

Ninja Xpress Digital Communication as a Marketing Communication and Information Publication Tool

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Abstract

The development of digital technology has transformed corporate communication patterns, making them more flexible, interactive, and integrated, including in marketing communication, which now requires strategic management of digital channels to ensure consistent messaging and strong relationships with the public. This research analyzes Ninja Xpress's digital communication as a means of marketing communication and information dissemination, based on Don E. Schultz's Integrated Marketing Communication (IMC) perspective. The study uses a descriptive qualitative method through observation of digital channels (website, Instagram, TikTok, Facebook, and YouTube) along with a literature review, referring to IMC concepts that emphasize message integration, communication consistency, and relationship-building with audiences. The findings show that Ninja Xpress utilizes various digital channels with distinct functions while maintaining a consistent core message, namely ease of logistics services, support for MSMEs, domestic and international delivery reach, and technology utilization. Digital media are also used to build public relations through customer service, social media interaction, and educational content. However, responses to several customer complaints still tend to rely on generic templates, which do not always provide specific solutions. Overall, Ninja Xpress's digital communication has supported the implementation of IMC principles in strengthening brand image and public relations. The company is advised to improve the quality of digital interactions through more personal, solution-oriented responses focused on resolving customer issues.

Keywords: Digital Communication, Marketing Communication, Ninja Xpress, Information Publication, Integrated Marketing Communication (IMC).

INTRODUCTION

The development of digital technology has transformed organizational communication patterns from a one-way model into communication that is more dynamic, interactive, and connected through various digital platforms. Digital media enables companies to deliver messages quickly, broadly, and measurably while simultaneously building closer relationships with the public (Rasyid & Saragih, 2026). In increasingly competitive business environments, the ability to manage digital communication has become an important factor in building corporate image, public trust, and long-term relationships with consumers (Rosalia, 2025).

These changes have also influenced the practice of corporate marketing communication. Marketing communication is no longer focused solely on delivering product information through conventional media but has developed into a strategy that utilizes various digital channels to influence consumer behavior and achieve organizational goals. Marketing communication strategy refers to a structured plan for delivering messages to target markets, while its functions include providing information, persuasion, reminders, and building relationships with consumers to create brand loyalty (Pahlevi & Swarnawati, 2024; Rohani et al., 2021).

The use of various digital media needs to be managed in an integrated manner to ensure that the messages delivered remain consistent. The concept of Integrated Marketing Communication (IMC) developed by Don Schultz explains that all forms of organizational communication need to be strategically managed to produce messages that are consistent, relevant, and valuable for consumers. IMC emphasizes the importance of managing all contact points between companies and audiences, including social media, websites, advertising, and customer services (Schultz & Schultz, 2003). In digital communication studies, communication

effectiveness is not only determined by the number of channels used but also by the company's ability to integrate various platforms as a comprehensive communication system.

In addition to functioning as a marketing tool, digital media also serves as an organizational information publication channel. Through digital platforms, companies can deliver information regarding services, policies, innovations, and organizational activities quickly and transparently. The utilization of digital media helps organizations fulfill public information needs while increasing trust in corporate credibility (Candra Gunawan & Harliantara, 2023). Therefore, digital communication has a dual role as a marketing instrument and a medium for building relationships with the public.

This phenomenon can be observed in the logistics industry, which faces high competition and increasing consumer demands for fast and accessible service information. Logistics companies require not only operational capabilities but also effective communication strategies to deliver service information and build customer trust (Aisyah et al., 2025). One company that actively utilizes digital communication is Ninja Xpress (PT Andiarta Muzizat). The company uses various channels, including its official website, Instagram, Facebook, YouTube, and TikTok @ninjapressid, to deliver service information, promotions, customer education, and interaction with audiences. The use of these channels indicates that corporate communication occurs through multiple contact points that require integrated message management.

