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Inbound Marketing Strategy “BNI Tapcash” in the Competition of Electronic Money as a Digital Payment Tool

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Abstract

This study aimed to determine the inbound marketing strategy of PT Bank Negara Indonesia TapCash. This study used a qualitative method with data collection through interviews with the head of the consumer business division of the card section, managers of digital operations, marketing, and customers of Bank Negara Indonesia. The data analysis technique used SWOT analysis so that internal and external factors could be found. Based on the results of data analysis, the inbound marketing strategy implemented by PT Bank Negara Indonesia to market TapCash had four strategies, namely posting blogs, SEO, advertising and networking, while the inbound marketing strategy that used email had not been applied to TapCash marketing and based on the SWOT analysis, it showed that the strategy inbound marketing in TapCash marketing got quite profitable results because of the greater strength and opportunity factors although the strengths and opportunities generated were not too large compared to the weaknesses and threats, but this was enough to help increase the use of TapCash cards because with an increase in the number of advertisements could increase also the number of transactions and TapCash users.

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INTRODUCTION

The progress of the times demands the development of technology and information in society, including in the economic field where people are required to adapt to the increasingly developing payment technology system. Currently, economic activity utilizing the sophistication of payments in Indonesia continues to show progress. The impact of this progress brings the presence of innovation in the realm of digital payments, one of which is electronic money.

The emergence of electronic money is an answer to the need for micro-payment instruments which are expected to be able to process payments quickly and at relatively low costs, because in general the value of money stored by these instruments is placed in a certain place that can be accessed quickly off-line, safely, and cheap. In addition, the use of e-money as an alternative to non-cash payment instruments in several countries shows that there is considerable potential to reduce the growth rate of cash use, particularly for micro payments to retail and facilitate traceability of a transaction to obtain accuracy.

Business processes and information systems are a must that play an important role in today's business world. When business processes and information systems are so good, a payment system is needed for each business transaction that takes place. If using traditional transactions, it is very less efficient to help complete ongoing business processes. When business processes still use traditional methods, it is very difficult for consumers to make payments for each transaction

Electronic money according to Usman (2017) is money that is converted into electronic data that is stored on a storage medium such as a media server. Here there is a transaction in which demand deposits are transferred electronically through a communication network for the purpose of payment transactions. The method of transferring funds itself is through an electronic card and a response code (QR CODE) or a short distance commu-

nication device (NFC) while to top up electronic money it can be via bank transfer or top-up.

The development of payment transactions towards the Cashless Society is an unavoidable direction of change. Given this trend and in order to deal with the rapid development of transactions using electronic payments, Bank Indonesia has issued a new regulation for business actors operating in this sector.

In Indonesia, financial technology has been regulated by Bank Indonesia in Bank Indonesia Regulation (PBI) No.18/40/PBI/2016 concerning Implementing Payment Transaction Processing. The law is governed by Law No.23 of 1999 on Bank Indonesia, Law No.11 of 2008 on information and electronic transactions, and Law No.3 of 2011 on fund transfers. To improve the reliability and competitiveness of the industry in the national payment system, this law regulates the ownership structure of the executor as principal, switching, executor, clearing implementer, and settlement operator.

The rapid development of technology and the desire to provide added-value to customers has shifted the banking service system. Banks in conducting business activities or providing services to customers have evolved from the conventional face to face model and are based on paper documents to a service model with non-face to face and digital models.

The development of electronic-based payment systems has resulted in the emergence of new innovations in the payment system which is expected to provide convenience, flexibility, efficiency and simplicity in conducting transactions. Munzil (2017) explained that Bank Indonesia data in July 2017 had 68,685,872 transactions using electronic money in a nominal transaction amount of Rp. 1,141 trillion. Data for 2011 as of July totaled 3,703,291 transactions with a nominal transaction amounting to Rp.116,375 billion and in July 2014, transactions were carried out 14,024,034 times with a nominal transaction amounting to Rp.361,063 billion. It can be

concluded that the use of electronic money from year to year is increasing very quickly due to easy, fast, and efficient transactions.

