

**PROPOSED STRATEGIC MARKETING APPROACHES FOR BRIX
PERFORMANCE**

**USULAN PENDEKATAN STRATEGI PEMASARAN UNTUK BRIX
PERFORMANCE**

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ABSTRACT

This study proposes marketing strategies for BRIX Performance, an Indonesian brand focused on high-performance brake discs in the secondary automotive market. The company faces difficulties in communicating product differentiation and building brand awareness in a competitive environment dominated by global premium brands and low-cost local alternatives. A mixed-method approach was used, involving quantitative data from 108 questionnaire respondents and qualitative insights from six partner workshop interviews. The analysis employed VRIO, SWOT, Porter's Five Forces, and consumer behavior frameworks. The proposed strategy adopts an Integrated Marketing Communication (IMC) approach supported by the AIDA model, focusing on strengthening Instagram communication, optimizing the WhatsApp Business sales funnel, and increasing collaboration with workshops and automotive events. An implementation plan was formulated to support BRIX in strengthening its brand position and improving its sales performance in the secondary market.

Keywords: Integrated Marketing Communication, Secondary Market, Digital Strategy, Consumer Behavior, Automotive Branding.

ABSTRAK

Penelitian ini bertujuan untuk mengusulkan pendekatan strategi pemasaran bagi BRIX Performance, merek Indonesia yang berfokus pada cakram rem performa tinggi untuk pasar otomotif sekunder. BRIX menghadapi tantangan dalam mengomunikasikan diferensiasi produk dan membangun kesadaran merek di tengah persaingan merek global premium dan alternatif lokal berbiaya rendah. Penelitian ini menggunakan pendekatan campuran (mixed-method) melalui data kuantitatif dari 108 responden kuesioner dan wawancara dengan enam bengkel mitra. Analisis dilakukan dengan menggunakan kerangka VRIO, SWOT, Porter's Five Forces, dan perilaku konsumen. Strategi yang diusulkan mengadopsi pendekatan Integrated Marketing Communication (IMC) berbasis model AIDA, dengan fokus pada penguatan komunikasi Instagram, optimalisasi funnel penjualan WhatsApp Business, serta kolaborasi bengkel dan event otomotif. Rencana implementasi disusun untuk memperkuat posisi merek dan meningkatkan kinerja penjualan BRIX di pasar sekunder.

Kata Kunci: Komunikasi Pemasaran Terpadu, Pasar Sekunder, Strategi Digital, Perilaku Konsumen, Merek Otomotif

INTRODUCTION

BRIX Performance is a local Indonesian brand that manufactures high-performance brake discs for the secondary automotive market. Despite offering competitive product quality and broad vehicle compatibility, the brand struggles to build strong brand awareness and communicate its product differentiation effectively. These challenges are amplified by the presence of dominant global brands such as Brembo and lower-cost local alternatives.

Additionally, BRIX has yet to fully translate its digital presence into meaningful customer engagement or brand loyalty.

This study aims to develop strategic marketing approaches to address these issues, with a particular focus on enhancing Integrated Marketing Communication (IMC). A mixed-method approach was adopted to gather insights from both consumers and business partners through questionnaires and workshop interviews. The analysis

incorporates internal and external tools, including VRIO, SWOT, and TOWS matrices, to identify core strengths and strategic priorities. The IMC framework is guided by the AIDA model (Attention, Interest, Desire, Action), which helps structure a tactical communication strategy. This strategy is further supported by a proposed implementation plan that focuses on digital content, WhatsApp Business, and event-based partnerships. Similar studies in the aftermarket automotive sector have highlighted the role of digital strategy and product clarity in strengthening customer engagement and sales growth (Setiawan & Fadhilah, 2020).

RESEARCH METHODS (METODE PENELITIAN)

1. Research Design

This research adopts a mixed-method approach with a case study focus on BRIX Performance, a local brand operating in the secondary automotive market in Indonesia. The objective of this study is to explore how BRIX can improve its marketing strategy by enhancing digital engagement, clarifying product positioning, and strengthening its brand presence through Integrated Marketing Communication (IMC). To address these goals, the study combines quantitative survey analysis with qualitative insights from key business stakeholders.

