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The Golden Circle Model in GoSend Advertising Strategy

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Abstract. This study explores the application of the Golden Circle Model within the context of digital marketing, particularly through the case analysis of the Gojek #CepetanGoSendInstant advertisement featuring Ariel NOAH and its significant acclaim, including the Best Storytelling award at the YouTube Works Awards Indonesia 2022. Employing qualitative content analysis, the research examines the advertisement's strategic utilization of social media to introduce GoSend's Instant 1 Hour Guarantee feature, achieving over 6 million views and 8,000 likes by November 2021. The analysis focused on the Golden Circle Model's components: Why (the ad's ability to inspire and offer solutions), How (the unique selection of talent and music to enhance relevance), and What (the clear communication of GoSend's services). The findings reveal that effective advertising, exemplified by this campaign, constructs a narrative around common experiences or problems, leveraging the "Why" to resonate, the "How" to differentiate, and the "What" to inform. This study underscores the importance of a deep understanding of the product and the strategic articulation of its purpose, method, and essence in creating impactful digital marketing campaigns.

Keywords: golden circle model, marketing, advertising, gosend, social media

1 Introduction

Society is increasingly attached to social media. The utilization of social media as a means to support human life is an implication of the current era of technology and information. Reporting from Hootsuite (We Are Social) about the Digital Overview Report Year 2022, 73.7% of Indonesians have used the internet, and 68.9% of them are social media users. The time spent by people accessing social media is also increasing with an average of 3 hours and 17 minutes per day through any device[1]. The penetration data and increased usage leave no doubt that social media plays a central role in all aspects of daily human life and the marketing process is no exception. Social media has now become a trend in the marketing process.

Research results [2] shows that social media is an effective communication media to be able to increase market share and help business decisions because it can be utilized to carry out various marketing activities such as making personal contact with consumers, recording consumer needs and delivering responses to consumers, to promotion and advertising. Consistent and appropriate use of social media can increase sales volume by more than 100%. Social media has the potential to increase market share and sales volume, so it needs to be utilized optimally and consistently by marketers.

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According to [3], marketing done through social media has a positive impact on sales. The implementation of marketing strategies using social media based on social networks and websites for advertising can efficiently generate far greater potential consumer opportunities than using conventional marketing strategies. Social media is a potential platform for conducting various marketing strategies in today's digital era, especially in advertising. Consumers who are increasingly adaptive in using the internet, especially social media, are now a potential market for many businesses to market products or services digitally [4].

The utilization of social media as a marketing tool in today's digital era is something that marketers need to do in carrying out their marketing activities, if previously the marketing of a product was done through advertising with conventional media, now this role can be replaced by social media. WhatsApp, Instagram, Facebook, Twitter, TikTok, and YouTube are some of the most popular social media sites [1].

According to [6] gradually conventional media, especially television, is no longer the prima donna, even people's viewing activities are substituted by the presence of YouTube. The presence of YouTube is the most efficient and effective means of promotional media for marketers to utilize at this time, because the video sharing platform has been able to attract millions of people to view various uploaded videos. Since its appearance in 2005, YouTube is the largest video sharing site and millions of people in the world access YouTube every day. This huge traffic is what makes video marketing on YouTube so powerful [6]. As is done by PT GoTo Gojek Tokopedia or known as Gojek.

As a start-up company (StartUp) and / or multi-service technology by the nation's children established in 2010, Gojek has shown its significant performance through various awards and recognitions achieved in its journey, not least in advertising activities and marketing campaigns through social media, especially YouTube. Consistent in innovating, in 2017 several Gojek advertisements on YouTube social media went viral, including advertisements with the #HidupTanpaBatas Campaign with viewers reaching 7 million views and likes reaching more than 2 thousand. Not only that, ads with the #AnakBangsaBisa Gojek Campaign on YouTube again entered the headshot category or succeeded in seizing public attention by summarizing the achievements of the nation's children. In 2019, Gojek was again honored for its marketing activities through the "Cari Kebaikan" advertising theme on YouTube and became the number one winner of The Most Loved Ads Award 2019 by the Data Institute, Insights and Consultants Kantar Indonesia from the 10 best selected products with ads that were most able to attract the hearts of Indonesian viewers during the fasting month [7].

Not running out of ideas as if Gojek is the "King of Creative Campaigns" on social media, recently in November 2022 through an advertisement on YouTube #CepetanGoSendInstant by Ariel NOAH x GoSend which was posted in September 2021, Gojek won the Best Storytelling award at the YouTube Works Awards Indonesia 2022. The event was held by YouTube Works Awards Indonesia in collaboration with Kantar and the Indonesian Advertising Company Association (P3I). YouTube Works Awards Indonesia 2022 is an award to celebrate and champion brands and agencies that have created the most innovative and effective campaigns on YouTube, and Gojek is one of them [8].

Presenting the GoSend Instant 1-Hour Guarantee feature as an innovation, Gojek collaborates with Ariel Noah to introduce the service to the public through entertaining advertisements on YouTube. Currently, Gojek has produced 8 (eight) continuous advertisements related to GoSend service products with Ariel Noah and the following are the results of the achievement of marketing activities through advertisements on YouTube carried out by Gojek in marketing GoSend service products:

Table 1. Video Advertisement of GoSend Service by Gojek with Ariel NOAH on YouTube

No.	Video Advertisement of GoSend Service by Gojek with Ariel NOAH on YouTube			
	Content	*The post*	*View*	*Like*
1	#CepetanGoSendInstant by Ariel NOAH x GoSend	Sep 17, 2021,	6.531.512	8.5 Thousand
2	Become a #BestSellerGoSend with Ariel Noah	Jan 25, 2022	5.385.189	5.6 Thousand
3	Shipped Fast with #BestSellerGoSend	Apr 11, 2022	169.839	310
4	Save on Shipping with #BestSellerGoSend	Apr 11, 2022	1.007.826	43
5	Shop at #BestSellerGoSend, Delivery Ready!	Apr 11, 2022	49.513	240
6	Proof of Safe Delivery from #BestSellerGoSend	Apr 11, 2022	102.246	372
7	GOSEND x ARIEL - GOSEND INSTANT 1 HOUR (Official Music Video Ada Apa Denganmu) This clip provides solutions to GoSend's #BestSellers for fast delivery with a 1-hour delivery guarantee using GoSend Instant!	June 20, 2022	8.161.131	11 Thousand
8	Ariel BM Because of GoSend, Many Promos Make You Save!	Oct 24, 2022	16.915	1000

Source: Results of Observation and Documentation of Researchers (November 21, 2022)

The #CepetanGoSendInstant by Ariel NOAH x GoSend ad, which was posted in September 2021, became the first advertising content worked on by Gojek with Ariel Noah and was able to get awards and public attention by achieving more than 6 million views and getting 8,000 (eight thousand) more *likes on* November 21, 2022, which of course this number will continue to increase. Not only that, the #CepetanGoSendInstant by Ariel NOAH x GoSend ad campaign also resulted in an 8% increase in total service orders each month compared to the previous quarter, 38% increase in new users and 17% increase in monthly users who transacted, as well as an increase of 1 point in the "speed" category assessment and 4 points in the "Affordability" category assessment [9]. Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement is able to lead consumers to the act of purchasing and using the product. The various advertising achievements and awards obtained by Gojek in these ads in 2022 are clear evidence of how Gojek effectively conducts marketing through its advertising activities on social media.

According to the *American Marketing Association* [10]. Marketing is the process of planning and implementing plans in terms of pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Marketing is the systematic planning, implementation, and control of a mixture of activities intended to bring together buyers and sellers for the exchange or transfer of products to mutually beneficial services. Marketing activities have a very important role, because these activities are directed at creating exchanges that enable producers or marketers to maintain survival. In addition, marketing activities are carried out to achieve producer goals in accordance with expectations.

The marketing activity in question is a series of activities in marketing or what is commonly known as the *Marketing Mix.* According to [11]. Marketing Mix is an important internal element that shapes an organization's marketing program. The marketing mix is a set of marketing tools

that can be used by companies to achieve their marketing objectives in target markets [12]. Marketing Mix is part of marketing communication. As for some parts or elements of the marketing mix are *advertising,* market research, media planning, public relations, customer support, and sales strategies [13].

All marketing elements must work independently but all parts of the elements must also work together towards the greater goal of an integrated marketing campaign with the same message. *Advertising* is one of the components of the marketing activities or mix. Marketing and advertising are two different things, but both have the same goal, namely to present a product or service to customers. Advertising is part of marketing with the ultimate goal of disseminating information about products and services to the public or customers who want to be reached.

According to Al Ries [13] advertising is the main medium used to convey messages from marketers to consumers. Advertising for a company is an effort to introduce products or services. An advertisement can be said to be effective, if the objectives of the advertisement can be achieved or carried out in accordance with the wishes of the advertiser [14]. The purpose of making advertisements in general must be able to inform, persuade and remind buyers about the products offered by the company through the advertising media [15].