The banking industry in Indonesia is still an attractive market for investors to enter into this competition, even more so with Indonesia as an archipelagic country with an area of 1.9 million square km with a population of ±241 million people and is the fourth country in the world. which has the largest population after China, India and America. With increasing economic growth from various sectors, Indonesia is a large market opportunity for the banking industry.

In line with the rapid growth of the banking industry in Indonesia, the competition between banking companies is increasingly competitive. This is due to the large number of banking companies operating locally as well as those operating on an international scale, which forces each bank to be more creative and innovative in order to survive and develop itself. The banking industry is a sector that plays a significant role in the development of a country.

According to Fadlillah (2018) there is an option to make financial transactions, especially when technological advances are so rapidly making financial transactions easier, one of which is e-money. E-money is not only a substitute for physical cash in the form of coins and paper money with equivalent electronic money, but also to reduce the money supply (Utami, 2017). The difference with debit/credit cards is that e-money does not need to provide information at the time of transaction. This makes every bank compete to continuously improve the quality of service in order to fulfill customer desires and satisfaction and maintain customer trust in the Bank so that customers will be loyal to the Bank.

The importance of banking services having electronic money is to make it easier for customers to make transactions without having to take cash first at the ATM machine so that it will be faster and save time. Banking services that already have e-money services are BRIZZI from BRI, BNI TapCash from

BNI, BCA FLAZZ from BCA, and others. Researchers will discuss BNI's TapCash. The reason for choosing BNI is because BNI is one of the banks that collaborate with Semarang State University, TapCash itself was distributed to Semarang State University students in 2017 along with the Trans Semarang bus at UNNES to facilitate access to public transportation.

BNI TapCash is an electronic cash substitute for cash whose balance can be refilled by way of top up which can be done in several ways, namely through BNI cash and non-cash ATM machines, Electronic Data Capture (EDC) machines at branch offices or TapCash acceptance merchants (Endang, 2018). TapCash is a substitute for cash that can be refilled and used for payments at BNI partner merchants. The purpose of Tapcash is to speed up transactions or save time because it can be done in a few seconds and avoid counterfeit and corrupted money. TapCash itself can be refilled (top up) with a maximum of IDR 1,000,000, - the balance on TapCash itself is not charged with interest and is not guaranteed by the Deposit Insurance Corporation (LPS) and has no card expiration limit.

E-money provides various advantages including promoting speed, convenience and efficiency compared to other non-cash payment instruments, ranging from the benefits obtained in using e-money services to the ease of using e-money. However, e-money is still not popular, this is due to a lack of public understanding of the benefits and convenience of transacting using e-money, so that trust in payments via e-money is not in accordance with its purpose, namely transacting using e-money is easy and simple, not difficult.

According to Afif Muamar and Ari Salman Alparisi (2017) electronic money brings benefits because transacting with electronic money transaction time will be faster so that harm such as long queues that usually occur on toll roads or at shopping places can be avoided, with electronic money transactions will feel easier, and with electronic money we don't have to bother preparing the right cash

or preparing change in buying and selling transactions

Although electronic money has experienced significant development by continuing to experience growth every year, in reality the use of electronic money is still not optimally used. Based on Indonesiafinancetoday.com, the volume of electronic money transactions is only about a quarter of the total e-money issued. This means that out of every four e-money issued, only one is used.

Based on Table 1, it can be concluded that the number of electronic money users belonging to BNI or TapCash is the least and in Table 2, although it has the least number of users, the transactions obtained by TapCash

Table 1. Comparison of the Number of Electronic Money Users Owned by Banks

Year	Mandiri Bank	BCA	BNI	BRI
2016	8.14 Million	9.5 Million	400 thousand	2.21 Million
2017	10.82 Million	10 Million	2.6 Million	7.71 Million
2018	14.8 Million	14.6 Million	3.4 Million	9.9 Million
2019	18.2 Million	15.5 Million	5 Million	13.3 Million

Source: Data processed, 2022

Table 2. Comparison of the Number of Electronic Money Transactions Owned by Banks

Year	Mandiri Bank	BCA	BNI	BRI
2016	3.8 Trillion	500 Billion	42 Billion	22 Billion
2017	4 Trillion	1.1 Trillion	158 Billion	28.6 Billion
2018	6.9 Trillion	2.9 Trillion	406 Billion	36 Billion
2019	13 Trillion	5.7 Trillion	512 Billion	58.1 Billion

Source: Data processed, 2020

are quite large. However, this is also still less effective because people prefer to use cash unless the place does not accept cash such as tolls. This makes researchers want to find out more about TapCash marketing carried out by BNI Bank so that people want to use electronic money cards in every transaction. One of the elements in the marketing strategy carried out by each company relates to determining how the company presents product offerings in a particular segment which is its target market and provide unity of direction for all members of the organization so that the concepts taken will be subjective and based on mere intuition and ignore other decisions.