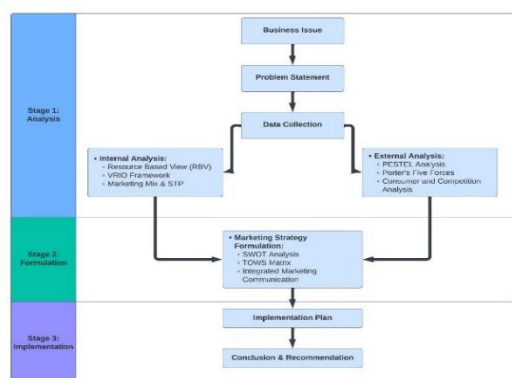


Figure 1. Research Design Framework

The research process is structured into several stages, starting from problem identification, internal and external analysis, strategy formulation, and concluding with an implementation plan. This flow is illustrated in the research framework shown on Figure 1 above.

2. Data Collection Method

This study utilized both quantitative and qualitative data collection techniques. The quantitative data were obtained through an online questionnaire distributed to BRIX Performance's individual customers via digital channels, particularly Instagram. The questionnaire consisted of 63 closed-ended questions using a 5-point Likert scale, covering topics such as demographic profile, purchasing behavior, product perception, and brand engagement.

The total population was defined as BRIX's Instagram followers ($N = 3,226$). Using Slovin's formula with a 10% margin of error, the minimum sample size was calculated to be 97 respondents. A total of 108 valid responses were collected and analyzed to support descriptive insights into consumer behavior in the secondary automotive market.

To complement the survey data, qualitative insights were collected through semi-structured interviews with six partner workshops located in Jakarta, Tangerang, and Semarang. These workshops were selected based on their direct sales experience with BRIX products and their active customer engagement. The interviews explored product recommendation behavior, price sensitivity, supply consistency, and customer communication practices. This dual approach allowed the researcher to triangulate perspectives from both sides of the business and validate key themes

in the formulation of strategic recommendations.

3. Analysis Technique

The analysis in this study was conducted using both quantitative descriptive methods and qualitative thematic interpretation. For the quantitative data, responses from 108 questionnaire participants were processed using descriptive statistics. This analysis was used to summarize consumer demographics, digital habits, product perceptions, and preferences related to pricing, distribution channels, and promotional content. The findings were grouped into relevant thematic categories to support the development of strategic marketing recommendations.

The qualitative data from six workshop interviews were analyzed using a thematic coding approach. The researcher identified recurring patterns and key themes from workshop responses related to product usage, recommendation patterns, pricing feedback, logistical issues, and promotional effectiveness. These qualitative insights were then compared with the survey findings to ensure data consistency and enhance interpretation accuracy.

This dual analysis technique enabled triangulation, whereby insights from customer surveys and workshop feedback were cross-referenced. The process not only validated recurring patterns but also ensured a deeper understanding of the strategic gaps and opportunities in BRIX's current marketing efforts.

4. Analytical Tools and Frameworks Used

To support strategic analysis and marketing formulation, this study employed a range of internal and external business frameworks. Internally,

the Resource-Based View (RBV) and VRIO framework were used to identify BRIX Performance's core resources and assess whether those resources offered sustained competitive advantage. VRIO evaluation results were presented in a structured classification table to determine which capabilities should be leveraged in marketing strategy.

Externally, the study used PESTEL and Porter's Five Forces to understand macro-environmental conditions and competitive pressures in the secondary automotive market. These tools helped reveal regulatory influences, digital adoption trends, supplier dynamics, and consumer decision-making behaviors. The combined internal and external findings were synthesized into a SWOT analysis to map BRIX's current strategic position.

To convert analysis into actionable direction, the TOWS matrix was used to generate strategic options aligned with BRIX's market realities. Finally, strategy formulation was guided by the Integrated Marketing Communication (IMC) framework and the AIDA model (Attention, Interest, Desire, Action). These communication frameworks supported the design of a multi-channel marketing approach tailored to BRIX's target audience, emphasizing Instagram content, WhatsApp Business funnels, and workshop-event engagement.

RESULTS AND DISCUSSIONS

This section presents the findings from both internal and external analyses of BRIX Performance. The internal analysis is based on the VRIO framework to evaluate the company's strategic resources. The external analysis is divided into two parts: B2C insights from a structured questionnaire and B2B insights from interviews with workshop partners. Together, these perspectives

form the basis for strategy formulation and marketing recommendations.

1. Internal Analysis: VRIO

The results are discussed using established models such as VRIO (Barney, 1991) and the marketing mix (Kotler & Keller, 2016). Where appropriate, the discussion is compared with previous studies in the Indonesian secondary automotive sector (Setiawan & Fadhilah, 2020). This section begins with internal evaluation, followed by consumer and partner perspectives to capture a clear view of BRIX's current market position.

