# THE ROLE OF PDB (POSITIONING, DIFFERENTIATION, AND BRAND) TRIANGLE IN DETERMINING THE MARKETING STRATEGIC FOR I-WEDDINGBOOK

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**ABSTRACT**

*The use of printed photo album that is no longer effective and efficient becomes one of the reasons for i-Weddingbook to emerge as a product substitute for printed photo album. i-Weddingbook is an interactively-designed photo album that can be installed to customers' smartphone or tablets. i-Weddingbook is the pioneer in the market of photo album to provide interactive album based on newest technology advancements. Due to its relatively new existence, i-Weddingbook needs to undergo pre-analysis before being officially launched to the market. The analysis for i-Weddingbook is performed using GDP triangle where positioning, differentiation and brand are counted as the contributing factors that help determine i-Weddingbook's marketing strategy with the appropriate approach. The analysis is done using qualitative-descriptive approach, while research methodology used in the analysis is by doing interviews to three informants: clients, marketing experts, and business owners. Based on the research, it's concluded that GDP triangle analysis is urgently needed for i-Weddingbook to be able to formulate new marketing strategies with the appropriate approach. Thus, i-Weddingbook is expected to be widely known and able to attract prospective clients who want to use the service.*
**Keywords:** Interactive Album, Gadget, GDP Triangle, Positioning, Differentiation Brand, Marketing Strategiey, i-Weddingbook

## INTRODUCTION

In this modern world, gadget become important things and needed for most people especially for millennials. Gadget help make the work more easily done. All the information needed can be found using gadget. Gadget come with some sizes, and the most popular one is Smartphone. Smartphone is popular for its practical function, but every smartphone need an application to enriched user experience. Smartphone user is increasing each year, especially in Indonesia. Indonesia has consumptive citizen and also has a high number of sold smartphone. Samsung and Apple are the two top favourite smartphone company in Indonesia. Samsung and Apple are using two operational system, which are: Apps Store and Android by Google. Based on the research done by TechInAsia in 2014, the number of application that being shared in Apps Store and Android Google play is increased two times than in 2013. It proved that application usage is included as essential for a smartphone user.

i-Weddingbook is one of the application that making the changes from printed album become digital album. I-Weddingbook can be downloaded from both Apple Store or Android Google play. It is an application that will contain with the user photo album, that already encrypted with username and password of the owner. I-Weddingbook is a digital album that using graphic design and effect that can attract the owner to see and not get bored soon. It also easy to be shared to family and easy to be kept. I-Weddingbook also have interactive design that make the owner get interest to watch their

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album more. Mostly the printed album is very usual in wedding world, but it has some weaknesses that i-Weddingbook used to innovating. Printed album is very hard to be share because its usually heavy and big, so its very hard to be moved to other place. Its also need more attention, because of the paper that turn to yellow in some years, and the size makes it hard to be kept. I-Weddingbook also becoming a good partner for photographer, since photographers are always make album included in their wedding package. It can be an innovative product to offer to their client or become their additional bonuses.

i-Weddingbook already make their grand opening in Surabaya by joining Grand Wedding Exhibition by Imperial Pakuwon in 2015. But as a new product i-Weddingbook did not get the expected results. Looking at the problem happens, researcher and the owner decided to make a research using PDB (Positioning, Differentiation and Brand) Triangle as variant. The researcher and owner acknowledge that I-Weddingbook is a new thing and its make the client have a high curiosity over the product. By making this research, the researcher hope i-Weddingbook can be a competitive product and have a good branding in the market.