According to Prasetio & Laturette (2017) In a business context, strategy describes the direction of the business that follows the chosen environment and is a guideline for allocating the resources and efforts of an organization. Therefore, businesses must keep up with the progress where ever-evolving technology must be carried out according to its benefits and run in an adequate environment because when the facilities are not technologically adequate, the process cannot be carried out.

Marketing strategy according to Noor, (2014) is a plan that allows the company to utilize its resources as well as possible to achieve company goals. In other words, marketing strategy is a way to achieve company goals by utilizing existing resources and developing competitive advantages so that the target market can be carried out correctly according to the target. Strategy provides unity of direction for all members of the organization so that the concepts taken will be subjective and based on mere intuition and ignore other decisions. Bennett (2017) defined it as a statement (either implicitly or explicitly) about how a brand or product line achieves its goals. Marketing strategy is also seen as a plan to maximize the opportunity to reach the targeted business through managing the factors that can be controlled by the company.

In general, bank marketing according to Mitic & Kapoulas (2012) is a process for creating and exchanging bank products or ser-

vices aimed at meeting the needs and desires of customers by providing satisfaction. However, every product issued by the bank does not always get good results and even tends to fail. Therefore, to anticipate the products issued, a strategy is needed.

Research conducted by Parastiti et al., (2015) regarding the interest in using BRIZZI by students of the Faculty of Economics, State University of Malang was still low. The low level of using BRIZZI was due to the low interest of students in using BRIZZI. The main factor for the low interest of students in using BRIZZI was due to the lack of information about Brizzi products and the absence of an open attitude from students. In addition, students preferred to use cash as a means of payment because students were used to using cash which they thought was more practical than Brizzi electronic money.

Budiwati (2012) defined the marketing mix as a combination of variables or activities that are the core of the marketing system, which variables can be controlled by the company to influence consumer responses in its target market. according to Rachmawati (2011) The marketing mix is a set of marketing tools that a company uses to achieve its goals. Thus the company does not only have the best combination of activities, but can coordinate the various marketing mix variables and must be adapted to the situation and condition of the company. In addition, the marketing mix is a combination of factors that can be controlled by the company to facilitate buying decisions (Son, 2020).

The marketing mix strategy used in this discussion is outbound and inbound marketing. Outbound marketing by Hawk (2018) is a marketing strategy carried out by disturbing customers, disrupting here in the sense that producers offer their products without the knowledge and desires of the customers themselves. Outbound marketing itself aims to promote products and services to a direct audience while inbound marketing is the relationship between a company and its customers, who have expressed their interest in the company's

products voluntarily (Bleaju et al., 2016).

Promotional activities within the bank are carried out directly or indirectly. Without promotional activities, customers may not be familiar with bank products. Therefore, promotion is the right and effective activity in retaining and attracting customers (Fahrudin & Yulianti, 2015). One of the bank's promotional objectives is to inform and offer all types of products owned by the bank to attract customers.

According to Patrutiu-Baltes (2016) is a strategy of connecting with potential customers through the materials and experiences they find useful in using media such as blogs and social networks, marketers hope to entertain and inform viewers with the content they seek for themselves. Therefore e-money marketing involves creating a relationship of trust and loyalty with customers. In addition, the success of inbound marketing is felt not only in the business field but also in other sectors such as politics or the public in general.

Inbound marketing similar to digital-based marketing (digital marketing) or online marketing (Saifuddin, 2021), where currently online marketing is very important and can be believed to be more effective and efficient to reach the desired target market. This is also because people prefer to find information online in addition to being faster, people also don't have to go far to get the information they are looking for. In addition, online marketing can also increase the reach of marketing from various places.