As the success of the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad on YouTube, of course it cannot be separated from the right marketing strategy in making the ad. Marketers must know and understand the business basis of the product or service being marketed, including by knowing and understanding what are the advantages, weaknesses, and uniqueness or *Unique Selling Proposition (USP)* of the product or service provided. Not only that, marketers must also be able to recognize competitors, and know and build a concept or theme of the message to be conveyed in advertising and identify the target audience so that the message conveyed can be in accordance with the target market [16]. *The Golden Circle Model* includes all of these concepts as the basis for planning a business.

According to Simon Sinek, a British business and management consultant, the way to plan a business is through *The Golden Circle Model,* which is by knowing the *What*, How and *Why of* a business. *The Golden Circle Model* is an overview of the basic things a businessman or marketer needs to do before marketing a product or service [17]**.** According to [17] In planning a business, the main aspects that must be considered are the advantages of a product and what solutions the product offers. The next focus is to translate the what, why, and how of product excellence, this is called the *Golden Circle* approach.

The Golden Circle visually adopts the shape of three intersecting circles and has three main components, namely *What*, *How, Why. The Golden Circle* concept is a basic or key aspect that can help understand the reasons why marketers do an activity. The *Golden Circle* presents evidence regarding how much can be achieved if marketers start everything by first asking why, if marketers or business people can understand and realize *What, How, Why* in their main actions, then they are likely to succeed in achieving their mission [17].

The importance of *The Golden Circle Model* as one of the basic steps for marketers before marketing a product or service makes researchers interested in identifying and describing *The Golden Circle Model* visualized in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend on YouTube as a basis for marketing communication strategies in making advertisements, with this, this research is expected to produce *output* in the form of input or thoughts related to marketing communication strategies, especially in one of the marketing mix, namely advertising.

2 Research Methods

This research is based on the subjective perspective and constructivism paradigm. The subjective perspective comes with the premise of social reality that words, concepts, names, and labels are just tools - products of the human mind that are useful for understanding, managing, and exploring the outside world [18]. In line with the constructivism paradigm which states that there is nothing in this world but all of it is the result of the construction / creation / building of the human mind, the subjective perspective sees humans as active or autonomous beings in behaving and interpreting social reality (free will) in search of truth.

The social reality that is trying to be built and studied in this study is that The Golden Circle Model is a basic and important step for business people or marketers before marketing their products or services, so that it can become a marketing communication strategy in making effective advertisements on social media. Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement is the object of this research. The unit of analysis in this study are elements that include verbal and nonverbal aspects contained in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube, such as: scene, visual, setting, dialog or narration and music. On this basis, the problem formulation in this study arises, namely "What are the Golden Circle Models represented in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube?".

As for how to obtain the truth in the social reality studied in this study and to answer the formulation of the problem, researchers used a qualitative approach with a qualitative content analysis method. Content analysis is a scientific technique for interpreting text or content. [19]. Qualitative Content Analysis emphasizes the authenticity of communication content, the meaning of communication content, the reading of symbols and the meaning of the content of symbolic interactions that occur in communication [20]. Content analysis allows researchers to see and reveal the content - messages, meanings, symbols) in communication sources - books, articles, movies, music, advertisements) [21].

In the qualitative approach, text or content is seen as a reality that has been constructed or text/content/message content is the result of reality construction with language as the basic tool, therefore every text or content has meaning. This meaning is what researchers try to study or know about the object and research unit. The meaning studied in this study is the social reality raised by the researcher, that the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube represents The Golden Circle Model as a marketing communication strategy in making effective advertisements on social media, therefore researchers try to identify and interpret The Golden Circle Model illustrated in the unit of analysis and the object of research that has been determined.

In general, there are three approaches in content analysis: descriptive, explanatory and predictive. This research uses a descriptive content analysis approach. In qualitative content analysis, the descriptive approach aims to provide a description of the aspects or character of a message or text [22]. The descriptive approach does not aim to find relationships or test hypotheses, so this study is more about describing the aspects, context, or character of the reality to be described, namely The Golden Circle Model as a marketing communication strategy in making effective advertisements on social media in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisements on YouTube.

In qualitative content analysis research, content is not just text in isolation, but also context. To interpret the content, the researcher needs to analyze the relationship between texts to find significant meanings and group them into categories, and interpret the categories into an overall

meaning of the text data [23] introduced this as an inductive approach to analyzing qualitative data or data analysis techniques.

Technical Analysis of Qualitative Descriptive Data is also by doing Coding. Coding requires looking at the text carefully and transforming it in a very systematic way into a significant measure of words, symbols or messages. This study focuses on the Latent Coding type. This type of content analysis encodes by identifying subjective meanings such as themes or motives and then systematically locating them in communication media. Latent coding (also called semantic analysis) looks for underlying and implied meanings in the content of texts.

Like other research methods, content analysis also relies on the validity and reliability of data to obtain research results that can be accounted for [20] To build the level of trustworthiness and credibility in this study, the researchers tested the consistency of the coding process (coding consistency checks). The test was carried out using the Intercoder Reliability method - Equality of reliability in content analysis by involving several content coders which requires a high level of consistency between coders. The researcher conducted interviews with the coders and asked the coders to encode the same text, namely The Golden Circle Model depicted in the unit of analysis and the object of research independently and then checked the consistency between the coders and the researcher.

The coders involved in this research are Muhammad Alif Fauzan, as Executive Producer, Director, Videographer & Photographer and Co-Founder at PT Penyempurn Karya Nusantara or known as Titik Sembilan (Production House). Muhammad Alif Fauzan has been actively involved in creative industry activities since he was in college or precisely in 2015, and has started a real career journey in the world of creative industries in several Digital Agencies after graduating as a Bachelor of Social Sciences in Communication with a focus on Advertising interests in early 2017. Experienced and competent in the world of creative industries, Muhammad Alif Fauzan has proven his ability through his involvement in various music video works and advertisements on well-known brands or products and even services from several clients who have tried to be directed with the Titik Sembilan team, including Sprite Indonesia, Coca Cola Papua New Guinea, Azarine Cosmetic, KFC, MR. DIY, and Music Video Pamungkas "To The Bone", Mahen "Luka yang Kurindu", Andmesh "Tiba-Tiba" and many others. This track record of education and experience makes Muhammad Alif Fauzan competent to become coders in this research.

3 Result and Discussion

Simon Sinek is a famous British author and motivational speaker, not only that Sinek is also a British business and management consultant, even a lecturer at the graduate level of communication at Columbia University and an ethnographer, as well as the initiator of the Golden Circle Model formula. The idea was presented in a talk on one of the educational YouTube channels TED Talks. The Golden Circle Model is a theory that explains how leaders can inspire cooperation, trust and change in business based on Simon Sinek's research on how an organization can succeed in thinking, acting and communicating if it starts by asking "Why". The Golden Circle Model is a way of thinking in presenting an idea, that the main thing to do is to identify the "Why" element; why we do what we do, then discuss the "How" element; how we do it, and end by explaining the "What" element; what we do [24][25].

The simple idea of The Golden Circle Model is based by Simon Sinek on the success stories of Steve Jobs, co-founder of Apple Incorporated as a leading company that was able to gain a

competitive advantage in its target market on a global level and Martin Luther King Jr. as an anti-racist human rights activist and leader of the civil rights movement, to the Wright Brothers. Simon Sinek shows how everyone can benefit from these great leaders who inspire all ways of thinking, acting and communicating by first being able to answer "Why" something is done. [25][26].

As Apple Incorporated's ability to answer and define reasons, and communicate "Why" consumers should buy Apple products and "Why" a professional should be part of Apple's workforce as a dedicated employee (employee retention), Apple is able to create value for its consumers and employees and is able to outperform the competition and be superior to what is offered by business competitors in the same industry [27].

On this basis, The Golden Circle Model is a marketing or business planning concept suggested by Simon Sinek, that the main aspect that must be considered is being able to understand the advantages of a product and what solutions the product offers which are then translated into an answer that answers "Why", "How" and "What" an effort or action is carried out, this is what is called The Golden Circle Model approach. Sinek's innovative and simple view of business and leadership is able to make The Golden Circle Model a foundation or basis that needs to be done by business people or marketers before marketing products or services. [24].

In his book titled "Start With Why", Simon Sinek explains that The Golden Circle is a theory of business development, which visually adopts the shape of three intersecting circles and has three main components, namely Why, How, What. The Golden Circle is designed to assist leaders in developing a deep understanding of their organization's purpose by first focusing on understanding and communicating the "Why" [28].

