



DESIGNING A PRE-LAUNCH DIGITAL MARKETING STRATEGY BASED ON CONSUMER INSIGHT, CUSTOMER JOURNEY, AND VALUE PROPOSITION TO ENHANCE BRAND AWARENESS OF A DIGITAL JOURNALING PLATFORM

MERANCANG STRATEGI PEMASARAN DIGITAL PRA- PELUNCURAN BERDASARKAN WAWASAN KONSUMEN, PERJALANAN PELANGGAN, DAN PROPOSISI NILAI UNTUK MENINGKATKAN KESADARAN MEREK PLATFORM JURNAL DIGITAL

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Abstract

The development of digital platforms in the mental health sector has shown significant growth, along with increasing awareness among younger generations regarding the importance of self-reflection and psychological well-being. One type of service with the potential to address these needs is digital journaling platforms. However, at the pre-launch stage, the main challenge faced by digital platforms lies not only in feature design, but also in building brand awareness from the outset through digital marketing strategies that are relevant to the needs of potential users. This study aims to design a digital marketing strategy based on consumer insight, customer journey, and value proposition at the pre-launch stage of the PelanPelan digital journaling platform. The study adopts a descriptive qualitative approach involving potential users from Generation Z aged 20–28 years. Data were collected through semi-structured interviews and open-ended surveys. The data were analyzed using thematic analysis to identify consumer insights, construct a conceptual customer journey, and formulate a value proposition as the foundation of the digital marketing strategy. The findings indicate that potential users perceive journaling as a tool for emotional regulation and self-reflection, yet still experience adoption barriers at the awareness stage. Based on these findings, pre-launch digital marketing strategies should focus on empathetic, simple, and emotionally driven communication to build contextual brand awareness.

Keywords : digital marketing, consumer insight, customer journey, value proposition, brand awareness, journaling digital.



Abstrak

Perkembangan platform digital di bidang kesehatan mental menunjukkan peningkatan yang signifikan, seiring dengan meningkatnya kesadaran generasi muda terhadap pentingnya refleksi diri dan kesejahteraan psikologis. Salah satu bentuk layanan yang berpotensi menjawab kebutuhan tersebut adalah platform journaling digital. Namun, pada tahap pra-peluncuran, tantangan utama yang dihadapi platform digital bukan hanya pada perancangan fitur, tetapi pada bagaimana membangun brand awareness sejak awal melalui strategi digital marketing yang relevan dengan kebutuhan calon pengguna. Penelitian ini bertujuan untuk merancang strategi digital marketing berbasis consumer insight, customer journey, dan value proposition pada tahap pra-peluncuran platform journaling digital PelanPelan. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan melibatkan informan calon pengguna dari Generasi Z berusia 20–28 tahun. Teknik pengumpulan data dilakukan melalui wawancara semi-terstruktur dan survei open-ended. Data dianalisis menggunakan analisis tematik untuk mengidentifikasi consumer insight, menyusun customer journey konseptual, serta merumuskan value proposition sebagai dasar strategi digital marketing. Hasil penelitian menunjukkan bahwa calon pengguna memandang journaling sebagai sarana regulasi emosi dan refleksi diri, namun masih memiliki hambatan adopsi pada tahap awareness. Berdasarkan temuan tersebut, strategi digital marketing pra-peluncuran perlu difokuskan pada komunikasi yang empatik, sederhana, dan berbasis pengalaman emosional untuk membangun brand awareness secara kontekstual.

Kata Kunci : pemasaran digital, wawasan konsumen, perjalanan pelanggan, proposisi nilai, kesadaran merek, jurnal digital.

1. INTRODUCTION

The development of digital technology has driven the emergence of various platforms focused on mental health and self-development. Amid increasing academic, social, and work-related pressures particularly among Generation Z the need for safe and personal self-reflection media has become increasingly relevant. One form of digital service that has emerged to address this need is digital journaling platforms, which allow individuals to independently express their thoughts and emotions through digital devices.

Although the market potential for digital journaling platforms is considerable, competition within the digital wellness industry is becoming increasingly intense. Many platforms offer relatively similar functionalities, making brand differentiation difficult to establish, especially at the early stage prior to product launch. Under these conditions, brand awareness becomes a crucial factor, as potential users tend not to have an explicit need for digital journaling platforms and may not yet understand the value offered by a particular brand.