Study Jasmine et al. (2020) also explained that the inmates and officers of the Class IIB Open Penitentiary, Kendal can sell products produced by the prison through digital-based sales (digital marketing). Digital-based sales are not only done on the website, but also take advantage of existing business platforms and make sales using social media. The impact of using digital marketing is that more and more consumers are aware of the products sold by prisons and can increase the number of sales.

The forms of inbound marketing are di-

vided into five, the first is e-mail because usually people prefer to open e-mails received from someone rather than e-mails that come from "no reply" addresses automatically. (Catherine et al., 2016). In this case, the best newsletter content can never be fully exploited, if it is not sent under the real names of important people in the company. People also open e-mails with interesting titles and click links that also lead to pages containing information they find useful.

The second form is blog posts in defining the company's image across prospects and competition and its quality can attract or lose customers. Quality content on topics of interest to customers will increase the level of trust and loyalty to the company. Articles should be written carefully based on SEO analysis should follow the interests and needs of the audience to provide all the necessary information to influence the buying decision.

SEO has a dominant role in digital promotion strategies, as it affects the positioning of digital channels available to organizations such as: websites, blogs, social network accounts, etc., so that web pages can be optimized to be "most attractive" as search engines can be displayed for the first time when a search is performed using a browser (Yustim, 2015). SEO involves the use of keywords that are most searched by users and identified using Google Analytics tools.

Fourth, display ads convey their advertising messages visually using text, logos, animations, videos, photos or other images. Display advertising often targets users with certain traits to enhance the effect of the ad. Advertisers may also serve ads based on the user's alleged geography through geo-targeting. Geographic information from IP can be added and refined with proxies or other information to narrow the range of possible locations.

Finally, social networking is where the most specific thing for inbound marketing, because it can be identified by the company and communication so that it is adjusted to the type of network used by the audience. In

this case the content promoted in the inbound marketing strategy is playing a central role, because the success or failure of the marketing strategy depends on its quality.

These five forms of inbound marketing are actually interdependent with one another. For example, when we see TapCash ads on social networks, we are curious and will find out more through articles or blogs that are in search engines and will choose the top page (SEO). And vice versa when we find out information about TapCash from articles we will search on social networks. This will be analyzed through a SWOT analysis in order to know the internal factors in the form of strengths and weaknesses as well as external factors namely opportunities and threats.

Marketing is also seen as a plan to maximize the opportunity to reach the targeted business through managing the factors that can be controlled by the company. Such as product design, advertising, cost control, and market knowledge. Products offered to the market must meet the wants and needs of its customers. Thus, the products or applications offered can meet the needs and make it easier for customers to carry out their activities.

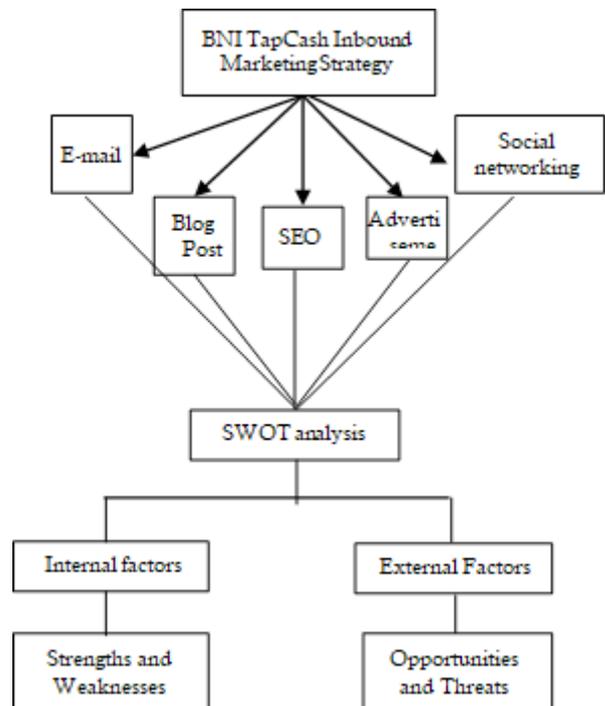


Figure 1. Thinking Framework
Source: Data processed, 2020

For the banking world, marketing activities have become a major need and have become a necessity to carry out. Without marketing activities, do not expect the wants and needs of consumers to be met. Therefore, the banking world needs to package and take its marketing activities appropriately and continuously conduct trials and conduct market research. Bank goals in the short term are usually only temporary and are also carried out as a step to achieve long-term goals. Likewise, in carrying out marketing activities, a company has many interests to achieve the expected goals.