Fig. 1. *The Golden Circle* idea
Source: https://www.betterup.com/blog/the-golden-circle (Accessed: Monday, May 8, 2023)

The innovative ideas and thinking of *The Golden Circle Model* based on the success stories of how to think, act and communicate from a number of leaders and or business people, marketers, and organizations in their efforts make researchers in this study interested in

identifying and describing the marketing concept of *The Golden Circle Model* represented in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisements on YouTube. Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube is one of Gojek's advertisements that is effective in getting public attention judging by the number of *likes* and comments on YouTube as a medium for uploading, and the *Best Storytelling* award in the YouTube Works Awards Indonesia 2022, as well as its success in reaching targets and directing consumers to purchase and use products judging by the achievement of increasing total service orders every month, new users, users who make transactions, and assessment points. [9] *The* following is an identification of the description of *The Golden Circle Model* depicted in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad on YouTube:

1. Identification of the "*Why*" Element in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend Advertisement on YouTube

Table 2. Findings on the Image or Scene Analysis Unit on the "Why" Element

Findings	
Fig. 2. Ariel Pushing the Bench Scene	**Fig. 3.** Ariel Pushing the Table Scene
Fig. 4. Ariel Setting Up a Stack of Books on the Table and Preparing the Cushion and *Bad Cover* on the Sofa	**Fig. 5.** Ariel Preparing and Placing Food and Drinks on the Table, to Opening the Laptop
Fig. 6. Ariel Opens the Window Curtain and Stares Outside the Courtyard of the House with the Identity of House Number No.4H While Looking at the Clock in His Hand	**Fig. 7.** Ariel Opening and Reading a Book Scene

Fig. 8. Ariel's scene of taking a saw, sawing an object to make a saw

Fig. 9. Ariel's scene of making the same sawing object for the umpteenth time until the objects are piled up

Fig. 10. Ariel Completing the Pending Readings, i.e. *Talent's "Terms and Conditions*" on Kestingrum's Website Through Laptop

Fig. 11. Ariel Washing and Giving Maintenance to the Motorcycle Owned by her Neighbor's House

Fig. 12. Ariel Playing Guitar While Looking at the Clock in His Hand

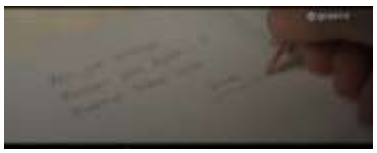


Fig. 13. Ariel's Scene Pouring His Thoughts Through a Writing in a Book

Fig. 14. Ariel's Scene Showing an Expression of Happiness and Enthusiasm When Hearing the Sound of the Courier Who Brought Her Order Arriving

Fig. 15. Ariel's scene rushing to pick up her package as soon as it arrives

Fig.16. Ariel Checking and Reconfirming the Recipient's Name on the Received Package

Fig. 17. Ariel Screams Because the Package She Received Doesn't Belong to Her

Image Source: Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube (Accessed On: Friday, June 9, 2023, At: 19.00 WIB)

According to [24][29]*"People Don't Buy What You Do, They Buy Why You Do It"* therefore the *Why* element becomes the center or main thing that underlies the thinking of *The Golden Circle Model.* Starting *with Why* outlines the Golden Circle concept that encapsulates the importance of identifying the purpose for an organization's existence before anything else, then taking action to make the vision a reality. The origin of the company's existence should be the reason. Any business person or marketer can explain what they do; some can explain how they are different or better; but very few can articulate the "Why". "Why" is not about money or profits, it is about results. The "Why" element is what inspires the marketer and those around them who use the products and services.

Gojek is a platform that provides various services based on customer needs *(on-demand platform)* in various multi-service ecosystems ranging from Transportation and Logistics, Food and Shopping Orders, Payments, Business to Entertainment. Gojek mediates *supply* and *demand*. On the *supply* side there are drivers and other stakeholders, on the *demand* side there are passengers or customers who need a service. In the logistics unit, Gojek provides a delivery service for goods and packages in the form of documents to small-scale goods, the service is GoSend. Prioritizing the speed of package delivery to the destination quite accurately and quickly, GoSend also makes its services easy for users to do.

In the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube, Gojek through the GoSend service is present by raising an interesting phenomenon and answering why this service is present, and is able to inspire and provide solutions to users to use the service. In the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad, Gojek uses the customer's point of view to tell a *relate* story in a phenomenon of waiting for an order or package to arrive.

The findings in the picture attached to the table above show that in terms of the storyline raised in the advertisement, it appears that Nazril Irham or commonly known as Ariel Noah as the main character is doing various activities to fill the time in waiting for his order package to arrive. The many simple moments raised in the story in the advertisement represent that the awaited goods or packages have a slow delivery time span so that the waiting time can be used to do many things ranging from productive to non-productive to minimize anxiety in the waiting period. Ariel Noah's anxiety in waiting for the package to arrive is accentuated in two (2) scenes of Ariel Noah looking at the time or clock in his hand, which can be seen in Figures 5 and 11. The simple moments raised in the story in the advertisement can apparently resonate and captivate the audience.

Muhammad Alif Fauzan, as *Executive Producer, Director, Videographer & Photographer and Co-Founder of* Titik Sembilan *Production House*, revealed that

"*Advertising is a means to build awareness. Increasing the use of services or product sales is part of the purpose and success of an advertisement, but it is not the main thing but being able to provide information about a product or service offered. There are many indicators to be able to assess the success of advertising, it can depend on the Objective Key Result (OKR) that the marketer wants to achieve. When viewed from the storyline (story telling) used in advertising, broadly speaking, an effective advertisement is an advertisement that is able to build a storyline related to the experiences, stories, or problems experienced by many people, the more the story raised in the advertisement is experienced or represents the experience of many people, the greater the potential for advertising success will be achieved* ".

Insight-driven storytelling and creativity based on the experiences of many people or target users in advertising will be able to generate business impact. Alif emphasized that in the process of making advertisements, finding, knowing and understanding the ins and outs of information about products and services is very important in creating effective advertisements. In the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement, the *story telling* raised is a phenomenon experienced by most people when waiting for an order package to arrive, especially in adulthood who want it to be done instantly, practically and quickly. When the situation is uncomfortable; in this advertisement is waiting for the order to arrive, the human mind will tend to need certain ways to escape from the emotions that arise - temporary relief of an escape; namely doing various activities both productive and non-productive, in order to avoid negative feelings; in the advertisement, namely anxiety and enthusiasm in waiting for the package to arrive. This can happen because in the social system humans are often required not to express negative emotions in society and the social environment. It is at this time that the human mind will form a *self-defense* mechanism *(defensive),* in order to dispel feelings so that unpleasant events and experiences feel better**.**

Figures 14, 15 and 16 also illustrate the problems that a person goes through when waiting for a package, one of the common mistakes that often occurs when receiving a package, namely the sender of goods and logistics delivery services is often mistaken in providing shipping and delivery information both regarding the identity of the recipient of the goods as well as the packaging and type of goods, making customers have to deal directly with the logistics delivery service provider and the goods provider. This will certainly cause disappointment for customers who have been enthusiastic to carry out a self-defense management mechanism that a person does for a long time to wait for the package to arrive. In this ad, GoSend resonates strongly with the audience's pain points in choosing a logistics service. They do so by capturing the micro-life moments that one must go through while waiting for a package (Alif Fauzan, *Co-Founder of* Di Titik Sembilan: 2023).

In the "Why" element, it can be concluded that the success of the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement is represented in its ability to build *story telling* at the beginning of the *story* by displaying images that answer why this service is present, and is able to inspire and provide solutions to users to use the service through simple moments of self-defense mechanisms carried out by the audience in anxious and enthusiastic situations to the audience's pain in choosing logistics services that someone goes through when waiting for a package. Moreover, their target audience in this ad is a generation that lives in the era of technology and wants everything to be instant, fast and practical, one of which is in choosing logistics services.

Effective advertising is advertising that is able to build a storyline that is *related* to the experiences, stories, or problems experienced by many people. To be able to present this, advertisers must understand the "Why" element of the product or service offered by the marketer. In this case, advertisers really understand why the services offered by Gojek through

GoSend logistics services are present. Gojek believes that the phenomenon of "Waiting for Packages" is an opportunity from a form of problem that must be overcome and can be made easier through the help of technology, therefore, Gojek through GoSend is present as a solution to these problems faced by providers (package senders) and service users (package recipients). The problems faced by service providers and users, become a reason and purpose that answers the question "Why is Gojek doing this business?". This answer makes Gojek through the GoSend service a solution needed for a daily problem faced by the community, and advertisers raise this in the presentation of the storyline so that the ad is effective.

2. Identification of the "*How"* Element In Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube

The ability to explain the "Why" element at the beginning of the storyline (story telling) built in the advertisement is not enough. For effective advertising, advertisers in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad on YouTube, also understand well and explain the "How" element in the ad storyline. In The Golden Circle, the next circle or second layer contains "How". The How in this section explains how the business is different from other competitors and what its advantages are. In the business world, competitors are things that must be encountered by business people. According to [30] Competitors are companies that produce or sell goods or services that are the same or similar to the products we offer.