## LITERATURE REVIEW
### PDB Triangle Study
The research done by Masruroh, Rina (2012) about "Based on Kotler, Philip and Hermawan Kertajaya (2010), Positioning, Differentiation and Brand is the main factors to decide the suitable marketing strategic. PDB was drawn with a triangle that connects every variables involved.
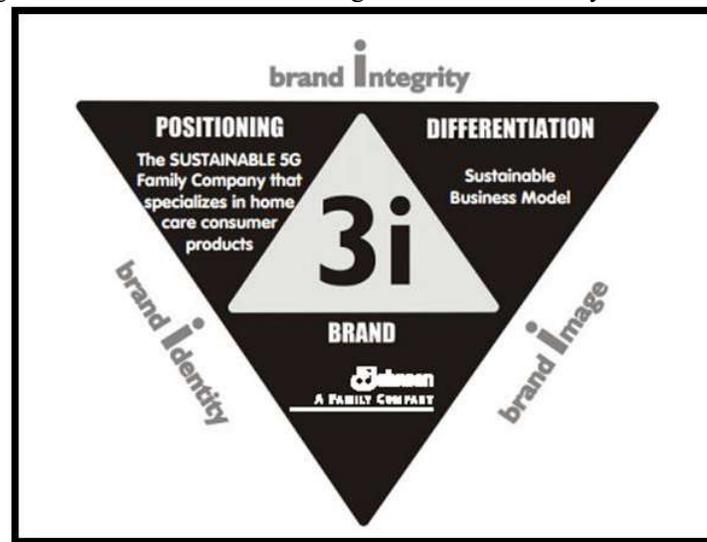


**Figure 1. PDB Triangle's Graphic**

The graphic shows that brand must be clear and approved by the consumer's perception to create a strong brand identity on consumers' mind. Differentiation will support to create a strong brand integrity. Differentiation also support the positioning to create a strong brand image.

### Positioning
Based on Kotler, Philip and Gary Armstrong (2008), Product positioning is the company way to positioned the product in consumers' mind rather than the competitor's product. Product needs to deliver the advantages to the consumers' mind and persuades the consumers to try the product itself. Based on Hasan, Ali (2008) there are three purposes of positioning, which are: (a) positioning the product on the market and make the brand different from its competitor, (b) positioning product or brand to deliver the message to the consumers, and (c) reach the expected results. There are seven variables of positioning that can be chosen by the company to focus on;

a. Attribute Positioning: company positioned itself based on the attribute they have
b. Benefit positioning: positioned the product based on the benefits it has
c. Use or application positioning: positioned the product as the best alternative or substitutes toward some application
d. User positioning: positioned product as the best choice in some users group
e. Competitor positioning: product claim that connected to competitive position toward the main competitor
f. Product category positioning: positioned product as the leader of some community
g. Quality or price positioning: company's efforts to create impression of higher quality through expensive price

There are some ways to positioned the product based on Kertajaya, Hermawan (2005), which are: identify the segment and target of the product, create a feature to communicate the product based on consumers' perspective, identify the marketing mix to consistently deliver the purpose of the product, shows the consumer about the product's competitive advantages, creatively communicate the product. Segmentation itself, is a very basic concepts to create a strategic management. Segmentation helps the company to classify the consumers on a small group that has the same needs, wants, behaviour, and response to each marketing activity. Segmentation is divided into six category, which are:

a. Demografis: ages, social status, income, gender, wedding status and education.
b. Geography : country and city
c. Social : culture, religion, nationality, and social class
d. Minds: knowledge, attitude, benefits, innovative and perspective
e. Behaviours: media used, paying method, loyalty status and used conditions
f. Combinations: citizen and geodemographic

Targeting help to identify the uniqueness on the market and help to choose segmentation that suitable for the products or services. Based on Kertajaya, Hermawan (2011), targeting is a useful tools to positioning the product based on the market size, market growth, competitive advantage and competitive situation on the market. It helps the company to focus on the goal market.

**Differentiation**
Based on Kertajaya, Hermawan (2005), Differentiation is the company efforts to create differentiation that has purpose and value to consumers, and also means a promise from company to sonsumers. There are five concepts that is being used by Kotler, Philip and Gary Armstrong (2008), which are :

a. Product Differentiation: features, design, and the product performance
b. Service Differentiation: speed, easiness, delivery time, consumer empathy
c. Chanel Differentiation: chanel coverage, selling ability
d. People Differentiation: capability, working culture, working ability of each staff
e. Image Differentiation: logo, brand identity, association, character and promotion

Company needs to choose some of the five concepts and focussing to realize it to the consumer.

Differentiation also needs these three values, which are:

a. Content (Tangible): Content differentiation pointed the offering value to consumer and the main offer from the product itself.
b. Context (Intangible): Context differentiation pointed to the company way to offer the value to consumer
c. Infrastructure: Infrastructure differentiation pointed the factors that support the content differentiation and context differentiation to be realized. It also pointed the differentiation towards competitor in technology, HRD, and facility.