Table 1. VRIO Breakdown

Internal Resource	V	R	I	O	Conclusion
Access to international-grade manufacturing	V	V	X	V	Sustainable Competitive Advantage
Consistent motorsport presence (e.g., ISSOM)	V	V	X	V	Sustainable Competitive Advantage
Wide vehicle compatibility (many SKUs)	V	X	V	V	Temporary Advantage
Social media presence (Instagram, WhatsApp)	V	X	V	V	Competitive Parity
Partnerships with trusted workshops	V	X	V	V	Competitive Parity

2.1 External Analysis: B2C

The external analysis consists of two perspectives: B2C insights gathered through a structured questionnaire and B2B insights obtained from interviews with partner workshops. The questionnaire, completed by 108 respondents, explores consumer behavior and brand perception across the 4P framework which are product, price, place, and promotion. These findings are summarized in Table 3. To complement the survey data, workshop interviews provide qualitative context on how BRIX is positioned in terms of product

recommendation, pricing fairness, delivery reliability, and promotional exposure within the reseller network

Table 2. Summary of Questionnaire Insights

Marketing Element	Key Insight (Theme)	Supporting Indicator
Product	BRIX perceived as high quality	Avg. agreement 4.2 / 5
Product	Street Series preferred for daily use	72% chose Street Series
Product	Competition Series seen as high-performance upgrade	68% agree it improves braking
Price	Price considered fair for product quality	Avg. agreement 4.0 / 5
Price	Some respondents expect more value-added benefits	34% asked for more extras
Place	Instagram is the main discovery and interaction channel	85% discovered via Instagram
Place	Many prefer to ask further via WhatsApp before purchase	74% used WhatsApp before buying
Promotion	Brand presence at motorsport events builds trust	Positive mention in open-ended feedback
Promotion	Limited awareness of promo codes or discounts	Only 28% recall using a promo

Product

Respondents generally perceived BRIX brake discs as high quality, with the Street Series being the most popular choice for daily use. Meanwhile, the Competition Series was recognized as a suitable upgrade for performance-oriented driving. These results reflect a

positive baseline for product acceptance and support the potential for deeper product differentiation.

Price

The majority of customers felt that BRIX products were priced fairly relative to their quality. However, a portion of the respondents indicated an expectation for more value-added benefits such as bonuses or extended warranty, suggesting an opportunity to enhance perceived value through bundling or aftersales guarantees.

Place

Instagram was the dominant channel through which consumers discovered BRIX products. Most users also relied on WhatsApp Business for additional inquiries before making a purchase. This reinforces the importance of an integrated digital sales funnel from social media to messaging platforms.

Promotion

Event participation, such as motorsport sponsorships, was viewed positively and contributed to brand credibility. However, only a small percentage of respondents recalled using promotions like discount codes, indicating that while offline exposure is strong, digital promotional conversion could be improved.

2.2 B2B Perspective

To complement consumer data, six interviews were conducted with BRIX Performance's partner workshops located in Jakarta, Tangerang, and Semarang. The interviews revealed consistent perceptions across product quality, price fairness, delivery reliability, and promotional support. Most workshops recommended BRIX's Street Series for daily driving due to its durability and compatibility, while the

Competition Series was preferred for performance builds. Product quality was generally perceived as high, with packaging and fitment described as professional and complaint-free.

In terms of pricing, all workshops found BRIX's pricing to be competitive for a local brand, especially considering its product quality and free shipping support outside major cities. Some workshops appreciated the discount structure and cash incentive schemes offered to partners. Delivery and ordering processes were also viewed positively. Pre-order communication was reported to be clear, and lead times were predictable even for less common vehicle types.

Regarding promotion, most workshops noted that BRIX's strongest brand touchpoints came from its Instagram content and event participation, particularly in ISSOM and local drift competitions. However, some respondents indicated a need for stronger workshop-level visibility, such as banners, promotional materials, and more consistent social media shout-outs. There was also a suggestion to expand targeting toward diesel modification communities, which were seen as a growing niche with high product relevance.

2.3 Data Triangulation

To enhance the validity of this study's findings, a qualitative triangulation method was applied based on Creswell's (2014) recommendation. This approach draws from three distinct perspectives: (A) primary data from interviews and questionnaires, (B) competitor benchmarking, and (C) external environmental analysis using the PESTEL framework. By comparing these sources, the study ensures that the strategic insights are not derived from a single viewpoint but are reinforced

through multiple independent observations.

A. Interview and Questionnaire Perspective

Workshop interviews revealed that many consumers rely heavily on mechanics for product recommendations and often struggle to distinguish between BRIX's Street and Competition Series. These insights were mirrored by questionnaire responses, where 72% of respondents preferred the Street Series for daily use, while 68% viewed the Competition Series as suitable for performance upgrades. Additionally, pricing was consistently rated as fair, but some respondents indicated a desire for more value-added features.