In a competitive market of many logistics players with similar capabilities and services, GoSend's business has slowed down due to the easing of Covid-19 Pandemic restrictions which led to a decrease in the number of online package orders by Indonesians. At the same time, GoSend understands that there is an opportunity to increase its share among internet users, especially social media users in Indonesia (social sellers) who prioritize fast delivery times in choosing their logistics services.

In order to be heard in conveying the message of brand attributes (Top of Mind) that are different from its competitors, namely fast and affordable, the findings show that in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisers emphasize Unique Selling Point/Proposition (USP). According to [31], USP is a content upload that contains the uniqueness of a product or service, its characteristics that distinguish it from other products. USP can be represented in the "How" element in The Golden Circle Model, in ad production there are two things that discuss the "How" element, namely:

a. How is this ad different from other ads, and
b. How the product or service offered is different, even better than competitors and is informed in advertising.

Table 3. Findings on the Image or *Scene* Analysis Unit on the *"How"* Element

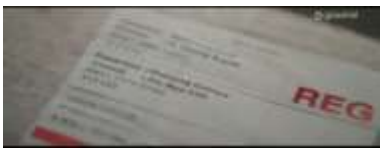
Findings	
	
Fig. 18. The figure of Ariel Noah as the main actor in the advertisement	**Fig. 19.** This Package Scene is Not Ariel's Owner (Package Delivery Error)

Image Source: Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube (Accessed On: Friday, June 9, 2023, At: 19.00 WIB)

In the context of "How can this ad be different from other ads", the USP in this ad is located in the decision part in choosing talent *(Talent Option),* namely Nazril Irham or now better known as Ariel Noah as the main actor in the ad who tries to convince the audience as a logistics service user who is upset because the delivery service he chooses is late in delivering goods and results in consumer complaints.

According to Alif Fauzan Titik Semb, *Co-Founder of* Titik Sembilan (2023) revealed that the *talent* in an advertisement is a messenger or communicator who has a big role in persuading the audience. Alif Fauzan said that in the ad GoSend gave a touch of freshness to the figure of Ariel, known to many as a charismatic, elegant, charming and cool figure, but made and packaged differently into a witty figure by using the "*Dad Jokes*" trend to build audience curiosity.

In ad production, the advertiser team must conduct research on the criteria of target users of the services or products offered, such as age, habits and problems they experience. Ariel is used as a talent because the figure is able to represent the target users of GoSend services. Ariel's fame, in the Peterpen era in the 2000s, brought his audience, which at that time was mostly teenagers, to children, and adults, even almost all groups are now in a situation that is very mature and suitable for experiencing and understanding the problems in "Waiting for Packages" described in the #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement, which at the time of the year this advertisement was broadcast, namely in 2021, the target users of this GoSend Instant service or product have the same criteria as Ariel's timeline of existence (Alif Fauzan, *Co-Founder of* Titik Sembilan: 2023).

The #CepetanGoSendInstant by Ariel NOAH x GoSend commercial really highlights and capitalizes on the strengths of the *talent.* Not only that, GoSend also utilizes a famous music track that evokes nostalgia - a trend that resonates strongly with younger audiences by using the song 'Menunggumu' as one of the *singles* popularized by the music group Peterpan in collaboration with legendary musician Chrisye. The song was created by the vocalist, Ariel Noah. In creating the ad, GoSend utilized music that is widely recognized across generations to drive stronger relevance. Ultimately, the ad was able to communicate its functional brand attributes in a straightforward manner through the unique selection of talent in the ad.

In the context of "How the product or service offered is different, even better than competitors and is informed in advertising", can be seen in the *scene* attached in Figure 18. According to Alif Fauzan (2023) an advertisement must at least be able to provide a solution, and through this solution that can also make an advertisement different from others. How GoSend services are different from competitors can be visualized in this ad through the visual of the package received by Ariel. In the scene, the recipient's identity is written on the *Shipping Label in the* form of the Recipient's Name, Nunung Guinya and Address Jln, Nya 54r (Read: Jalan Nyasar), which in the advertisement should be the name of the recipient of the package is Ariel and the home address with identity No. 4H, the event is also complemented by Ariel Noah's narration saying "This Package is not the Owner".

Furthermore, Alif Fauzan (2023) said that the red "REG" word on the *shipping* label emphasizes that the services offered by GoSend are different and better than competitors, the word "REG" which means regular shipping method, GoSend is able to offer the side of speed between goods promised as its brand attribute *(Top of Mind)* which is fast and affordable through Instant One (1) Hour service. In the scene, the USP which is the *"How"* element in the ad is GoSend trying to build the *experience (*experience) that a person has to go through when waiting

for a package and the audience's pain in choosing a logistics service by promising instant one-hour delivery service which of course is a solution as well as a differentiator for the services provided by GoSend with other delivery services (logistics), as well as the use of *talent*.

3. Identification of the "*What*" Element in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend Advertisement on YouTube

The strongest circle in The Golden Circle contains the "What" element, which explains what the company or marketer produces, and what it sells. In this concept, any company or marketer whether small or large can know what services and products are provided. Anyone can describe the products that the company or marketer offers and what it does in an industrial system. The "What" element of The Golden Circle is visualized at the end of the storyline of Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend by showing an informative and solutive scene provided by Ariel Noah's neighbor in the same event as Ariel Noah's disappointment when his package arrived, but he was not the owner.

Table 4. Findings on the Image or *Scene* Analysis Unit on the *"What"* Element

Findings	
Fig. 20. A Scene of Ariel's Neighbor Using the GoSend Instant Service and Showing the Safety of the Packaging of Goods	**Fig. 21** Scene of Ariel's Neighbor Using GoSend Instant Service and Dialogue with Ariel Noah
Fig. 22. Scene of GoSend Service Informing the Availability of Goods Delivery within the City and Outside the City	**Fig. 23.** Scene of GoSend Service Informing "Tracked" System

Image Source: Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube (Accessed On: Friday, June 9, 2023, At: 19.00 WIB)

In the advertisement, Gojek through the GoSend service as an advertiser certainly knows and understands what services and products GoSend offers in offering convenience and security for consumers in sending goods with an estimated arrival time of 1 to 2 hours *(Instant Delivery),* so that it can be well informed through visualized scenes. In Figure 19, the advertiser tries to highlight the advantages of GoSend by displaying the neat packaging of goods and making the goods safe. In Figure 20, the advertiser again emphasizes what GoSend services can provide for

its users, namely by displaying the appearance of drivers or couriers using motorbikes who appear to use mandatory rider equipment such as helmets, jackets, gloves, long pants, to shoes and motorcycle delivery boxes which imply the meaning that consumer package orders are safe.

The advertiser informs that GoSend services are available for In-City and Out-of-City Goods Delivery by displaying the application view. Not only that, advertisers also emphasize the safety and convenience of GoSend Instant 1 Hour service through the *Live Tracking Feature* which can help consumers track packages in *real time*.

Basically, advertising is not just an effort to increase sales and use of the services offered, but the main objective that must be emphasized in advertising activities is to be able to inform and build public awareness that the existence of a product or service offered can help overcome the problems experienced by many people, which is a solution (Alif Fauzan, *Co-Founder of* Titik Sembilan 2023). Because, according to Thomas W. Zimmer [32] a business opportunity is an innovation and creative activity created to achieve problem solving by looking at existing opportunities. This means that creating or providing solutions to a problem that occurs is an opportunity that can become a business.

Business is how entrepreneurs provide solutions to problems that occur. This is where there is an opportunity or chance to enter into a condition of inequality and improve it. So, the core of doing business is providing solutions. A successful business is one that is able to handle or arise from problems, gaps and/or laziness. Business is an effort to create a solution (become an opportunity) to existing problems. This is what advertisers also need to understand in making effective advertisements.

4 Conclusion

Based on the results of research and discussion conducted on the #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement, it can be concluded that the golden circle model is a strategy that involves elements of what, how, and why in advertising. Through this model, it can also be seen that the most effective advertisements are those that are able to build storylines related to experiences, stories, or problems experienced by many people. To be able to present this, advertisers must understand the "Why" element of the product or service offered by the marketer. The "How" element in this advertisement is clearly visible from how the selection of talent and the impact of how this advertisement is delivered to the audience. In the #CepetanGoSendInstant by Ariel NOAH x GoSend ad, it really highlights and utilizes the strengths of the talent. The "What" element is closely related to how the advertiser's knowledge of the product. In this research, it is found that advertisers are well aware of the type of product available, namely Gosend through its innovative 1-hour instant guarantee service. Based on this element, the main goal that must be emphasized in advertising activities is to be able to inform and build public awareness that the existence of a product or service offered can help solve problems experienced by many people.

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Layanan Perpustakaan UHAMKA

The Golden Circle Model: Strategi Pemasaran dalam Pembuatan Iklan Gosend di Media Sosial (Analisis Isi Kualitati...

