



Utilization of Webinars and Live Instagram as Tokocrypto Marketing Communication Media

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ABSTRACT

Employers' use of communication technology is practical, fast, efficient, and effective. Among the communication technology tools that can be used to support business activities are the Zoom application, Google Meet for webinars, and social media such as Instagram, which is used as a marketing medium. This study aims to determine the use of webinars and live Instagram as a medium of business communication in Tokocrypto marketing. This research uses a qualitative approach with a case study approach. The study results show that, First, during the Covid-19 Pandemic, online media such as webinars and live Instagram were very effective as a medium for Tokocrypto's marketing communications. Using online media is one of the best ways to reach an audience. Applications used by Meeting, Youtube, and Instagram by Tokocrypto as a platform for buying and selling cryptocurrency assets. This is a convenience during a pandemic like today. Second, Tokocrypto utilizes webinars and live Instagram as a means of creativity in promoting, marketing, and educating cryptocurrencies on the Tokocrypto platform, with exciting material, competent sources, and dible guest stars so that Tokocrypto can create an ecosystem for users or Tokocrypto. Third, Tokocrypto was able to effectively and efficiently utilize webinars and live Instagram in publishing to audiences during the Covid-19 Pandemic.

Keywords: Webinar, Live Instagram, Komunikasi Pemasaran, Tokocrypto.

INTRODUCTION

The Covid-19 pandemic that hit countries in various parts of the world starting in 2019 significantly impacted various human activities, including the business sector, as happened in Indonesia with a drastic economic decline (Wardoyo, 2020); (Nasution et al., 2020). The impact of the Covid-19 pandemic has also been felt in urban and rural areas (Suwoso, 2020) and by small and medium entrepreneurs (Rosita, 2020).

Based on data from Bank Indonesia (BI), in the first quarter of 2020, the business world experienced a decline in the performance of 5.56%. However, in the second quarter of 2020, this figure rose to 2.13%. The impact is that many companies are laying off their employees because these companies can no longer operate. Approximately 212,394 workers were laid off in 2020 (Indrayani & Hartono, 2020).

Only at the beginning of 2022, the economy in various countries is gradually improving, along with the decline in Covid-19, the stability of the domestic financial market, and the stretching of several economic sectors (Modjo, 2020). However, considering the severity of the economic damage, an appropriate and fast strategy is needed to restore economic conditions. Because based on the predictions of the government and several strategic research institutions, economic growth in Indonesia will still need to improve in 2020 (Muhyiddin, 2020).

Based on the above realities, businesses must adapt quickly, especially to respond to the external dynamics of the company, customer, and suppliers. Then use one of the right business strategies. The right strategy relevant to this is business communication or marketing communications. With good communication, business people and producers can better sell their products and avoid misunderstandings between the two parties.

In the business world, an entrepreneur must also have good communication skills, especially interpersonal communication (Monica et al., 2021), then be able to use various communication media, and be able to compose effective messages so that the delivery of business messages can be achieved.

Currently, the era of information disruption, where information technology is born and develops with a new approach. Information is not only a source of knowledge but a commodity. Information technology touches all sectors of human life, including the economic sector. Promotion and marketing information is easy to find on social media and mainstream media.

Technological developments occur not only in information s; they also in other fields, where one area with another is intertwined. For example, the innovation of payment system instruments that do not only use fiat money now creates another type of financial instrument; a digital currency called

cryptocurrency.

Cryptocurrency can be an alternative medium of exchange and an investment and trading instrument. Transactions and investments now do not need to involve the bank. Additionally, transactions can be carried out quickly, across countries and continents, more accessible, cheaper, safer, and guaranteed confidentiality (Ausop, 2018).

The first type of Cryptocurrency coin that was introduced was named Bitcoin. Bitcoin started operating in 2009. Over time, Bitcoin gained high popism and impacted other cryptocurrency coins, becoming popular among investors or retail consumers (Mohd Noh & Abu Bakar, 2020).