Based Kodrat, David Sukardi (2015), those three values can be combined with AREC (Add, Reduce, Eliminate, Create) Graphic. AREC Graphic will leads the product or services to be categorized in Blue Ocean Strategy.

**Brand**

Based on Tjiptono (2002), brand is a name or symbol that given to the product that expected to give identity to the product itself. Based on Kertajaya, Hermawan (2005) brand present the product or services and show its value to the consumers. Brand has its own benefits, which are: (a) Give a legal protection of its uniqueness, (b) Help company to segmenting the market, and (c) Attract the loyal consumers and create a loyalty to the product.

Based on Kotler (2009) brand equity is a plus value that given to the product or services to become a reflection of how consumers' acts that connect with the brand, market, price and company profit. There are three important things to be noticed to create a consumer-based brand equity, which are:

 a. Brand equity emerges from the difference in response from consumers.
 b. Consumers knowledge about the brand
 c. Response can be seen from the preferences, perception, and behaviours.

Brand equity is created and supported by brand awareness and brand image. Brand awareness make the consumers feel close and know the product. Brand awareness create two performance, which are: (a) know the brand, and (b) remember the brand information. Brand image is brand association in consumers' mind in the shape of benefit the product could offer.

**Marketing Strategic**

Based on John A. Bryne in Suyanto (2007), strategic is a basic pattern that is planned, market interaction, competitor, and environment factors. By evaluate the consumer satisfaction towards the product or service, company can find the success rates. Marketing is a social process and managerial to get what its need through offering value with other parts (Kotler, 2008). Marketing strategic is a part pf a business that leads to all management function. Based on Kotler and Armstrong (2007), marketing strategic is a perception being used to reach company's marketing goal. A good knowledge of the product and services leads to a good marketing strategic.

**RESEARCH METHODS**

This research is done by using descriptive qualitative analysis. Based on Bungin, descriptive qualitative is used to research case study based on the real data and some assumption that focussing on essential indicator from all phenomenon that happen to the company. Based on Moleong (2001), qualitative analysis is a research process that give results in narration or descriptive from the responden data. In this research the subject will be marketing professional, users and the CEO of i-Weddingbook. The data will be collected using interviews toward the marketing professional, user and CEO of i-Weddingbook.

The subjects are expected to give the researcher the information about product positioning, differentiation and brand to decide the marketing strategic for the next launching. Sampling methods being used is a purposive sampling. Based on Margono (2007), purposive sampling is the way to choose the subject based on some criteria based on the purpose of the research. The data will be categorized as qualitative data. The data will be focus more on the interview result and company data. The primary data will be the direct interview and the secondary data will be the internal data of i-Weddingbook.

Data validation become the essential part to decide whether the results is approved and proper to be measurement point. Validation methods being used is triangulation data. Triangulation data used the source to collect the data the researcher need. In this research, the researcher used the triangulation data/triangulation source involve three sources as well, which are: marketing professional, user, and CEO.

Data reliable will be decided by the domination results of the interview done by the researcher. Based on Margono (2007), reliability is the aspect of a measurement tools that can establish the interview result, so the data will be reliable and valid. Data analysis is a process to find and arrange the resources got by interview and observation systematically. The purpose of this research is to find the effects of PDB Triangle to decide the marketing strategic for i-Weddingbook. In this reseach, the data will be analysis using coding methods. Based on Sugiyono (2011), coding method can be categorized as a reduction data because have a similarity of purposes, which is to summarize and focussing on essential phenomenon to find the pattern.