Most previous studies have discussed digital marketing and brand awareness in the context of products or services that are already operating. Meanwhile, research focusing on the design of digital marketing strategies at the pre-launch stage particularly those based on consumer insight and customer journey remains relatively limited. In fact, failure to build brand awareness from the early stage can result in low product adoption after launch.

PelanPelan is a conceptual digital journaling platform designed to support self-reflection and emotional management activities. As a product still in the pre-launch stage, PelanPelan requires a digital marketing strategy that is not merely promotion-oriented, but instead grounded in a deep understanding of potential users' needs and expectations. Therefore, this



study aims to design a digital marketing strategy based on consumer insight, customer journey, and value proposition to enhance brand awareness of the PelanPelan digital journaling platform prior to market launch.

2. RESEARCH METHOD

This study employs a descriptive qualitative approach with an exploratory purpose, focusing on the design of digital marketing strategies at the pre-launch stage of a digital journaling platform (Nugraha, 2025). This approach was chosen because the study does not aim to quantitatively measure the effectiveness of marketing strategies, but rather to explore an in-depth understanding of potential users' needs, perceptions, and expectations as a foundation for marketing strategy design.

The research subjects consist of potential users from Generation Z, aged between 20 and 28 years. Informants were selected using purposive sampling, with criteria including individuals who are accustomed to using digital applications and have an interest in self-reflection, mental health, or self-development issues.

Data collection was conducted through two main techniques: semi-structured interviews and open-ended surveys. Semi-structured interviews were used to explore informants' perceptions of journaling activities, experiences with similar digital services, and expectations of an ideal digital journaling platform. Open-ended surveys were used to complement interview data and broaden the range of informants' perspectives.

The collected data were analyzed using thematic analysis, which involved data transcription, coding, theme categorization, and interpretation of findings. The analysis focused on identifying consumer insights, constructing a conceptual customer journey, and formulating a value proposition as the basis for designing a pre-launch digital marketing strategy.

3. RESULTS AND DISCUSSION

The results indicate that potential Generation Z users perceive journaling as an activity closely related to emotional regulation and self-reflection. Informants viewed journaling as a means to understand emotional conditions, relieve stress, and manage thoughts in a more structured manner. However, journaling is also perceived as an activity that requires consistency and discipline, which creates psychological barriers to adopting digital journaling platforms.

The findings reveal that at the initial stage, potential users do not actively seek digital journaling platforms. Awareness of similar platforms is generally obtained passively through social media or recommendations from close acquaintances. This indicates that the awareness stage is a critical point in the pre-launch customer journey. Unclear brand messaging and value propositions may cause potential users to overlook the existence of digital journaling platforms. Based on the conceptual customer journey mapping, the consideration stage is influenced by potential users' perceptions of emotional value and ease of use. Potential users tend to compare digital journaling platforms with alternative options, such as manual writing or general note-



taking applications. At this stage, a value proposition that is not clearly communicated can hinder the formation of meaningful brand awareness.

Based on these consumer insights and customer journey findings, PelanPelan's value proposition is formulated as a digital journaling platform that provides a safe, simple, and empathetic emotional reflection space for Generation Z. This value proposition emphasizes emotional experience as the main differentiation, rather than technical superiority or feature complexity. The implications of these findings suggest that PelanPelan's pre-launch digital marketing strategy should focus on light educational content, emotionally driven storytelling, and a non-judgmental communication approach that is relevant to the daily lives of the target market.

4. CONCLUSION

This study confirms that the design of a pre-launch digital marketing strategy for a digital journaling platform must be based on a deep understanding of consumer insight, customer journey, and value proposition. The findings indicate that potential Generation Z users perceive journaling as a tool for emotional reflection, yet still face adoption barriers at the awareness stage due to low exposure and unclear brand messaging.

Practically, this study provides implications for digital wellness platform managers to design pre-launch marketing strategies that emphasize empathetic communication and emotional experiences in order to build brand awareness from the early stage. The limitation of this study lies in its qualitative approach and conceptual research context; therefore, future research is recommended to empirically test the proposed strategies after the product has been launched.

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