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The Golden Circle Model in GoSend Advertising Strategy

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Abstract. This study explores the application of the Golden Circle Model within the context of digital marketing, particularly through the case analysis of the Gojek #CepetanGoSendInstant advertisement featuring Ariel NOAH and its significant acclaim, including the Best Storytelling award at the YouTube Works Awards Indonesia 2022. Employing qualitative content analysis, the research examines the advertisement's strategic utilization of social media to introduce GoSend's Instant 1 Hour Guarantee feature, achieving over 6 million views and 8,000 likes by November 2021. The analysis focused on the Golden Circle Model's components: Why (the ad's ability to inspire and offer solutions), How (the unique selection of talent and music to enhance relevance), and What (the clear communication of GoSend's services). The findings reveal that effective advertising, exemplified by this campaign, constructs a narrative around common experiences or problems, leveraging the "Why" to resonate, the "How" to differentiate, and the "What" to inform. This study underscores the importance of a deep understanding of the product and the strategic articulation of its purpose, method, and essence in creating impactful digital marketing campaigns.

Keywords: golden circle model, marketing, advertising, gosend, social media

1 Introduction

Society is increasingly attached to social media. The utilization of social media as a means to support human life is an implication of the current era of technology and information. Reporting from Hootsuite (We Are Social) about the Digital Overview Report Year 2022, 73.7% of Indonesians have used the internet, and 68.9% of them are social media users. The time spent by people accessing social media is also increasing with an average of 3 hours and 17 minutes per day through any device[1]. The penetration data and increased usage leave no doubt that social media plays a central role in all aspects of daily human life and the marketing process is no exception. Social media has now become a trend in the marketing process.

Research results [2] shows that social media is an effective communication media to be able to increase market share and help business decisions because it can be utilized to carry out various marketing activities such as making personal contact with consumers, recording consumer needs and delivering responses to consumers, to promotion and advertising. Consistent and appropriate use of social media can increase sales volume by more than 100%. Social media has the potential to increase market share and sales volume, so it needs to be utilized optimally and consistently by marketers.

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According to [3], marketing done through social media has a positive impact on sales. The implementation of marketing strategies using social media based on social networks and websites for advertising can efficiently generate far greater potential consumer opportunities than using conventional marketing strategies. Social media is a potential platform for conducting various marketing strategies in today's digital era, especially in advertising. Consumers who are increasingly adaptive in using the internet, especially social media, are now a potential market for many businesses to market products or services digitally [4].

The utilization of social media as a marketing tool in today's digital era is something that marketers need to do in carrying out their marketing activities, if previously the marketing of a product was done through advertising with conventional media, now this role can be replaced by social media. WhatsApp, Instagram, Facebook, Twitter, TikTok, and YouTube are some of the most popular social media sites [1].

According to [6] gradually conventional media, especially television, is no longer the prima donna, even people's viewing activities are substituted by the presence of YouTube. The presence of YouTube is the most efficient and effective means of promotional media for marketers to utilize at this time, because the video sharing platform has been able to attract millions of people to view various uploaded videos. Since its appearance in 2005, YouTube is the largest video sharing site and millions of people in the world access YouTube every day. This huge traffic is what makes video marketing on YouTube so powerful [6]. As is done by PT GoTo Gojek Tokopedia or known as Gojek.

As a start-up company (StartUp) and / or multi-service technology by the nation's children established in 2010, Gojek has shown its significant performance through various awards and recognitions achieved in its journey, not least in advertising activities and marketing campaigns through social media, especially YouTube. Consistent in innovating, in 2017 several Gojek advertisements on YouTube social media went viral, including advertisements with the #HidupTanpaBatas Campaign with viewers reaching 7 million views and likes reaching more than 2 thousand. Not only that, ads with the #AnakBangsaBisa Gojek Campaign on YouTube again entered the headshot category or succeeded in seizing public attention by summarizing the achievements of the nation's children. In 2019, Gojek was again honored for its marketing activities through the "Cari Kebaikan" advertising theme on YouTube and became the number one winner of The Most Loved Ads Award 2019 by the Data Institute, Insights and Consultants Kantar Indonesia from the 10 best selected products with ads that were most able to attract the hearts of Indonesian viewers during the fasting month [7].

Not running out of ideas as if Gojek is the "King of Creative Campaigns" on social media, recently in November 2022 through an advertisement on YouTube #CepetanGoSendInstant by Ariel NOAH x GoSend which was posted in September 2021, Gojek won the Best Storytelling award at the YouTube Works Awards Indonesia 2022. The event was held by YouTube Works Awards Indonesia in collaboration with Kantar and the Indonesian Advertising Company Association (P3I). YouTube Works Awards Indonesia 2022 is an award to celebrate and champion brands and agencies that have created the most innovative and effective campaigns on YouTube, and Gojek is one of them [8].

Presenting the GoSend Instant 1-Hour Guarantee feature as an innovation, Gojek collaborates with Ariel Noah to introduce the service to the public through entertaining advertisements on YouTube. Currently, Gojek has produced 8 (eight) continuous advertisements related to GoSend service products with Ariel Noah and the following are the results of the achievement of marketing activities through advertisements on YouTube carried out by Gojek in marketing GoSend service products:

Table 1. Video Advertisement of GoSend Service by Gojek with Ariel NOAH on YouTube

No.	Video Advertisement of GoSend Service by Gojek with Ariel NOAH on YouTube			
	Content	*The post*	*View*	*Like*
1	#CepetanGoSendInstant by Ariel NOAH x GoSend	Sep 17, 2021,	6.531.512	8.5 Thousand
2	Become a #BestSellerGoSend with Ariel Noah	Jan 25, 2022	5.385.189	5.6 Thousand
3	Shipped Fast with #BestSellerGoSend	Apr 11, 2022	169.839	310
4	Save on Shipping with #BestSellerGoSend	Apr 11, 2022	1.007.826	43
5	Shop at #BestSellerGoSend, Delivery Ready!	Apr 11, 2022	49.513	240
6	Proof of Safe Delivery from #BestSellerGoSend	Apr 11, 2022	102.246	372
7	GOSEND x ARIEL - GOSEND INSTANT 1 HOUR (Official Music Video Ada Apa Denganmu) This clip provides solutions to GoSend's #BestSellers for fast delivery with a 1-hour delivery guarantee using GoSend Instant!	June 20, 2022	8.161.131	11 Thousand
8	Ariel BM Because of GoSend, Many Promos Make You Save!	Oct 24, 2022	16.915	1000

Source: Results of Observation and Documentation of Researchers (November 21, 2022)

The #CepetanGoSendInstant by Ariel NOAH x GoSend ad, which was posted in September 2021, became the first advertising content worked on by Gojek with Ariel Noah and was able to get awards and public attention by achieving more than 6 million views and getting 8,000 (eight thousand) more *likes on* November 21, 2022, which of course this number will continue to increase. Not only that, the #CepetanGoSendInstant by Ariel NOAH x GoSend ad campaign also resulted in an 8% increase in total service orders each month compared to the previous quarter, 38% increase in new users and 17% increase in monthly users who transacted, as well as an increase of 1 point in the "speed" category assessment and 4 points in the "Affordability" category assessment [9]. Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement is able to lead consumers to the act of purchasing and using the product. The various advertising achievements and awards obtained by Gojek in these ads in 2022 are clear evidence of how Gojek effectively conducts marketing through its advertising activities on social media.

According to the *American Marketing Association* [10]. Marketing is the process of planning and implementing plans in terms of pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Marketing is the systematic planning, implementation, and control of a mixture of activities intended to bring together buyers and sellers for the exchange or transfer of products to mutually beneficial services. Marketing activities have a very important role, because these activities are directed at creating exchanges that enable producers or marketers to maintain survival. In addition, marketing activities are carried out to achieve producer goals in accordance with expectations.

The marketing activity in question is a series of activities in marketing or what is commonly known as the *Marketing Mix*. According to [11]. Marketing Mix is an important internal element that shapes an organization's marketing program. The marketing mix is a set of marketing tools

that can be used by companies to achieve their marketing objectives in target markets [12]. Marketing Mix is part of marketing communication. As for some parts or elements of the marketing mix are *advertising,* market research, media planning, public relations, customer support, and sales strategies [13].

All marketing elements must work independently but all parts of the elements must also work together towards the greater goal of an integrated marketing campaign with the same message. *Advertising* is one of the components of the marketing activities or mix. Marketing and advertising are two different things, but both have the same goal, namely to present a product or service to customers. Advertising is part of marketing with the ultimate goal of disseminating information about products and services to the public or customers who want to be reached.

According to Al Ries [13] advertising is the main medium used to convey messages from marketers to consumers. Advertising for a company is an effort to introduce products or services. An advertisement can be said to be effective, if the objectives of the advertisement can be achieved or carried out in accordance with the wishes of the advertiser [14]. The purpose of making advertisements in general must be able to inform, persuade and remind buyers about the products offered by the company through the advertising media [15].