Cryptocurrency is now a pioneer in implementing Blockchain technology adoption. Blockchain technology is not only limited to payment systems. Blockchain technology allows for decentralized applications that can affect various sectors of life, such as the economy, science, education, arts, culture, and so on (Shovkhalov & Idrisov, 2021).

Unfortunately, this cryptocurrency trend is not very popular in the community. Strategies and efforts must be made to increase the understanding and broader use of cryptocurrencies. This target will be achieved through an appropriate, effective, and efficient communication strategy. Because by using a business communication strategy, informative, controlling, persuasive, and integrative steps will be carried out (Sutrisna, 2007).

However, promoting this cryptocurrency encountered significant obstacles and problems. The Covid-19 pandemic that is currently hitting including in Indonesia, which cannot be predicted when it will end, has caused some people's activities to change. The usual communication activities are also changing. This also hinders the socialization of slow cryptocurrencies.

Conventional activities such as buying, selling, teaching, and service are now changing. The Covid-19 pandemic requires everyone to keep their distance or social distancing to reduce the spread rate. Buying and selling that was carried out during the Covid-19 Pandemic switched to online purchases. Likewise, with buying and selling activities, teaching cannot be done conventionally through direct contact. Learning during the Covid-2019 Virus Pandemic was carried out online, which resulted in weakening physical contact or face-to-face activities. Currently, work and study require from home by utilizing internet-based communication media.

This needs to be understood and implemented in the era of the all-digital industrial revolution 4.0. Current trends in delivering information and learning messages require using internet-based communication media, such as Web-based Seminars or Webinars. Webinars are a technology that allows users to hold seminars, talk shows, discussions, and other activities online or use the internet

without having to meet face-to-face at all.

In the beginning, developed countries often conducted webinars, but now they are familiar in Indonesia. In 2020, webinars became a communication media often used during the Covid-19 Virus Pandemic that hit Indonesia and many countries worldwide. This also includes using webinars in cryptocurrency promotion and socialization activities, which several institutions carry out.

This webinar is used by various fields involving various experts. In the tourism sector, for example, utilizing digital marketing to promote exciting spots and places to visit, one of which is webinars (Rohimah & Hakim, 2021). New entrepreneurs also conducted training, coaching, and supervision during the pandemic using webinars (Durahman et al., 2019). Then even in the nursing field during a pandemic, alternative efforts to increase the knowledge and insight of nurses or prospective nurse staff strategy is to use webinars in the training or lecture process (Iza et al., 2019).

Several research results related to the use of social media and webinars for product marketing have been carried out by many researchers, including Fantini et al. (2021), who researched optimizing social media as a promotional medium for products from Small and Medium Enterprises during the Covid-19 Pandemic. 19. Both of them saw how to use social media as a medium for marketing during the Covid 19 pandemic. However, this research only focused on Instagram, unlike Fantini et al.'s. Various types of social media.

Then Untari & Fajariana's Research (2018) focus has something in common: using Instagram as a marketing medium. However, this research is more specific about how to use live Instagram to market its products.

Still, with the Instagram research object, there are exciting research results that many MSME entrepreneurs still need to learn about Instagram for business features (Rafiah & Kirana, 2019). Rafiah & Kirana's Research looks at the knowledge and understanding of business people about Instagram features, while this research focuses on how Instagram lives in conducting marketing communications.

There is also research on using webinars as a marketing medium, as was done by Gogali et al. (2020). The results show that using webinars for marketing media is reliable. Audiences can access several webinar activities from various backgrounds, both within the country and abroad.

In research by Gogali et al. with this research both regarding the use of webinars as a marketing communication medium, the research method is the same; the difference is the object of study so that it can enrich the benefits of using webinars as an alternative media in increasing the marketing of a product.