Based on the previous statement that the rapid development of technology that opens up geography and the shifting frequency of people in accessing electronic money services, Bank Negara Indonesia appears modern and follows the sophistication of information technology and has a global perspective and has the right services in electronic money marketing. "BNI Tapcash's Inbound Marketing Strategy in the Competition of Electronic Money as a Digital Payment Tool".

METHODS

This type of research is qualitative research. The data collection technique used interviews with informants from the Head of the Consumer Division of the Card Division, the Operations Manager for the Digital Division, Sales or Marketing of BNI 46, and three customers of Bank Negara Indonesia. The

data analysis technique used SWOT analysis so that internal and external factors can be known to get more definite results through a SWOT diagram.

Based on Table 3. SO Strategy, Strategy is made based on the company's way of thinking, namely by utilizing all strengths to seize and take advantage of opportunities as much as possible. ST strategy is a strategy in using the company's strengths to overcome threats. WO Strategy implemented based on the utilization of existing opportunities by minimizing existing weaknesses. WT Strategy based on activities that are defensive in nature and try to minimize existing weaknesses and avoid threats.

After being analyzed per variable, internal factors will be found which include the strengths and weaknesses of e-mail, blog posts, SEO, advertising, and social networks as well as external factors which include e-mail, blog posts, SEO, advertising and social networking.

Based on Table 4. each of these factors is given a scale ranging from 1.0 (most important) to 0.0 (not important) but all these weights must not exceed the total score of 1.0. Giving a score for each factor by giving a scale ranging from 4 (very good) to 1 (poor). As for the negative variable, it is the opposite of giving a weight and a positive score if it is 1.0 (most important) then it is replaced by 0.0 (most important) and also on a scale of 4 (very good) then it is replaced (less good) and 1 (very good).

Table 3. SWOT Analysis Map

IFAS EFAS	STRENGTH (S) Internal Weakness	WEAKNESSES Internal Strength
OPPORTUNITIES(O) External Opportunities	SO STRATEGY Creating strategies that use strengths to take advantage of opportunities	WO STRATEGY Creating strategies that minimize weaknesses to take advantage of opportunities
THREATS (T) External Threat Factors	STRATEGY Creating strategies that use strengths to address threats	WT STRATEGY Creating strategies that minimize weaknesses and avoid threats

Source:Rangkuti (2006)

Table 4. EFAS

SWOT Aspect	Weight	Score	Final Score
Strength			
Weakness			
Total	1		

Source: Rangkuty (2015)

Table 5. EFAS

SWOT Aspect	Weight	Score	Final Score
Strength			
Weakness			
Total	1		

Source :Rangkuti (2006)

Based on table 5. Each of these factors is given a scale ranging from 1.0 (most important) to 0.0 (not important) but all of these weights must not exceed the total score of 1.0. Giving a score for each factor by giving a scale ranging from 4 (very good) to 1 (poor). As for the negative variable, it is the opposite of giving a weight and a positive score if it is 1.0 (most important) then it is replaced by 0.0 (most important) and also on a scale of 4 (very good) then it is replaced (less good) and 1 (very good).

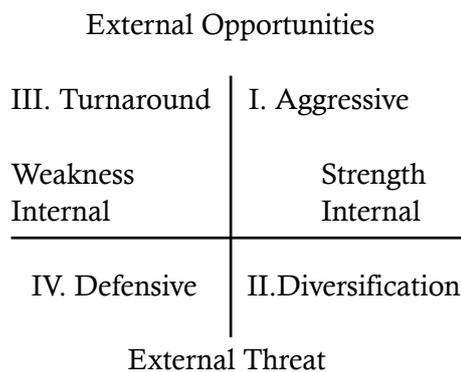


Figure 2. SWOT Analysis

Description:

Quadrant I: The company has opportunities and strengths so that it can take advantage of existing opportunities.

