it can also give advice for the company. It is certainly necessary for the company in order to get progress of the company in the future.

According to the theory, the website is widely used because it has four elements, namely: 1) Information: many people use the internet because the required information is on the website, 2) Personal identity: people can use the website to identify themselves with personal content, 3) Interacting with others: web page can be used to gain social interaction with others, and 4) Entertainment: websites are used by people to gain pleasure, enjoyment, or escape.

Viewing the existing theory, many people use the internet to search for information, and it is on the website. Sunday-digital.com understands it theoretically, so Sunday-digital.com uses the website as a medium of communication and also a way of information exchange between company and public. Information and content from sunday-digital.com website is more directed to sales or marketing program, where the information about promotion of Sunday-digital.com product is Google Adwords Advertising Services, Facebook Advertising Services, Instagram Advertising Services, website development, design graphics which are listed on sunday-digital.com website. Thus the website visitor is easy to find information about the services offered by Sunday-digital.com.

Sunday-digital.com thinks that by doing that way the sales target of the company can be achieved and provides financial support from the company's sustainability. Thus Sunday-digital.com understands that using the website can establish an identity for the company, where it is necessary for anyone. It is not only needed by a company but anyone needs an identity to be recognized. In this case, Sunday-digital.com tries to communicate corporate identity through the website.

The website also provides other benefits for the company. By using company website, it can communicate and also interact with the public. Based on the result of research, Sunday-digital.com considers it necessary to establish communication with the public, because the criticism and suggestion from the public is something that can build the company to be better in the future.

By displaying a unique and interesting website design, Sunday-digital.com can provide fun for readers as well as visitors to their website pages, so that Sunday-digital.com can capture their potential service users. This is in accordance with the existing theory where the website as well as a way of entertainment. In this case Sunday-digital.com can add quiz or race in the website to attract the attention of the website visitors. For example, by giving special promotions to prospective users. In addition, the website should include a variety of positive activities undertaken by the company, such as CSR publications that have been conducted regularly by the company through training and business education on small micro medium businesses in several regions in Indonesia.

To increase the value of the company, the website must represent the corporate identity in a positive manner.

According to the Managing Identity & Organizations Culture explaining that corporate identity is a way of the company to be well-known and different from other companies. Corporate identity must be created through a special design that includes various characteristics related to the company in real or visual form. The design has various forms that it can remind the audience of a particular company. Corporate identity is a representation of the vision and mission, company, corporate philosophy, culture and enterprise [11].

In constructing corporate identity through Sunday-digital.com, it is expected to represent his company as Digital Marketing Communication Agency using content marketing approach and contagious idea. It focuses on story ability and co-creation. The Sunday digital provides services to build client brand equity through an in-depth understanding of the dynamic marketplace, the complexity of consumer's behavior, the expertise and experience in the field of digital marketing, from strategic plan, creative development to digital media and event marketing. It is necessary to raise a value so that corporate identity can be formed and well remembered by the public. Sunday-digital.com appoints a USP (Unique Selling Proposition) that distinguishes the company's products or services from its competitors. Positioning also becomes the value used by Sunday-digital.com in corporate communications through the media website.

Sunday-digital.com is unique because it has an online chat that visitors can use if they have problems using Sunday-digital.com website. By using online chat, the visitors can ask a question and is answered by the admin of Sunday-digital.com, so it will facilitate consumers to get information. The use of online chat in the website is still rarely used by other companies' websites.

The content becomes very important in delivering information, where the content and information become corporate message that must be submitted to the public. Sunday-digital.com needs to pay more attention to the content about the company, so the consumers are easy to find information regarding the company. For instance: by adding corporate organizational structure, company profile and annual report or annual report of the company. If there are other companies that ask to have cooperation, it will be easier to find out information about Sunday-digital.com company. In addition, various achievements, awards and CSR programs that have been conducted should be published on the website. Based on the result of research, Sunday-digital.com only prioritizes marketing programs and sales promotion.