B. Competitor Analysis

Competitor brands such as Brembo and Endless have established credibility by building strong workshop networks and clearly segmenting their product lines based on performance level and use case. This market behavior highlights the importance of strategic clarity in product messaging, and further supports the need for BRIX to emphasize its dual-lineup differentiation.

C. PESTEL Environmental Context

From a macroenvironmental point of view, PESTEL analysis reinforces these patterns. Social factors, including community trust in workshops and the importance of mechanic endorsement, influence customer decisions. Technological factors reflect an increasing reliance on digital information channels and also emphasize the need for offline explanation due to the technical nature of automotive components. Economically, consumer price sensitivity remains high, making value perception and clear

product benefits critical to purchase motivation.

This triangulation confirms that the themes identified from BRIX's interviews and questionnaire findings are further validated through competitor analysis and macro-environmental insights from the PESTEL framework, thereby strengthening the credibility of the consumer behavior analysis and supporting the strategic recommendations presented.

3. Strategic Positioning: SWOT &TOWS Analysis

Table 3. SWOT Matrix

Strengths	Weaknesses
Access to international-grade manufacturing	Limited promotional conversion in digital channels
Strong product perception among users	Lack of product differentiation between Street & Comp
Positive partner feedback on packaging and fitment	Limited workshop-level branding and offline presence
Competitive pricing structure	Low awareness of discount/promo campaigns
Opportunities	Threats
Growing demand in performance segment of car owners	Increasing price pressure from low-cost competitors
Strong presence on Instagram and WhatsApp Business	Brand dominance by global players like Brembo
Workshop engagement and trust-building potential	Consumer confusion between local and imported brands
Rising diesel car modification trend	Fluctuation in raw material and logistic costs

Based on the SWOT analysis, strategic options were developed using the TOWS framework. These are explained across four dimensions:

Strength-Opportunity (S-O)

BRIX should amplify its international manufacturing quality and positive motorsport reputation by integrating them into Instagram content and event activations. These strengths can be combined with the growing diesel and performance enthusiast communities to drive targeted digital campaigns. WhatsApp Business and workshop trust should also be leveraged to convert awareness into direct purchases.

Weakness-Opportunity (W-O)

To address product confusion between the Street and Competition series, BRIX should redesign content that positions each line. This can be delivered through interactive formats like comparison videos or carousel posts on Instagram. Promotions should also be communicated more consistently, using WhatsApp follow-ups to ensure consumers are aware of available deals.

Strength-Threat (S-T)

To stay ahead of low-cost competitors and dominant global brands, BRIX should emphasize its track-tested credibility and performance focus. Exclusive content from events like ISSOM or drift battles can reinforce differentiation. Competitive pricing can be paired with product quality messaging to combat price sensitivity.

Weakness-Threat (W-T)

BRIX must strengthen its offline branding at the workshop level through banners, display stands, and consistent co-branding materials. Addressing the low visibility of discount programs and limited offline awareness is also

essential to ensure brand recognition beyond social media.

4. Segmentation, Targeting, and Positioning (STP) for BRIX

Segmentation

BRIX's market is segmented based on vehicle usage and consumer behavior within the secondary automotive sector. The key segments identified include daily drivers seeking reliable performance upgrades and automotive enthusiasts pursuing motorsport-grade components. Demographically, most users are male, aged 25–34, living in Jabodetabek, and active on platforms such as Instagram and WhatsApp.

Targeting

Based on the SWOT and TOWS analysis, BRIX has refined its targeting toward two primary customer groups: (1) daily drivers who prioritize quiet, safe, and low-maintenance brake solutions, and (2) motorsport or modified car owners who seek high braking performance, heat resistance, and trusted brand association. Workshops also serve as a strategic intermediary segment due to their strong influence on consumer decisions.

Positioning

BRIX positions itself as a dual-purpose brake disc brand that is both daily-friendly and track-proven. The Street Series (G3000) supports everyday use, while the Competition Series (FC250) caters to high-performance applications. This positioning is reinforced through active motorsport participation, social media presence, and partnerships with credible workshops across Indonesia.

5. Marketing Mix (4P) for BRIX

Product

BRIX offers two main product lines tailored for different usage needs.

The Street Series (G3000) targets daily drivers, focusing on durability, noise reduction, and ease of installation. The Competition Series (FC250) is designed for performance-oriented users who demand higher heat resistance and stopping power, especially in racing conditions. Feedback from workshops and consumers validates the clarity of this product structure, but further differentiation is still needed to improve awareness between both lines.