There are also research results by Permata et al. (2021) that confirm that using webinars as a marketing medium can increase company brand awareness among consumers or customers. Not only that, participants who participated in

promotional activities using webinars also continued to experience an increase. Permata research et al. This research is the same as this research in terms of research objects but differs in the approaches and methods used.

This study uses a constructivist paradigm to understand and interpret a social event with specific meanings. In addition, this research also uses a qualitative approach. Creswell (2014) emphasized that qualitative study seeks to analyze and make sense of a phenomenon or event from the point of view put forward by the public to the researcher. There is also a reason for using the case study method, referring to Creswell's (2014) explanation. The research aims to carefully investigate the problem by gathering complete information through data collection procedures. Then, case studies aim to gain an in-depth understanding and more intensive analysis of matters related to individuals, groups, or situations.

The research data were obtained using in-depth interviews with informants from Tokocrypto owners and employees. Apart from that, they also made observations and reviewed literature documentation related to research objects on the focus of marketing communications using Webinars and Live Instagram media at the Tokocrypto Rangers Store. The results of this study are expected to help small and medium entrepreneurs market their products, so they can increase brand, productivity, and company performance, by using marketing media that is economical and practical.

RESULTS AND DISCUSSION

Based on the data obtained from interviews with informants, and field observations, it can be seen that Tokocrypto is a platform for buying and selling bitcoin assets and cryptocurrencies by utilizing blockchain technology. Tokocrypto makes marketing changes according to the situation's demands, and a form of response to the current situation as Hinterholzer & Joss (2017) said that changes in marketing are a strategy that must always be carried out given the never-ending technological developments.

Tokocrypto, since November 2019, has been officially registered with the Commodity Futures Trading Regulatory Agency (BAPPEBTI) under the Ministry of Trade of the Republic of Indonesia. In May 2020, Tokocrypto launched the Tokocrypto 2.0 trading system, which is supported by the Binance Cloud system with high transaction speed and security, as it is known that Binance is the most significant cryptocurrency buying and selling platform in the world. Then, Tokocrypto also launched applications based on Android and iOS, which make it easier for users to earn cryptocurrency asset transactions, and can also be safe and comfortable.

Based on the data obtained, the Tokocrypto Rangers Store, when the Covid-19 pandemic hit, changed its activity pattern, especially its publication and

marketing activities. Tokocrypto, which incidentally is a technology-based company, inevitably demands that it must be able to adapt to situations and conditions in the field. Tokocrypto made the most of the 5.0 era, where communication technology developed in such a way. Of course, various breakthroughs by utilizing and packaging publications through social media applications to the most whole and most attractive.

Tokocrypto, in its activities to promote and increase awareness, also conducts a series of webinars and live Instagram. Instagram webinars and live are designed in such a way as to be exciting and still present an educational element in them.

Tokocrypto realized it was sticking with the old strategy by relying on face-to-face marketing communication. Meet with existing users to keep them afloat and reach out to potential users. However, this strategy could have been more optimal due to situations that made it impossible to meet. Finally, Tokocrypto changed its system by reaching users with media and applications in cyberspace. This is done to reach out directly to followers, subscribers, users, and potential users of Tokocrypto.

Toko Rangers Tokocrypto, a technology-based crypto exchange company, is trying hard to deal with the development of the information age, where everything is digital and fast—using a strategy by making the most of existing communication technology. Webinars or live on various social media and platforms such as Zoom, Youtube, and Instagram are put to good use to reach users, both old users, new users, and even potential users.

The Rangers Tokocrypto store, which utilizes social media, and the zoom application to market its products, is categorized as a company that has followed digital marketing trends. The Rangers Tokocrypto store, which uses a digital marketing strategy, is the right choice and more prospective because it will give potential customers easy access to various product information, plus the virtual and convenient transaction facilities, which consumers are looking for and need. (Kennedy et al., 2020). Digital marketing, for now, can help in increasing marketing and sales because the consumer community is having fun using digital (Elangga et al., 2021); (Lestari & Syaifuddin, 2020); (Rivani et al., 2021).