Quadrant II: Despite facing various threats,

the company still has internal strength.

Quadrant III: The company faces enormous opportunities, but on the other hand it faces several internal constraints/weaknesses.

Quadrant IV: A very unfavorable situation, the company faces various internal threats and weaknesses.

Diagram 1 is used to determine the results of the comparison between internal and external factors which include strengths and opportunities, weaknesses and threats so that it can be seen which one is more profitable between the two based on Table 4 and Table 5.

RESULTS AND DISCUSSION

The results of interviews with informants indicated that the strategy of using e-mail had not been implemented because it was considered less effective, and to replace the e-mail strategy the company chose a contact center where the company contacted BNI customers by telephone to offer various products or services owned by the company so that they got an immediate answer from customers without waiting for a return. The strength of this strategy was that although e-mail had not used e-mail marketing strategies, the company had other alternatives to notify the company's products or services so that it could replace the e-mail method as a means of information notification.

Weaknesses of e-mail strategy in Tap-Cash marketing Email strategy had not been implemented properly in TapCash marketing because it was considered less effective and the company thought that customers only perceived it as a spam message. While the opportunity was through an alternative method of email implemented by the company, namely Telephone, it was enough to provide feedback because the information was provided directly and it received direct answers from customers

And the threat in this strategy was that there were many emails that came in to customers providing information on prizes, even though this was not true because the company did not use emails to give gifts at all, except for

Table 6. SWOT Analysis Map via E-mail

IFAS EFAS	STRENGTH Changing email method using telephone	WEAKNESSES Strategy has not been implemented in TapCash marketing
OPPORTUNITIES (O) Real-time and detailed service or product notification	SO Improving the relationship between the customer and the company	WO Trying to use e-mail as a TapCash marketing strategy
THREAT (T) Lots of fake emails	ST Ensuring that the news shared is not from a fraudulent email	WT Distributing brochures about Tapcash via E-mail without promotions

Source: Data processed, 2020

information on transactions that had been carried out, such as information on purchases/ payments, incoming or outgoing balances.

The company blog post had made several posts on the web as well as content on youtube to provide some tutorials on how to use, how to top-up, how to check balances, and more. The company also collaborated with several celebrities to serve as models in creating the content. The aim was to attract the attention of customers. The content creation had been held at the Java Jazz, Jack Cloth, MRT, and other places.

The strength in the blog posting strategy was that content that had been uploaded on blogs and youtube could attract people's attention by providing convenience in transactions using TapCash while the weakness was that in carrying out blog posts, not all people opened content or sought information about TapCash

so that not all customers saw the posted posts made by the company, this marketing system had not been fully achieved in accordance with the inbound marketing target.

Opportunities in inbound marketing marketing using blog posts were clear and easy usage tutorials so that they were easy to understand and serve as examples to be practiced directly by the public. As well as threats that occurred there were unfavorable comments in blog posts such as disturbances that had been experienced by customers when using a TapCash card, for example, a balance that had been top-up but not included in the card and only entered after a few hours even though the card would be used now or in hurry.

The company also had an official web page that had been registered in SEO, namely bni.co.id where when you wanted to know TapCash or other information about BNI,

Table 7. SWOT Analysis Map via Blog Post

IFAS EFAS	STRENGTH (S) Attracting attention by showing ease	WEAKNESSES (W) Not all people open or search for content about TapCash
OPPORTUNITIES (O) Clear and easy usage tutorial so easy to understand	SO Creating even more interesting content	WO Improving content about TapCash
THREAT (T) There are bad comments on the blog	ST Giving a lot of positive things	WT More information about TapCash Cards

Source: Data processed, 2020

Table 8. SWOT Analysis Map through SEO

IFAS EFAS	STRENGTH (S)	WEAKNESSES (W)
	Having an official website makes it easier for people to find information	Lack of clarity and limited information shared
OPPORTUNITIES (O)	SO	WO
Avoid hoax news	Always updating information about the development of TapCash	Clarifying the information provided on the web
THREAT (T)	ST	WT
There is a fake website that looks like	Showing solutions on the official website when BNI services are in trouble	Confirming the company's official information and pages

Source: Data processed, 2020

simply adding the word "BNI" then the page would appear on top searches not only about TapCash but all information about Bank Negara Indonesia starting from the vision and mission to BNI products or services was on that page so that people did not need to open other pages to look for information.