**RESULTS AND DISCUSSION**

i-Wedding book being positioned to be a substitute product for printed album. Based on the interview with the owner, i-Weddingbook using use or application positioning theory, for i-Weddingbook itself is substitute product for printed album. I-Weddingbook turn the disadvantages of the printed album and innovate it to become advatages for itself.
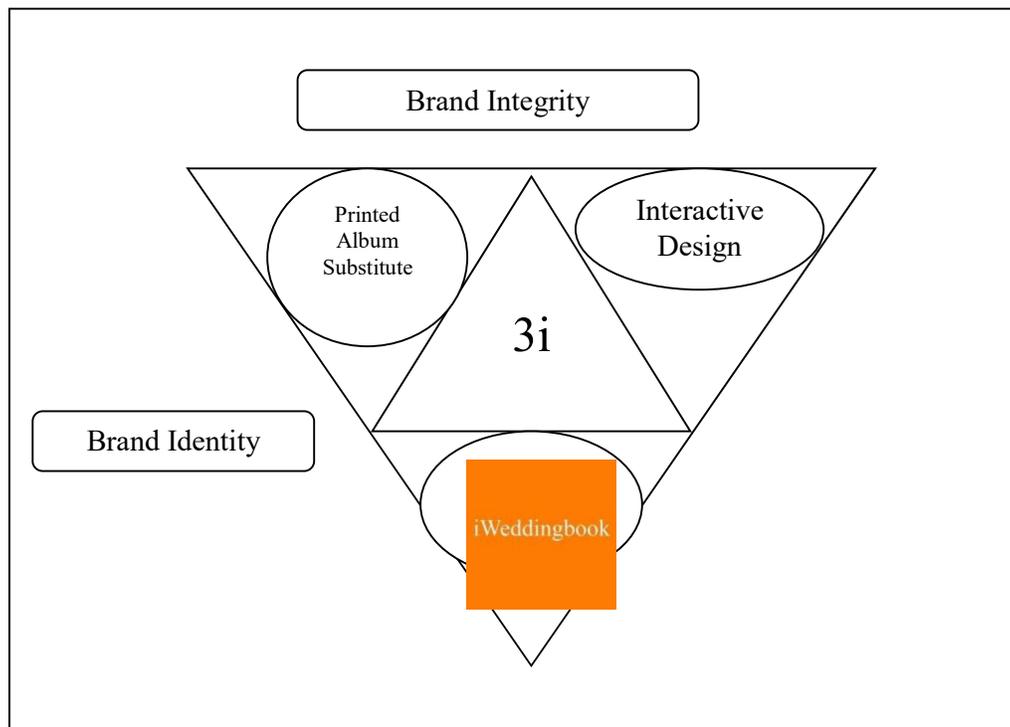


**Figure 2. PDB Triangle of i-Weddingbook**

a. Segment and target identification: market segmentation will be woman around 20 years old above that is ready to be married. Market target will be middle high class located in Surabaya
b. The product will be promoted by joining exhibition in Surabaya and using endorsement promotion using blogger in Surabaya
c. Identify the marketing mix to find the right pattern to decide the marketing strategic
d. Make sure the advantages i-Wedding had can be delivered to the consumers.
e. Making a new tagline that easy to remember by consumers.

Based on the interview done by the researcher, i-Weddingbook has already had some good differentiation, which are:
a. Finished album inside the application, easy to bring and store.
b. Interactive design to entertain the reader or owner.
c. Easy to share to family, by using email.
d. Albums contains with photo, video, and songs.

i-Weddingbook is very new product and the first in Indonesia. The brand image and brand awareness is still very low. I-Weddingbook difficult to deliver the message and purpose of the product to consumers. Even when the consumer these days need some innovative product, but i-Weddingbook need to find the right way to deliver the message and purposes of the product itself.

i-Weddingbook already joining one exhibition in Imperial Ballroom Surabaya. Over the exhibition, i-Weddingbook get one consumer that willing to try. But i-Weddingbook is forced to vacuum since, the owner asked the researcherto research over the basic things in marketing, which is PDB triangle to decide a new marketing strategic for i-Weddingbook. The owner and researcher expect for this research to answer the needs of i-Weddingbook.

Based on the interview results, that PDB Triangle is essential to decide the marketing strategic for i-Weddingbook. Based on the result of interview with the user and marketing profesional, the problem is an expensive price. The price is same or mostly higher than the printed album. It attract less to consumer, especially for Surabaya market. Surabaya market still consider the price as essential things to choose weddig vendor. Reversed with the result interview with the owner, the price categorized expensive because it needs operational fee that cost rather high.

## CONCLUSION
After the researcher finish anaylized the interview, the researcher make a comparison before and after PDB Triangle is done. The owner decide to reduce the price, having a partnership with some photography and videography in Surabaya, commission offered, and also joining more exhibition to raise the brand awareness in Surabaya. I-Weddingbook also will add more feature in the album design itself, so the consumer wont get bored with the design.

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