Internet use during the Covid-19 pandemic in daily activities or fulfilling work assignments increased rapidly. Among the rapid use of the internet is to fulfill marketing activities. Among social media, three social media are often used in online marketing, namely Facebook, Instagram, and YouTube. Social media is essential and influential in branding and promoting products daily. This promotion also increases product or service sales (Faniti et al., 2021).

However, behind the facilities that can spoil social media users for marketing, several obstacles are encountered in optimizing social media for online businesses, including cost leadership, differentiation, and focus (Faniti et al.,

2021). This problem, Tokokrypto, can handle it. In addition to rarely having business competitors, the managers of Tokokrypto already understand the target, so they focus on cultivating it.

Using Webinars and Youtube Facilities

The first change in the marketing strategy for Tokocrypto Ranger Shop was to use an event in a webinar format. Long before the Covid 19 pandemic, when people easily gathered in one place, competent resource persons were presented, and seminars were held. Then when the government banned people from collecting because it could be a medium for spreading Covid 19, the format of this seminar switched to a virtual meeting or webinar.

The application for formal and informal events by Tokocrypto uses zoom, occasionally using google meet, but most often using zoom. The choice of the zoom application by Tokocrypto makes learning more varied; participants will be independent and encouraged to be active in learning. In zoom, there are also features that make the learning atmosphere more interesting (Monica & Fitriawati, 2020).

Even though it has an interesting application, at the beginning of the implementation of Zoom, there was still a tiny amount of confusion because the Zoom application needed to be more familiar, and only a few participants understood it. Over time, more and more people are using it, and there are many webinar activities at dictionaries, schools, and several companies with the zoom application, so this webinar is favorite and much appreciated by old users, new users, and potential users of Tokocrypto.

At first, only a few participants took part and needed to be proficient at zoom. However, due to the rapidly increasing usage trend and Tokocrypto intensively holding webinars, the participants were also trained in using the zoom application. Starting from how to talk on Zoom, giving questions and suggestions in writing in the chat room, how to close the camera when joining Zoom, how to share material on Zoom, and so on, gradually the participants are trained until they become proficient in using the Zoom application. . However, there are still very few who can host and manage zoom. Those who join and become participants are generally familiar with it.

The results of Susanti et al.'s research showed the same thing. (2021), of the 100 participants in the survey, only 27% were able to use the application for webinars, and the rest had never hosted. This means that only a few have mastered applications for webinar activities during the Covid-19 pandemic.

However, the current conditions and situation are much different; after almost two years, people have used the zoom application for discussions or webinars and are increasingly literate and used to it. This rapid adaptation gave rise to a new culture. People are getting comfortable and addicted to zoom when

conducting remote discussions in the virtual world.

Currently, many Tokokrypto users are asking for zoom. Apart from being effective and practical, it does not take time to come to the location; you do not have to prepare the room and setting for the activity, and you do not have to think about costs for consumption. Besides that, participants can also relax or can while doing other work, such as while driving a car, carrying out daily routines, and so on.

Tokocrypto forms a committee when it wants to hold a webinar, as seminar activities are held in normal conditions and situations. The committee consists of the MC, and officers contact the resource persons. This committee will create a flyer complete with the name of the resource person, time of activity, and a zoom link that can be accessed by those interested. Flyer is also made as attractive and informative as possible. The goal is for people who view the flyer to be interested in participating in the webinar. Apart from the flyer, the committee also made a screen for the background; when zooming in digitally, a set will appear according to the webinar theme.

If the flyer already exists, the committee will distribute the flyer and background and provide invitations to the speakers and participants. The committee will also prepare a zoom link with a large participant capacity, up to 500 participants. This is to anticipate the booming participants. Because this webinar is not limited to participants from anywhere, you can join. The more participants, the better because more people will know, understand, and become cryptocurrency users.