As the success of the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad on YouTube, of course it cannot be separated from the right marketing strategy in making the ad. Marketers must know and understand the business basis of the product or service being marketed, including by knowing and understanding what are the advantages, weaknesses, and uniqueness or *Unique Selling Proposition (USP)* of the product or service provided. Not only that, marketers must also be able to recognize competitors, and know and build a concept or theme of the message to be conveyed in advertising and identify the target audience so that the message conveyed can be in accordance with the target market [16]. *The Golden Circle Model* includes all of these concepts as the basis for planning a business.

According to Simon Sinek, a British business and management consultant, the way to plan a business is through *The Golden Circle Model,* which is by knowing the *What*, How and *Why of* a business. *The Golden Circle Model* is an overview of the basic things a businessman or marketer needs to do before marketing a product or service [17]**.** According to [17] In planning a business, the main aspects that must be considered are the advantages of a product and what solutions the product offers. The next focus is to translate the what, why, and how of product excellence, this is called the *Golden Circle* approach.

The Golden Circle visually adopts the shape of three intersecting circles and has three main components, namely *What*, *How, Why. The Golden Circle* concept is a basic or key aspect that can help understand the reasons why marketers do an activity. The *Golden Circle* presents evidence regarding how much can be achieved if marketers start everything by first asking why, if marketers or business people can understand and realize *What, How, Why* in their main actions, then they are likely to succeed in achieving their mission [17].

The importance of *The Golden Circle Model* as one of the basic steps for marketers before marketing a product or service makes researchers interested in identifying and describing *The Golden Circle Model* visualized in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend on YouTube as a basis for marketing communication strategies in making advertisements, with this, this research is expected to produce *output* in the form of input or thoughts related to marketing communication strategies, especially in one of the marketing mix, namely advertising.

2 Research Methods

This research is based on the subjective perspective and constructivism paradigm. The subjective perspective comes with the premise of social reality that words, concepts, names, and labels are just tools - products of the human mind that are useful for understanding, managing, and exploring the outside world [18]. In line with the constructivism paradigm which states that there is nothing in this world but all of it is the result of the construction / creation / building of the human mind, the subjective perspective sees humans as active or autonomous beings in behaving and interpreting social reality (free will) in search of truth.

The social reality that is trying to be built and studied in this study is that The Golden Circle Model is a basic and important step for business people or marketers before marketing their products or services, so that it can become a marketing communication strategy in making effective advertisements on social media. Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement is the object of this research. The unit of analysis in this study are elements that include verbal and nonverbal aspects contained in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube, such as: scene, visual, setting, dialog or narration and music. On this basis, the problem formulation in this study arises, namely "What are the Golden Circle Models represented in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube?".

As for how to obtain the truth in the social reality studied in this study and to answer the formulation of the problem, researchers used a qualitative approach with a qualitative content analysis method. Content analysis is a scientific technique for interpreting text or content. [19]. Qualitative Content Analysis emphasizes the authenticity of communication content, the meaning of communication content, the reading of symbols and the meaning of the content of symbolic interactions that occur in communication [20]. Content analysis allows researchers to see and reveal the content - messages, meanings, symbols) in communication sources - books, articles, movies, music, advertisements) [21].

In the qualitative approach, text or content is seen as a reality that has been constructed or text/content/message content is the result of reality construction with language as the basic tool, therefore every text or content has meaning. This meaning is what researchers try to study or know about the object and research unit. The meaning studied in this study is the social reality raised by the researcher, that the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube represents The Golden Circle Model as a marketing communication strategy in making effective advertisements on social media, therefore researchers try to identify and interpret The Golden Circle Model illustrated in the unit of analysis and the object of research that has been determined.

In general, there are three approaches in content analysis: descriptive, explanatory and predictive. This research uses a descriptive content analysis approach. In qualitative content analysis, the descriptive approach aims to provide a description of the aspects or character of a message or text [22]. The descriptive approach does not aim to find relationships or test hypotheses, so this study is more about describing the aspects, context, or character of the reality to be described, namely The Golden Circle Model as a marketing communication strategy in making effective advertisements on social media in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisements on YouTube.

In qualitative content analysis research, content is not just text in isolation, but also context. To interpret the content, the researcher needs to analyze the relationship between texts to find significant meanings and group them into categories, and interpret the categories into an overall

meaning of the text data [23] introduced this as an inductive approach to analyzing qualitative data or data analysis techniques.

Technical Analysis of Qualitative Descriptive Data is also by doing Coding. Coding requires looking at the text carefully and transforming it in a very systematic way into a significant measure of words, symbols or messages. This study focuses on the Latent Coding type. This type of content analysis encodes by identifying subjective meanings such as themes or motives and then systematically locating them in communication media. Latent coding (also called semantic analysis) looks for underlying and implied meanings in the content of texts.

Like other research methods, content analysis also relies on the validity and reliability of data to obtain research results that can be accounted for [20] To build the level of trustworthiness and credibility in this study, the researchers tested the consistency of the coding process (coding consistency checks). The test was carried out using the Intercoder Reliability method - Equality of reliability in content analysis by involving several content coders which requires a high level of consistency between coders. The researcher conducted interviews with the coders and asked the coders to encode the same text, namely The Golden Circle Model depicted in the unit of analysis and the object of research independently and then checked the consistency between the coders and the researcher.

The coders involved in this research are Muhammad Alif Fauzan, as Executive Producer, Director, Videographer & Photographer and Co-Founder at PT Penyempurn Karya Nusantara or known as Titik Sembilan (Production House). Muhammad Alif Fauzan has been actively involved in creative industry activities since he was in college or precisely in 2015, and has started a real career journey in the world of creative industries in several Digital Agencies after graduating as a Bachelor of Social Sciences in Communication with a focus on Advertising interests in early 2017. Experienced and competent in the world of creative industries, Muhammad Alif Fauzan has proven his ability through his involvement in various music video works and advertisements on well-known brands or products and even services from several clients who have tried to be directed with the Titik Sembilan team, including Sprite Indonesia, Coca Cola Papua New Guinea, Azarine Cosmetic, KFC, MR. DIY, and Music Video Pamungkas "To The Bone", Mahen "Luka yang Kurindu", Andmesh "Tiba-Tiba" and many others. This track record of education and experience makes Muhammad Alif Fauzan competent to become coders in this research.

3 Result and Discussion

Simon Sinek is a famous British author and motivational speaker, not only that Sinek is also a British business and management consultant, even a lecturer at the graduate level of communication at Columbia University and an ethnographer, as well as the initiator of the Golden Circle Model formula. The idea was presented in a talk on one of the educational YouTube channels TED Talks. The Golden Circle Model is a theory that explains how leaders can inspire cooperation, trust and change in business based on Simon Sinek's research on how an organization can succeed in thinking, acting and communicating if it starts by asking "Why". The Golden Circle Model is a way of thinking in presenting an idea, that the main thing to do is to identify the "Why" element; why we do what we do, then discuss the "How" element; how we do it, and end by explaining the "What" element; what we do [24][25].

The simple idea of The Golden Circle Model is based by Simon Sinek on the success stories of Steve Jobs, co-founder of Apple Incorporated as a leading company that was able to gain a

competitive advantage in its target market on a global level and Martin Luther King Jr. as an anti-racist human rights activist and leader of the civil rights movement, to the Wright Brothers. Simon Sinek shows how everyone can benefit from these great leaders who inspire all ways of thinking, acting and communicating by first being able to answer "Why" something is done. [25][26].

As Apple Incorporated's ability to answer and define reasons, and communicate "Why" consumers should buy Apple products and "Why" a professional should be part of Apple's workforce as a dedicated employee (employee retention), Apple is able to create value for its consumers and employees and is able to outperform the competition and be superior to what is offered by business competitors in the same industry [27].

On this basis, The Golden Circle Model is a marketing or business planning concept suggested by Simon Sinek, that the main aspect that must be considered is being able to understand the advantages of a product and what solutions the product offers which are then translated into an answer that answers "Why", "How" and "What" an effort or action is carried out, this is what is called The Golden Circle Model approach. Sinek's innovative and simple view of business and leadership is able to make The Golden Circle Model a foundation or basis that needs to be done by business people or marketers before marketing products or services. [24].

In his book titled "Start With Why", Simon Sinek explains that The Golden Circle is a theory of business development, which visually adopts the shape of three intersecting circles and has three main components, namely Why, How, What. The Golden Circle is designed to assist leaders in developing a deep understanding of their organization's purpose by first focusing on understanding and communicating the "Why" [28].