The power of SEO in marketing TapCash using inbound marketing, the company had an official website where the company had registered SEO services so that it was easy to find and made it easier for people to find information or answers to what was being asked, with pages that were easy to find, just type anything by adding the word "BNI" it would a website bni.co.id. Meanwhile, the weakness in this strategy was that the information shared by the company through the website was still limited and unclear, so that many people were still confused

An opportunity in an inbound marketing strategy through SEO was that with an official website, customers would avoid hoax news and on the website there was a contact center that customers could contact when they had questions or unclear information. And the threat that was sure to happen was the existence of spam or spamdexing, which was an attempt to manipulate websites where there were similar websites to become rivals for website owners or websites that provided false information about company products. (Ultimate et al., 2021).

Advertisements had also been carried

out by Bank Negara Indonesia to market TapCash cards where the company shared various information and promos to attract the attention of the public, which included promos for CGV tickets buy 1 get 1 with the condition that purchased use a TapCash card, and there were also advertisements that provided low prices on Indomaret or Alfamart coffee prices were less than Rp. 100 with a minimum purchase requirement of Rp. 50,000 and payment using a TapCash card.

The strength of an inbound marketing strategy through advertising showed that Attractive promotions could make customers and the public interested and choose to make transactions using the TapCash card, one of which was among students where most students would choose to use existing promos to save expenses in overseas cities. The weakness faced by the company was that most people used the Tapcash card only when there was a promo and when there was no promo; many chose to use a debit/credit card or prefer to use cash unless the place did not accept cash while the promos provided by TapCash were few and rarely held.

Opportunities in advertising were TapCash customer or card user who saw the ad would tell his other friends so that they also participated in the promo held by Bank Negara Indonesia so that the news spread and more customers used TapCash. While the threat in inbound marketing through advertising was that there were ads that were more attractive than other companies.

Table 9. SWOT Analysis Map through Ads

IFAS EFAS	STRENGTH (S)	WEAKNESSES (W)
	Advertising promotions make people choose to use TapCash	The promos given by TapCash are few and far between
OPPORTUNITIES (O)	SO	WO
Customers who see the ad will notify the others	Increasing TapCash partner merchants	Giving more promotion
THREAT (T)	ST	WT
There are ads that are more attractive than other companies	Creating attractive posters to attract customers' attention	Creating ads that are no less interesting than other products

Source: Data processed, 2020

The company also had social media such as instagram, twitter, facebook, and others, both official accounts and social media accounts in each of its branch offices which functioned to provide information to its customers because each branch had its own management so as to make it easier for the company to provide information.

The power of social networks in marketing TapCash through inbound marketing was to make it easier for companies to share information or advertisements with the public because the company did not need to meet the community directly, it was enough to share it through Instagram, Facebook, Twitter, and others posts.

The weakness of social networking itself was that not all customers followed social media accounts from BNI. Either central BNI or BNI branches so that not all information shared through BNI social networking ac-

counts would reach the public quickly and accurately, often people knew the information or advertisements that were given when the specified time limit was almost up so only a few of the people could enjoy the facilities or services provided by the company.

The opportunity for social networking was that the company could interact directly with customers through comments or private messages on social networks, so that people would become more comfortable and feel familiar with the company because they could ask for information and the company could answer without having to meet face-to-face with customers.

Threats circulating in social media were a lot of hoax news that was in various accounts in the name of BNI so that it could damage the image of the company's name, even though this was only a hoax and for its own sake to benefit from company customers

Table 10. SWOT Analysis Map via Social Networks

IFAS EFAS	STRENGTH (S)	WEAKNESSES (W)
	Making it easier for companies to share information	Not all customers and the public follow BNI's social media accounts
OPPORTUNITIES (O)	SO	WO
Interacting directly with the community	Providing more clear information	Increasing active on social media
THREAT (T)	ST	WT
Lots of hoax news and information circulating in various accounts	Ensuring that the news circulated is correct from BNI	Making in any given information for "more info"

Source: Data processed, 2020

so that if something happened the customer would protest to the company instead of to the fraudster who gave a fake promo.