During the webinar, the committee recorded and created a YouTube channel. Because in the zoom application, there is also a feature to record and edit it to display again on Youtube. Even if the participant exceeds the zoom capacity, the participant can watch live via YouTube. Tokocrypto, which carries out publications and marketing by utilizing the Youtube platform, has a program called Trading Together (TRABAR), which routinely streams live.

Rangers Tokokrypto shop utilizes YouTube to repeat activities and inform participants who can access it after the event, when participants who cannot attend directly can still get the material, or when participants who took part but forgot can open and watch it again. Thus, there is no term for missing information, and everything is noticed; everything can be done quickly and practically.

Also, from YouTube content, Tokocrypto benefits by asking viewers to subscribe, like, and share with colleagues or other communities. The more people who subscribe, like, and watch, this also brings financial benefits for Tokocrypto.

Not only that, but Tokocrypto also gets other benefits, namely, constructive input, suggestions, comments, and criticism from YouTube viewers at every Tokocrypto event. The audience's information becomes material for making programs and other activities to improve Tokocrypto. Instead of deliberately

doing research, it will take time and money.

Having a comment column on Youtube can make customers feel close, and Tokocrypto accommodates their input. Customers also feel honored and flattered, which causes them to remain loyal and even recommend to other parties about this Tokocrypto. Thus the spread of Tokocrypto among the public.

Regarding examples of webinar activities that Tokocrypto routinely holds, you can see in the image below:



Source: Tokocrypto doc.

Figure 1. Open Zoom Meeting Webinar Notice

On the flyer made by the committee team, there is the organizer's logo; there is the title of the webinar event, the names of the speakers and moderators, the time of activity, and a zoom link that can be accessed by participants who want to be involved in this webinar event.

Then for an example of a live webinar on YouTube, you can see in the image below:



2500 BTC DIBORONG! BTC bersiap untuk rebound? Market Overview oleh ...

Source: Tokocrypto doc.

Figure 2. Co-Trading Program Webinar on Youtube

The picture shows the live YouTube atmosphere from the webinar activity. Photos of the partners, resource persons, and materials shared by the resource persons. There is a live description, and the Tokocrypto logo, the brand of the Tokocrypto Rangers Store, organizes this live activity on YouTube.

Tokocrypto, through the Zoom and Youtube platforms, is convenient for carrying out a marketing communication activity due to limited government policies that can carry out activities with crowds or involve many people in one place. Apart from marketing, this webinar is also a means of training and educating consumers about the products they will use, as is done by MSMEs who use webinars for digital marketing training (Wulandari et al., 2021).

These ideas and innovations make marketing communications which also contain education for consumers, continue to run even though they cannot meet face to face. Even in its implementation, webinars can cut efficiency in terms of time and distance.

The use of webinars as an effective marketing medium is also proven by Gogali et al. (2020) that webinars are reliable enough to serve as a vehicle for marketing, promotion, and outreach because audiences can access it from various backgrounds, people at home and abroad simultaneously without any restrictions and costs.

Not only that, according to Permata et al. (2021) that webinars can be used as a promotional and marketing tool for a product that is quite effective. Although not face-to-face, webinars can grow company brand awareness in the community. This has been proven by what Toko Rangers Tokokrypto has done; the old and new users care more about, respect, and judge that Toko Rangers Tokokrypto is superior in its class.

The choice of Tokocrypto Rangers Stores with a webinar is already on the right track during the co-19 pandemic. Because this webinar is also carried out in several other countries, one of which is the Philippines and China, namely in increasing the competence of the teachers by conducting teacher education training through the webinar program. During the covid-19 pandemic, training for teachers with webinars was quite encouraging (Toquero & Talidong, 2020).

Get Closer to Customers Live on Instagram

The second application used by Toko Rangers Tokokrypto to communicate its products is Instagram-type social media. Considerations Toko Rangers Tokokrypto uses Instagram in addition to zoom and YouTube, namely because Instagram type has many users compared to users of other types of social media.