Fig. 1. *The Golden Circle* idea
Source: https://www.betterup.com/blog/the-golden-circle (Accessed: Monday, May 8, 2023)

The innovative ideas and thinking of *The Golden Circle Model* based on the success stories of how to think, act and communicate from a number of leaders and or business people, marketers, and organizations in their efforts make researchers in this study interested in

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identifying and describing the marketing concept of *The Golden Circle Model* represented in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisements on YouTube. Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube is one of Gojek's advertisements that is effective in getting public attention judging by the number of *likes* and comments on YouTube as a medium for uploading, and the *Best Storytelling* award in the YouTube Works Awards Indonesia 2022, as well as its success in reaching targets and directing consumers to purchase and use products judging by the achievement of increasing total service orders every month, new users, users who make transactions, and assessment points. [9] *The* following is an identification of the description of *The Golden Circle Model* depicted in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad on YouTube:

1. Identification of the "*Why*" Element in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend Advertisement on YouTube

Table 2. Findings on the Image or Scene Analysis Unit on the "Why" Element

Findings	
Fig. 2. Ariel Pushing the Bench Scene	**Fig. 3.** Ariel Pushing the Table Scene
Fig. 4. Ariel Setting Up a Stack of Books on the Table and Preparing the Cushion and *Bad Cover* on the Sofa	**Fig. 5.** Ariel Preparing and Placing Food and Drinks on the Table, to Opening the Laptop
Fig. 6. Ariel Opens the Window Curtain and Stares Outside the Courtyard of the House with the Identity of House Number No.4H While Looking at the Clock in His Hand	**Fig. 7.** Ariel Opening and Reading a Book Scene

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Fig. 8. Ariel's scene of taking a saw, sawing an object to make a saw

Fig. 9. Ariel's scene of making the same sawing object for the umpteenth time until the objects are piled up

Fig. 10. Ariel Completing the Pending Readings, i.e. *Talent's "Terms and Conditions*" on Kestingrum's Website Through Laptop

Fig. 11. Ariel Washing and Giving Maintenance to the Motorcycle Owned by her Neighbor's House

Fig. 12. Ariel Playing Guitar While Looking at the Clock in His Hand

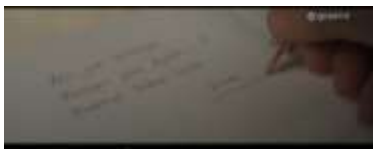

Fig. 13. Ariel's Scene Pouring His Thoughts Through a Writing in a Book

Fig. 14. Ariel's Scene Showing an Expression of Happiness and Enthusiasm When Hearing the Sound of the Courier Who Brought Her Order Arriving

Fig. 15. Ariel's scene rushing to pick up her package as soon as it arrives

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Fig.16. Ariel Checking and Reconfirming the Recipient's Name on the Received Package

Fig. 17. Ariel Screams Because the Package She Received Doesn't Belong to Her

Image Source: Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube (Accessed On: Friday, June 9, 2023, At: 19.00 WIB)

According to [24][29]*"People Don't Buy What You Do, They Buy Why You Do It"* therefore the *Why* element becomes the center or main thing that underlies the thinking of *The Golden Circle Model.* Starting *with Why* outlines the Golden Circle concept that encapsulates the importance of identifying the purpose for an organization's existence before anything else, then taking action to make the vision a reality. The origin of the company's existence should be the reason. Any business person or marketer can explain what they do; some can explain how they are different or better; but very few can articulate the "Why". "Why" is not about money or profits, it is about results. The "Why" element is what inspires the marketer and those around them who use the products and services.

Gojek is a platform that provides various services based on customer needs *(on-demand platform)* in various multi-service ecosystems ranging from Transportation and Logistics, Food and Shopping Orders, Payments, Business to Entertainment. Gojek mediates *supply* and *demand*. On the *supply* side there are drivers and other stakeholders, on the *demand* side there are passengers or customers who need a service. In the logistics unit, Gojek provides a delivery service for goods and packages in the form of documents to small-scale goods, the service is GoSend. Prioritizing the speed of package delivery to the destination quite accurately and quickly, GoSend also makes its services easy for users to do.

In the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement on YouTube, Gojek through the GoSend service is present by raising an interesting phenomenon and answering why this service is present, and is able to inspire and provide solutions to users to use the service. In the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad, Gojek uses the customer's point of view to tell a *relate* story in a phenomenon of waiting for an order or package to arrive.

The findings in the picture attached to the table above show that in terms of the storyline raised in the advertisement, it appears that Nazril Irham or commonly known as Ariel Noah as the main character is doing various activities to fill the time in waiting for his order package to arrive. The many simple moments raised in the story in the advertisement represent that the awaited goods or packages have a slow delivery time span so that the waiting time can be used to do many things ranging from productive to non-productive to minimize anxiety in the waiting period. Ariel Noah's anxiety in waiting for the package to arrive is accentuated in two (2) scenes of Ariel Noah looking at the time or clock in his hand, which can be seen in Figures 5 and 11. The simple moments raised in the story in the advertisement can apparently resonate and captivate the audience.

Muhammad Alif Fauzan, as *Executive Producer, Director, Videographer & Photographer and Co-Founder of* Titik Sembilan *Production House*, revealed that

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"*Advertising is a means to build awareness. Increasing the use of services or product sales is part of the purpose and success of an advertisement, but it is not the main thing but being able to provide information about a product or service offered. There are many indicators to be able to assess the success of advertising, it can depend on the Objective Key Result (OKR) that the marketer wants to achieve. When viewed from the storyline (story telling) used in advertising, broadly speaking, an effective advertisement is an advertisement that is able to build a storyline related to the experiences, stories, or problems experienced by many people, the more the story raised in the advertisement is experienced or represents the experience of many people, the greater the potential for advertising success will be achieved* ".

Insight-driven storytelling and creativity based on the experiences of many people or target users in advertising will be able to generate business impact. Alif emphasized that in the process of making advertisements, finding, knowing and understanding the ins and outs of information about products and services is very important in creating effective advertisements. In the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement, the *story telling* raised is a phenomenon experienced by most people when waiting for an order package to arrive, especially in adulthood who want it to be done instantly, practically and quickly. When the situation is uncomfortable; in this advertisement is waiting for the order to arrive, the human mind will tend to need certain ways to escape from the emotions that arise - temporary relief of an escape; namely doing various activities both productive and non-productive, in order to avoid negative feelings; in the advertisement, namely anxiety and enthusiasm in waiting for the package to arrive. This can happen because in the social system humans are often required not to express negative emotions in society and the social environment. It is at this time that the human mind will form a *self-defense* mechanism *(defensive),* in order to dispel feelings so that unpleasant events and experiences feel better**.**

Figures 14, 15 and 16 also illustrate the problems that a person goes through when waiting for a package, one of the common mistakes that often occurs when receiving a package, namely the sender of goods and logistics delivery services is often mistaken in providing shipping and delivery information both regarding the identity of the recipient of the goods as well as the packaging and type of goods, making customers have to deal directly with the logistics delivery service provider and the goods provider. This will certainly cause disappointment for customers who have been enthusiastic to carry out a self-defense management mechanism that a person does for a long time to wait for the package to arrive. In this ad, GoSend resonates strongly with the audience's pain points in choosing a logistics service. They do so by capturing the micro-life moments that one must go through while waiting for a package (Alif Fauzan, *Co-Founder of* Di Titik Sembilan: 2023).

In the "Why" element, it can be concluded that the success of the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement is represented in its ability to build *story telling* at the beginning of the *story* by displaying images that answer why this service is present, and is able to inspire and provide solutions to users to use the service through simple moments of self-defense mechanisms carried out by the audience in anxious and enthusiastic situations to the audience's pain in choosing logistics services that someone goes through when waiting for a package. Moreover, their target audience in this ad is a generation that lives in the era of technology and wants everything to be instant, fast and practical, one of which is in choosing logistics services.

Effective advertising is advertising that is able to build a storyline that is *related* to the experiences, stories, or problems experienced by many people. To be able to present this, advertisers must understand the "Why" element of the product or service offered by the marketer. In this case, advertisers really understand why the services offered by Gojek through

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GoSend logistics services are present. Gojek believes that the phenomenon of "Waiting for Packages" is an opportunity from a form of problem that must be overcome and can be made easier through the help of technology, therefore, Gojek through GoSend is present as a solution to these problems faced by providers (package senders) and service users (package recipients). The problems faced by service providers and users, become a reason and purpose that answers the question "Why is Gojek doing this business?". This answer makes Gojek through the GoSend service a solution needed for a daily problem faced by the community, and advertisers raise this in the presentation of the storyline so that the ad is effective.

2. Identification of the "*How"* Element In Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube

The ability to explain the "Why" element at the beginning of the storyline (story telling) built in the advertisement is not enough. For effective advertising, advertisers in the Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend ad on YouTube, also understand well and explain the "How" element in the ad storyline. In The Golden Circle, the next circle or second layer contains "How". The How in this section explains how the business is different from other competitors and what its advantages are. In the business world, competitors are things that must be encountered by business people. According to [30] Competitors are companies that produce or sell goods or services that are the same or similar to the products we offer.