Because Sunday-digital.com does not use communication practitioners in communication and messaging strategies. Sunday-digital.com's website is managed by IT division and creative / internal company. Sunday-digital.com should use communication practitioners who are experts in the field of communication so that the efforts made in building corporate identity through the website can produce maximum result and corporate identity Sunday-digital.com can be formed and well understood by the public. Based on the results of research, Sunday-digital.com considers the

website is very important, which by using the website can build image for the company and also as a way of corporate branding, so the company can be well-known by the public. Thus, Sunday-digital.com needs to put the latest information about the company and also keeps updating the contents of the company website.

The efforts of Sunday-digital.com to communicate their corporate identity through the website are continuously improved. For example : the process of creating website which is also very influential on the contents of the website, the process of creating website Sunday-digital.com conducted inhouse and internal company. The process of creating the website is conducted with several steps. First, it makes the design. Website design should be as catchy as possible and easy to understand for readers. It is made it manually using photoshop or other image editing software. After that it does mockup or wireframe website ie website design that has been given visual effects and the result is similar to real form. By doing mockup or wireframe, the website can be reviewed whether it is good or not, and in order to be more effective and structured because creating mockup or wireframe website has been determined so it will not deviate from the main goal.

This is conducted in order to make Sunday-digital.com able to create a good and interesting website which is in accordance with its purpose, namely interpreting Sunday-digital.com as a Digital Marketing Communication Agency company. We recommend that in creating the framework of the website, it also also need to prepare the communication strategy and also what content will be used. After determining the audience and the situation, the next step is to compose a message, which determines the theme and material. The main requirement in influencing the public through the message is able to attract attention.

After doing these two things Sunday-digital.com, localhost setting delivers web browser on http server installed in local computer. Thus the website address will display on the local website on the computer. Then it is online and purchases domain and hosting servers. By doing these steps, it can work offline without thinking about cost, time and convenience. Based on that point, the website can be accessed easily by consumers or customers, and make it easier to find data or information about Sunday-digital.com.

## 5. Conclusion and Suggestion

### 5.1 Conclusion

Corporate identity is a very important element in a company. It is a form and image that must be owned as an identity and the accuracy of the mission of a company that can impact the consumers' and society's trust. Sunday Digital is a Digital Marketing Communication Agency that uses a content marketing and contagious idea which focuses on story ability and co-creation. In forming the identity of a company or corporate identity, there are many ways or efforts conducted by company not only through the website.

Website really needs to be owned by the company nowadays, so the information need and complete data about

the company is in the company website. Adding other ways or efforts that can also enhance corporate identity, for example by creating special events, namely Sunday-digital.com creates events such as workshp given to the perpetrators of Small Micro Medium Enterprises about the management of website to support their digital business. Sunday-digital.com needs to improve communication strategy in communicating to the public through website to establish or interpret corporate identity through company website.

Sunday-digital.com efforts in communicating corporate identity through the company website, ie with various steps such as continuing to update the website design to increasingly display interesting website content and display corporate identity, in addition to the website also do mockup or wireframe website that provides visual effects to the result is very much like a real form. This is conducted that the Sunday-digital.com can create a good and interesting website, in accordance with its purpose namely interpreting Sunday-digital.com as a premium digital marketing communication agency in Jakarta. We recommend that in making the framework of the website, it needs to prepare the communication strategy and also what content will be used.

Thus, the problems that have been found and discussed, these efforts are realized as a form of answers and problem solving conducted in representing corporate identity from sunday-digital.com. Through the design of corporate identity, it is expected to increase business awareness of the importance of a corporate identity design for the continuity of a company in order to maintain the existance in the current competitive business competition.

## 5.2 Suggestion

When constructing corporate identity several things that need to be considered is the number of products from competitors that are actually almost the same and similar. The good factors must be very highlighted in order to attract the audience and target. For example in the website it is visualized various CSR programs that have been implemented such as various training to build a digital business on the website. This can attract young people to do business digitally and make Sunday-digital.com their consultant. In addition, various awards should be published on the website. In addition, the information presented in the website should use two languages, namely Indonesian and English. This is intended to show the premium class eager to be achieved. Sunday-digital.com can recruit staff from experienced and competent communication practitioner to help determine communication strategies and messages that will be used on the website to realize the objectives of Sunday-digital.com as a premium digital communication communication agency in Jakarta.

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