Since 2019, Instagram has been a social media with an increasing number of users (Hartono, 2020). Instagram active users currently reach 700 million every month. This proves that the power of Instagram is confident when it is used by Tokocrypto (Ontario & Fajariana, 2018). This large number of Instagram users

will likely become an opportunity for Tokokripto users to increase.

Tokocripto is also considering taking advantage of a social media platform's features because smartphone users often use Instagram daily. The features on Instagram are in the form of live Instagram. Members or people following live Instagram can interact actively with each other.

Instagram is a social media platform that users routinely use almost every day. Thus, it will be easier for Tokocripto to reach Instagram users, both those who deliberately follow Tokocripto and those who accidentally, when "surfing," find Instagram live events held by Tokocripto.

Instagram is light, easy, and less complex than other platforms, making it easier and more supportive to attract enthusiasts. People who want to be involved in live Instagram have the Instagram application and have an excellent quota and signal; as long as the people involved follow each other on Instagram, they can be applied to live Instagram.

Even though using a reasonably lightweight platform, the sources brought in by the committee from Tokocripto are still sources with credibility recognized in their fields. They are starting from having good rhetoric, having attractiveness in appearance, and mastering the material because later when there is a question and answer with the participants, they can explain it to the participants. The purpose of this is to bind participants and attract participants so that participants who participate in live Instagram are still interested in following it.

Considerations: Toko Rangers Tokocripto uses Instagram because Instagram is currently a social media that smartphone users use daily. People who are 'up' have to open Instagram for fun. So light features on Instagram are also maximized by the Tokocripto Rangers Store.

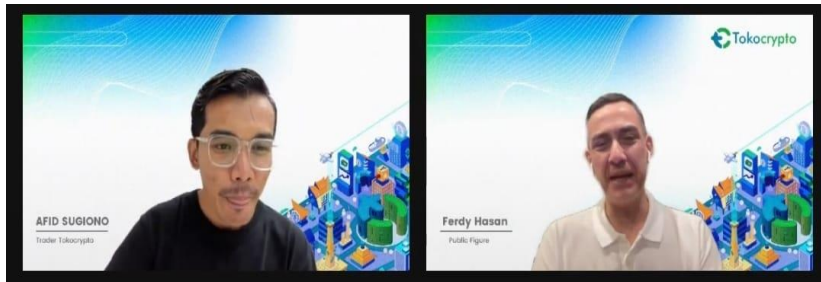
Tokocripto Rangers, through various activities and events in these media, also have another goal, namely to build an ecosystem for Tokocripto users. Not only do you want to attract new users, but also "maintain" old users and form unity among users and with Tokocripto. So the users are still trying to be maintained so that they have an attachment to each other, and the output is to exchange on the Tokocripto platform routinely.

Instagram is a medium that can be used live. Participants who are involved can freely express opinions, ask questions, and so on. Webinars are formal virtual discussions, and Instagram is a place for conversations in informal virtual spaces. The impression of being relaxed, open, and accessible will feel firm when living on Instagram.

Tokokripto, when doing live Instagram, can have two versions, namely the formal and informal versions. The standard version is planning with an organized agenda. This is routine every week. However, there is also an incidental live Instagram. When there are urgent matters, for example, many users or customers

ask questions, the manager, considering the importance of educating or explaining, conducts live Instagram. There was even something that was not intentional; suddenly, one of the managers of Tokokrypto did a live, which then there were people who were fun at first turned more curious when there was a live Instagram. A few new Tokokrypto users are also interested, starting when they casually follow Tokokrypto's Instagram live.