In a competitive market of many logistics players with similar capabilities and services, GoSend's business has slowed down due to the easing of Covid-19 Pandemic restrictions which led to a decrease in the number of online package orders by Indonesians. At the same time, GoSend understands that there is an opportunity to increase its share among internet users, especially social media users in Indonesia (social sellers) who prioritize fast delivery times in choosing their logistics services.

In order to be heard in conveying the message of brand attributes (Top of Mind) that are different from its competitors, namely fast and affordable, the findings show that in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend advertisers emphasize Unique Selling Point/Proposition (USP). According to [31], USP is a content upload that contains the uniqueness of a product or service, its characteristics that distinguish it from other products. USP can be represented in the "How" element in The Golden Circle Model, in ad production there are two things that discuss the "How" element, namely:

a. How is this ad different from other ads, and
b. How the product or service offered is different, even better than competitors and is informed in advertising.

Table 3. Findings on the Image or *Scene* Analysis Unit on the *"How"* Element

Findings	
Fig. 18. The figure of Ariel Noah as the main actor in the advertisement	**Fig. 19.** This Package Scene is Not Ariel's Owner (Package Delivery Error)

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Image Source: Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube (Accessed On: Friday, June 9, 2023, At: 19.00 WIB)

In the context of "How can this ad be different from other ads", the USP in this ad is located in the decision part in choosing talent *(Talent Option),* namely Nazril Irham or now better known as Ariel Noah as the main actor in the ad who tries to convince the audience as a logistics service user who is upset because the delivery service he chooses is late in delivering goods and results in consumer complaints.

According to Alif Fauzan Titik Semb, *Co-Founder of* Titik Sembilan (2023) revealed that the *talent* in an advertisement is a messenger or communicator who has a big role in persuading the audience. Alif Fauzan said that in the ad GoSend gave a touch of freshness to the figure of Ariel, known to many as a charismatic, elegant, charming and cool figure, but made and packaged differently into a witty figure by using the "*Dad Jokes*" trend to build audience curiosity.

In ad production, the advertiser team must conduct research on the criteria of target users of the services or products offered, such as age, habits and problems they experience. Ariel is used as a talent because the figure is able to represent the target users of GoSend services. Ariel's fame, in the Peterpen era in the 2000s, brought his audience, which at that time was mostly teenagers, to children, and adults, even almost all groups are now in a situation that is very mature and suitable for experiencing and understanding the problems in "Waiting for Packages" described in the #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement, which at the time of the year this advertisement was broadcast, namely in 2021, the target users of this GoSend Instant service or product have the same criteria as Ariel's timeline of existence (Alif Fauzan, *Co-Founder of* Titik Sembilan: 2023).

The #CepetanGoSendInstant by Ariel NOAH x GoSend commercial really highlights and capitalizes on the strengths of the *talent.* Not only that, GoSend also utilizes a famous music track that evokes nostalgia - a trend that resonates strongly with younger audiences by using the song 'Menunggumu' as one of the *singles* popularized by the music group Peterpan in collaboration with legendary musician Chrisye. The song was created by the vocalist, Ariel Noah. In creating the ad, GoSend utilized music that is widely recognized across generations to drive stronger relevance. Ultimately, the ad was able to communicate its functional brand attributes in a straightforward manner through the unique selection of talent in the ad.

In the context of "How the product or service offered is different, even better than competitors and is informed in advertising", can be seen in the *scene* attached in Figure 18. According to Alif Fauzan (2023) an advertisement must at least be able to provide a solution, and through this solution that can also make an advertisement different from others. How GoSend services are different from competitors can be visualized in this ad through the visual of the package received by Ariel. In the scene, the recipient's identity is written on the *Shipping Label in the* form of the Recipient's Name, Nunung Guinya and Address Jln, Nya 54r (Read: Jalan Nyasar), which in the advertisement should be the name of the recipient of the package is Ariel and the home address with identity No. 4H, the event is also complemented by Ariel Noah's narration saying "This Package is not the Owner".

Furthermore, Alif Fauzan (2023) said that the red "REG" word on the *shipping* label emphasizes that the services offered by GoSend are different and better than competitors, the word "REG" which means regular shipping method, GoSend is able to offer the side of speed between goods promised as its brand attribute *(Top of Mind)* which is fast and affordable through Instant One (1) Hour service. In the scene, the USP which is the *"How"* element in the ad is GoSend trying to build the *experience (*experience) that a person has to go through when waiting

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for a package and the audience's pain in choosing a logistics service by promising instant one-hour delivery service which of course is a solution as well as a differentiator for the services provided by GoSend with other delivery services (logistics), as well as the use of *talent*.

3. Identification of the "*What*" Element in Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend Advertisement on YouTube

The strongest circle in The Golden Circle contains the "What" element, which explains what the company or marketer produces, and what it sells. In this concept, any company or marketer whether small or large can know what services and products are provided. Anyone can describe the products that the company or marketer offers and what it does in an industrial system. The "What" element of The Golden Circle is visualized at the end of the storyline of Gojek #CepetanGoSendInstant by Ariel NOAH x GoSend by showing an informative and solutive scene provided by Ariel Noah's neighbor in the same event as Ariel Noah's disappointment when his package arrived, but he was not the owner.

Table 4. Findings on the Image or *Scene* Analysis Unit on the *"What"* Element

Findings		
	Fig. 20. A Scene of Ariel's Neighbor Using the GoSend Instant Service and Showing the Safety of the Packaging of Goods	**Fig. 21** Scene of Ariel's Neighbor Using GoSend Instant Service and Dialogue with Ariel Noah
	Fig. 22. Scene of GoSend Service Informing the Availability of Goods Delivery within the City and Outside the City	**Fig. 23.** Scene of GoSend Service Informing "Tracked" System

Image Source: Gojek #CepetanGoSendInstant Ad by Ariel NOAH x GoSend on YouTube (Accessed On: Friday, June 9, 2023, At: 19.00 WIB)

In the advertisement, Gojek through the GoSend service as an advertiser certainly knows and understands what services and products GoSend offers in offering convenience and security for consumers in sending goods with an estimated arrival time of 1 to 2 hours *(Instant Delivery),* so that it can be well informed through visualized scenes. In Figure 19, the advertiser tries to highlight the advantages of GoSend by displaying the neat packaging of goods and making the goods safe. In Figure 20, the advertiser again emphasizes what GoSend services can provide for

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its users, namely by displaying the appearance of drivers or couriers using motorbikes who appear to use mandatory rider equipment such as helmets, jackets, gloves, long pants, to shoes and motorcycle delivery boxes which imply the meaning that consumer package orders are safe.

The advertiser informs that GoSend services are available for In-City and Out-of-City Goods Delivery by displaying the application view. Not only that, advertisers also emphasize the safety and convenience of GoSend Instant 1 Hour service through the *Live Tracking Feature* which can help consumers track packages in *real time*.

Basically, advertising is not just an effort to increase sales and use of the services offered, but the main objective that must be emphasized in advertising activities is to be able to inform and build public awareness that the existence of a product or service offered can help overcome the problems experienced by many people, which is a solution (Alif Fauzan, *Co-Founder of* Titik Sembilan 2023). Because, according to Thomas W. Zimmer [32] a business opportunity is an innovation and creative activity created to achieve problem solving by looking at existing opportunities. This means that creating or providing solutions to a problem that occurs is an opportunity that can become a business.

Business is how entrepreneurs provide solutions to problems that occur. This is where there is an opportunity or chance to enter into a condition of inequality and improve it. So, the core of doing business is providing solutions. A successful business is one that is able to handle or arise from problems, gaps and/or laziness. Business is an effort to create a solution (become an opportunity) to existing problems. This is what advertisers also need to understand in making effective advertisements.

4 Conclusion

Based on the results of research and discussion conducted on the #CepetanGoSendInstant by Ariel NOAH x GoSend advertisement, it can be concluded that the golden circle model is a strategy that involves elements of what, how, and why in advertising. Through this model, it can also be seen that the most effective advertisements are those that are able to build storylines related to experiences, stories, or problems experienced by many people. To be able to present this, advertisers must understand the "Why" element of the product or service offered by the marketer. The "How" element in this advertisement is clearly visible from how the selection of talent and the impact of how this advertisement is delivered to the audience. In the #CepetanGoSendInstant by Ariel NOAH x GoSend ad, it really highlights and utilizes the strengths of the talent. The "What" element is closely related to how the advertiser's knowledge of the product. In this research, it is found that advertisers are well aware of the type of product available, namely Gosend through its innovative 1-hour instant guarantee service. Based on this element, the main goal that must be emphasized in advertising activities is to be able to inform and build public awareness that the existence of a product or service offered can help solve problems experienced by many people.

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