Based on the statement of the inbound marketing strategy above, it can be concluded that the inbound marketing strategy implemented by Bank Negara Indonesia was quite in accordance with the concept but to attract people's attention to use the Tapcash card was still lacking because many people preferred to use cash and debit/credit from ATM card and to use a TapCash card or electronic money when indeed the place could only accept non-cash money.

The results of the SWOT analysis after searching for internal and external factors using SWOT analysis map of five strategies, namely e-mail, blog posts, SEO, advertising, and social networking, produced:

(a) Strength Factor : 1.66

(b) Weakness Factor : 1.03

(c) Opportunity Factor : 1.79

(d) Threat Factor : 0.88

From this calculation, it can be seen that the strength value was higher than weakness with a difference of 0.63 and the opportunity value was above the threat value with a difference of 0.91. Strength and opportunity factors compared to weakness and threat factors were profitable, so the inbound strategy could continue to be implemented because the strengths and opportunities had a greater value than weaknesses and threats. Even though it had strengths and opportunities that were not too big compared to weaknesses and threats, this did not become a barrier to continue trying to improve the function of TapCash as a substitute for digital payment tools.

Table 11. IFAS

SWOT Factor	Weight	Rating	Final Score
Strength:			
There is another method, namely by telephone.	0.05	3	0.15
Attracting viewers' attention with content or youtubers.	0.07	3	0.21
Having an official website will make it easier for people to find information	0.08	3	0.24
There is a payment method using Tapcash	0.05	2	0.10
Making it easier for companies to provide information to customers	0.14	4	0.56
Today's society, from children to adults, already has their own social media	0.10	4	0.40
Weakness:			
This strategy has not been implemented in TapCash marketing because it is considered less effective.	0.10	4	0.40
Many customers consider it a spam message, and only receive information via email from BNI customers	0.07	2	0.14
Not all people open or search for content about TapCash.	0.07	2	0.14
Few promotions carried out by the company	0.08	1	0.08
People don't necessarily like YouTubers who are used as artists in content	0.05	2	0.10
Less clear and limited information	0.02	2	0.08
Most people use TapCash as a means of payment only when there is a promo.	0.03	3	0.09
Many places do not facilitate payment methods using TapCash	0.05	3	0.15
Not all customers and the public follow BNI's social media accounts.	0.04	3	0.12
Total	1		2.96

Source: Data processed, 2020

Table 12. IFAS

SWOT Factor	Weight	Score	Final Score
Opportunity:			
Every transaction is entered in an email.	0.05	1	0.05
Clear and easy usage tutorial	0.10	3	0.30
Avoiding hoax news	0.05	2	0.10
The customer who sees the ad will tell his other friends.	0.10	3	0.30
TapCash is more often used for transactions on toll roads because the toll roads themselves do not accept cash.	0.20	4	0.80
Interacting directly with the community through social media without meeting in person.	0.12	2	0.24
Threat:			
Many fake e-mails are in the name of the company for personal gain.	0.10	2	0.20
There are unfavorable comments in content that affect other people.	0.07	2	0.14
Circulating news that gives complaints or mistakes posted by the public	0.08	3	0.24
There are ads that are more attractive than other companies.	0.03	1	0.03
If the company often provides promos, it can be detrimental to the company.	0.03	2	0.06
Unclear terms and conditions	0.07	3	0.21
Total	1		2.67

Source: Data processed, 2020

CONCLUSION

Based on the results and discussion, it can be concluded that the inbound marketing strategy applied in PT. Bank Negara Indonesia to market TapCash only had four strategies, namely blog posts, SEO, advertising and networking, while the inbound marketing strategy that used email had not been implemented for TapCash marketing and based on SWOT analysis, it showed that the inbound marketing strategy in TapCash marketing got quite profitable results because the strengths and opportunities were greater even though the strengths and opportunities generated were not too large compared to the weaknesses and threats but this was enough to help increase the use of TapCash cards because by increasing the presence of advertisements and promotions it could increase the number of transactions and TapCash users.

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