You can see in the image below one of the live Instagram activities held by Toko Rangers Tokokrypto. Sources with big names in the infotainment world and extensive knowledge about crypto. Moderators were also selected with qualifications who are skilled at using Instagram, have extensive knowledge about crypto, and are good at speaking in front of the camera. The moderator and the resource persons wore simple and polite clothes, creating a relaxed atmosphere but still got the substance.



Source: Tokokrypto doc.

Figure 3. Live Instagram Smart Chat (Ngobras) "Market Signal This Week"

The utilization of live Instagram is a new media tool for introducing Tokokrypto with the target of building and strengthening the Tokokrypto brand in the community. These media can also increase brand awareness and provide education to the public in a creative way. This is because Tokokrypto's target market is smartphone users and similar technologies interested in cryptocurrency investment.

The choice of marketing media by Tokokrypto for Instagram social media is not without reason. Among the reasons and considerations is that Instagram has undergone many changes and has become a platform that allows users to build a business identity with good visuals so that the content is high quality. Tokokrypto always uploads photos and videos related to products, the latest pictures and videos, and those that are useful for users.

The existence of photos and videos, in addition to short texts on Instagram, can provide audiences with exciting information in new and unique ways, making messages on Instagram much in demand so that they can make Instagram fun and

easy and help increase sales (Untari & Fajariana, 2018).

Not only that, but Instagram also has a message appeal that is unique and different from other social media. Starting from the style of the message conveyed to the audience, the level of accuracy of the message, the clarity of the news when it is understood, and the frequency with which the message can be delivered more than once (Ramadan & Fatchiya, 2021).

The advantages of Instagram, with a variety of features and high attractiveness, make Instagram's existence utilized for companies; the impact is not only increasing promotion or marketing; the results of Research by Indika & Jovita (2017) show that Instagram can increase sales of a product. This has been adopted by Tokocrypto so that the number of users has increased significantly. The same thing is also the result of Kurniawan's Research (2017) that Instagram can increase sales to Batik Burnet, even though it was long before the Covid-19 pandemic, which meant that sales could also be made offline. However, with the presence of Instagram, sales have multiplied.

Rangers Tokocrypto stores that use Instagram, especially live, can increase customer or consumer confidence. Customers or users feel that the Ranger Tokokrypto Store will not manipulate data, photos, and videos or commit fraud against its users to seek personal gain. Instagram is a social media with a pretty good level of credibility (Koay et al., 2021). The use of Instagram adds to the company's credibility in the eyes of the public, or users become more trusting.

However, unfortunately, this increasingly sophisticated Instagram, which already has facilities to increase product sales in its business, has yet to be fully known and utilized by business actors. According to Rafiah & Kirana's Research (2019), MSME actors have limited knowledge and skills in maximizing Instagram for business facilities, so their product sales are not good.

CONCLUSION

Based on the results and discussion, it can be seen that the Covid-19 pandemic that hit the whole world required everyone to keep their distance from one another. This made Tokocrypto change its marketing strategy. Events such as seminars, events, and so on cannot be carried out directly by Tokocrypto. Tokocrypto changes these activities in another way, namely online or online.

Utilizing applications and platforms that support online activities, such as webinars & live Instagram, is one of the best ways to reach Tokocrypto's audience. Applications that can be used are Zoom Meeting, Youtube, and Instagram, in marketing communication activities carried out by Tokocrypto as a platform for buying and selling cryptocurrency assets.

Tokocrypto uses webinars and lives Instagram as a "weapon" or means of creativity in promotions, especially marketing communications and education

about cryptocurrencies on the Tokocrypto platform. The topics and materials are packaged as attractively as possible to attract the audience's attention. Not only that, sources and guest stars are sought and determined according to criteria that have competence and credibility in their fields. The target is not just to attract users; Tokocrypto is also trying to create an ecosystem for Tokocrypto users.

Tokocrypto's use of webinars and live Instagram has proven effective and efficient in facilitating both Tokocrypto and audiences spread across various places and corners of Indonesia. This new media is expected to be effective not only during a pandemic but for the future.

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