Price

BRIX adopts a value-based pricing strategy, offering competitive prices with performance-oriented specifications. Workshops receive structured discounts and free shipping support, especially for orders outside Jabodetabek. Consumers generally view the price as fair, though some expect additional value such as product bundles, merchandise, or extended warranty. Promotional pricing remains underutilized and represents an area for improvement in future IMC campaigns.

Place

The brand leverages a multi-channel distribution approach:

- B2C through Instagram, WhatsApp Business, and marketplace platforms
 - B2B via partner workshops in Jakarta, Tangerang, and Semarang
- Orders are processed smoothly with reliable delivery, and pre-order information is communicated transparently. Continued investment in digital funnel integration and expanding workshop distribution outside Java will enhance reach.

Promotion

BRIX's promotional efforts focus on Instagram content, WhatsApp outreach, and event participation (such as: ISSOM, Garasi Drift). While

motorsport exposure builds credibility, digital promo recall is still weak. Future promotion should emphasize use-case clarity (Street vs Competition), workshop testimonials, and timed offers or bundled deals. Workshop-level branding assets such as banners and stickers also need to be activated more consistently to increase offline presence.

6. Strategic IMC Plan

BRIX Performance's Integrated Marketing Communication (IMC) plan focuses on improving brand clarity, digital conversion, and offline credibility. Based on analysis findings, three communication themes were developed, each executed through specific channels with targeted strategies.

Theme 1: Daily and Track Proven

To clarify the differences between its Street and Competition Series, BRIX should use Instagram storytelling in carousel and Reels format to explain product segmentation. This includes visual comparisons of materials, use cases, and performance levels. On e-commerce platforms like Tokopedia, product listings should be updated with Street vs Competition charts, review highlights, and trust-building visuals to support online confidence.

Theme 2: Trusted by Workshops

Workshops remain a key influence during customer decision-making. BRIX should equip partner workshops with flyers, banners, and product guidance materials that enable mechanics to recommend the right disc type confidently. On WhatsApp Business, improvements like automated greetings, pinned FAQs, and quick replies can help streamline conversion from Instagram leads while reinforcing the product lineup.

Theme 3: Proven in the Community

To maintain its credibility among car enthusiasts, BRIX should continue

sponsoring events like ISSOM and Garasi Drift. Sharing branded content from these events, such as race footage or team testimonials thus will reinforce its image in the performance segment. Additionally, offline event activations (such as: car meets, pop-up booths) can be used to display products directly, build trust, and educate potential customers in person.

7. Implementation Timeline

The following implementation timeline outlines BRIX Performance's planned execution of its IMC strategy over a six-month horizon. Activities are grouped according to the three IMC themes, covering both digital and offline channels.

Table 4. Implementation Plan Gantt Chart

IMC Area	Activities	Quarter			
		Q3 25'	Q4 25'	Q1 26'	Q2 26'
Instagram	Storytelling content Street vs Competition				
Tokopedia	Product visual and review optimization				
WhatsApp	Set up replies and highlight the key info				
Workshops	Distribute flyers and usage guidance				
Sponsorships	Garasi Drift & ISSOM campaign output				
Offline Events	BR IX booth at car meets / track events				

To support the BRIX team better in this IMC implementation, a Gantt chart has also been developed to visualize and align the activities within BRIX Performance's annual calendar. This allows each team to clearly see the timing of their responsibilities, coordinate across functions, and ensure that each IMC elements are launched in

the correct sequence and at the correct time.

CONCLUSION AND SUGGESTION

This study aimed to develop strategic marketing approaches for BRIX Performance, a local Indonesian brand producing high-performance brake discs for the secondary automotive market. Using a mixed-method research design, insights were gathered from 108 consumer questionnaire responses and six interviews with partner workshops. The analysis combined internal evaluation through the VRIO framework and external analysis using the 4P marketing mix, STP model, and market benchmarking.

The findings show that BRIX is perceived to offer high product quality and competitive pricing. However, there are gaps in brand communication, product differentiation, and promotional recall. Workshop influence remains strong in shaping customer decisions, and digital platforms such as Instagram and WhatsApp are key touchpoints for discovery and conversion. To improve its positioning, BRIX must enhance its messaging, increase workshop visibility, and deliver more consistent promotional content.

Based on these insights, three integrated marketing communication themes were proposed: Daily and Track Proven, Trusted by Workshops, and Proven in the Community. Each theme is supported by a structured implementation plan covering both digital and offline activities. Strengthening these communication efforts can help BRIX build clearer brand positioning, improve customer trust, and increase future sales performance.

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