

Marketing for Public Service Sector through Branding

public

institutions

trust

By:

Jony Oktavian Haryanto

Diskusi

- Mohon tuliskan pengalaman buruk yang pernah dialami berkaitan dengan pelayanan di kantor pemerintahan?
- Mohon tuliskan pengalaman menyenangkan yang pernah dialami berkaitan dengan pelayanan di kantor pemerintahan?

Branding in Public Service Sector

Why Public Service Sector Need Branding?

- People are not merely buying the products. However, they are buying brands that generate emotional associations in their minds.

“Strong Brands differentiate and attract people to them rather than having to chase after them”



BPJS Kesehatan
Badan Penyelenggara Jaminan Sosial

kompanya
kopiwriting

Kemudahan Layanan Program JKN-KIS dengan Aplikasi Mobile JKN

Senin, 25 September 2017
Sinou Kaffee (Panglima Polim)



Available on the
App Store

Available on the
Google play

Survival in changing world from what we know before to digital age. Even Public service such as JKN-KIS goes to digital channel.

<http://www.beritasatu.com/destinasi/357483-festival-toilet-bersih-strategi-banyuwangi-angkat-daya-saing-pariwisata.html>

Mini Survey

- Produk apa yang jadi unggulan?
- Produk apa yang potensial?
- Kenapa wisatawan mau mengunjungi kota tersebut?
- Kenapa investor mau berinvestasi?
- Pembangunan apa yang paling berpengaruh?

Branding in Public Service Sector

Why Public Service Sector Need Branding?

- Public Service is often in the **“Front Line”** in dealing with a country’s customer.
- Investors, Businesses, and visitors (tourists) often judge a nation by the efficiency of its public service.

Branding in Public Service Sector

Why Public Service Sector Need Branding?

- Good Brands are strategic assets that can bring both **power and financial rewards**.
- **Good Branding can alter “push” factor of public sector policy to “pull” factor** and influence major decision taken by society that become customer of public service.

Branding in Public Service Sector



Public Sector Organization on helping to realize national objectives, however small or large part in doing that.



AMNESTI PAJAK

WAKTU	AMNESTI PAJAK	STATUS
30/09	PERIODE I	GATE CLOSED
31/12	PERIODE II	GATE CLOSED
31/03	PERIODE III	LAST CALL
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Public Service
Program that alter
“push” factor to
“pull” factor to
participate.

**MANFAATKAN
KESEMPATAN
TERAKHIR!**

Amnesti Pajak hanya sampai 31 Maret 2017



Kementerian Keuangan Republik Indonesia
Direktorat Jenderal Pajak

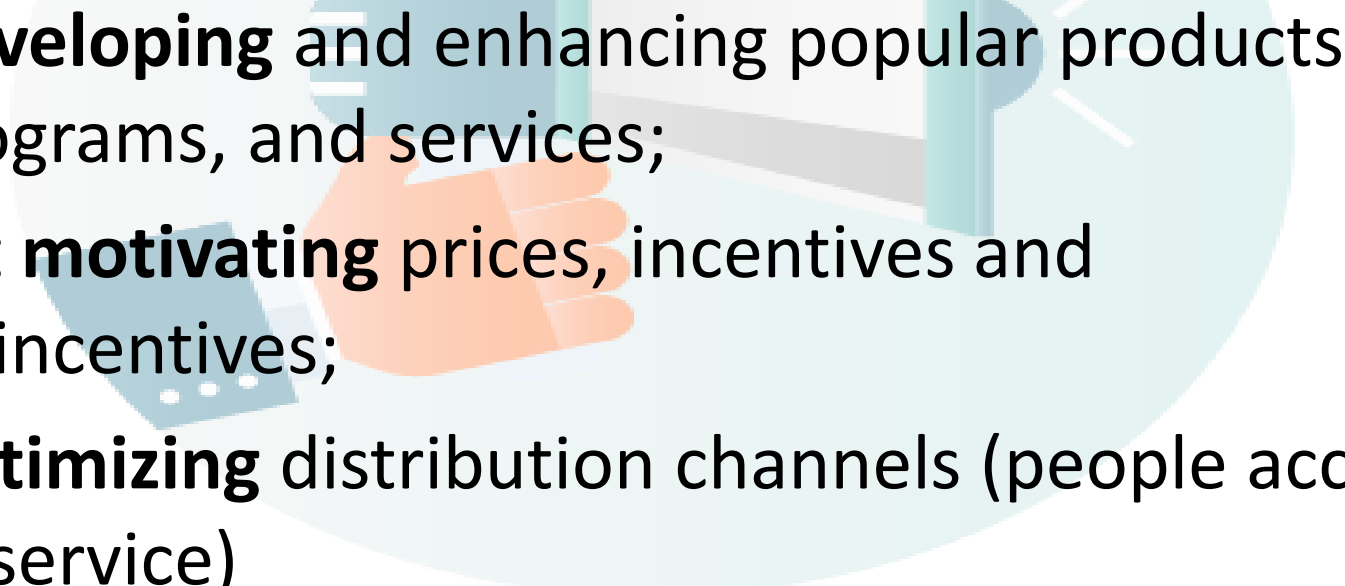
<https://travel.detik.com/travel-news/d-3745064/karena-gunung-agung-lombok-diminta-menolong-bali>

Diskusi

- Bagaimana menurut Saudara tentang ide Pak Menteri ini?
- Bukankah saat mendulang untung akan hilang jika mengikuti saran Pak Menteri?

Branding in Public Service Sector

Road Map to Improve Marketing through Branding in Public Service Sector:

- **Developing** and enhancing popular products, programs, and services;
 - Set **motivating** prices, incentives and disincentives;
 - **Optimizing** distribution channels (people access to service)
 - Creating and **maintaining** desired **brand identity**
- 
- A stylized illustration of a hand holding a megaphone, set against a light blue circular background. The hand is orange and is holding the handle of a white megaphone with a blue rim. The megaphone is pointing towards the right, with a grey cone representing the sound waves. The background is a light blue circle with a white border.

Branding in Public Service Sector

Road Map to Improve Marketing through Branding in Public Service Sector (Cont'd):

- **Communicating effectively** with key public
- **Improving client service** and satisfaction
- **Influencing** positive public behaviors through **social marketing**
- Forming strategic Partnerships



Thank You

Source:

- <https://www.adb.org/publications/marketing-public-sector>
- Branding for the Public Sector – Paul Temporal
www.tribunnews.com
- <http://event.kompasiana.com/kompasiana/59c38a0bb9a42c58806b90b3/penasaran-dengan-layanan-jkn-kis-dalam-genggaman-yuk-ikut-kopiwriting-bersama-bpjs-kesehatan>
- <https://www.kemenkeu.go.id/>