Previous studies have demonstrated that digital media plays an important role in marketing communication and relationship building with consumers. Rukmanah et al. (2023) found that the utilization of WhatsApp Blast at PT Telkomsel Branch Karawang supported information delivery while strengthening relationships with consumers from an IMC perspective. The findings of Syarifah and Adim (2024) showed that Instagram @posaja.official contributed to building brand awareness, delivering service information, and creating customer engagement, although the study was limited to a single platform. Meanwhile, (Sumiati Sulistya and Basyir (2025) emphasized that digital communication effectiveness is influenced by message consistency, content quality, and the ability to utilize various communication channels. Research by Rachman (2023) and Rusdana et al. (2022) also indicates that digital marketing does not only function as a promotional activity but also as a strategy for building relationships and improving organizational competitiveness.

Based on previous studies, it can be seen that research on digital communication has been widely conducted; however, most studies still focus on the effectiveness of specific media platforms or digital marketing strategies in general. Studies that specifically analyze how logistics service companies integrate various digital channels as both marketing communication tools and information publication media from the perspective of Don Schultz's Integrated Marketing Communication (IMC) remain relatively limited. This study finds that Ninja Xpress's digital communication utilizes various digital channels with different functions while maintaining consistent key messages, namely logistics service convenience, support for MSMEs, technology utilization, and domestic and international delivery coverage. In addition to functioning as marketing channels, these digital platforms are also used to build relationships with the public through service information provision, customer education, and social media interactions. However, this study also identifies that customer relationship aspects still face challenges because some responses to user complaints remain general and do not fully provide specific solutions.

These findings demonstrate the importance of examining how logistics companies manage integrated digital communication in building relationships with the public. Therefore, this study aims to analyze Ninja Xpress's digital communication as a means of marketing communication and information publication based on Don Schultz's Integrated Marketing Communication (IMC) perspective, particularly through the aspects of communication channel integration, message consistency, customer orientation, and relationship building with the public.

RESEARCH METHODS

This study employs a descriptive qualitative approach using content analysis to examine how Ninja Xpress utilizes digital communication as a means of marketing communication and information publication. A qualitative approach was selected because the study focuses on interpreting communication messages conveyed through various digital platforms rather than measuring statistical data. According to Creswell and Poth (2023) qualitative research aims to explore and understand the meaning of social phenomena through textual, documentary, or informational data. Content analysis is applied to systematically identify and interpret message patterns within digital communication content (Mayring, 2022), allowing the analysis of Ninja Xpress's communication practices based on Don Schultz's Integrated Marketing Communication (IMC) perspective.

The research object consists of Ninja Xpress's official digital communication channels, including the ninjapress.co website, Instagram @ninjapressid, TikTok @ninjapressid, Facebook Ninja Xpress, and YouTube Ninja Xpress. These platforms were selected because they are utilized by the company to deliver service information, conduct marketing activities, build corporate image, and establish relationships with service users.

The research data includes primary and secondary data. Primary data was obtained through documentation of Ninja Xpress digital content published from January to June 2026, including social media posts, website service information, promotional materials, customer education content, and company publications. Secondary data was collected from academic literature, previous studies, and references related to digital communication, marketing communication, and Integrated Marketing Communication.

Data collection was conducted through documentation and literature review. Documentation involved observing, recording, and categorizing communication messages from Ninja Xpress's official digital channels based on their functions, including service information, promotion, corporate branding, customer education, and audience interaction. The literature review was conducted to support the analysis using relevant theoretical concepts and previous research findings.

Data analysis was carried out through three stages: data reduction, data presentation, and conclusion drawing (Sugiyono, 2023). Digital communication content was selected and categorized according to the research focus, then analyzed to identify communication patterns across platforms. The findings were interpreted based on Schultz's IMC concept, particularly regarding communication channel integration, message consistency, communication touchpoints, and company–audience relationships.

Data validity was ensured through source triangulation by comparing information from various official Ninja Xpress digital channels and relating the findings to relevant theories and previous studies. This process aims to provide a comprehensive understanding of how Ninja Xpress manages digital communication as part of its marketing communication and information publication strategy (Moleong, 2021)

RESULTS AND DISCUSSION

Implementation of Ninja Xpress Digital Communication as a Means of Marketing Communication and Publication

Digital communication enables companies to deliver information, promote services, and build relationships with consumers through various internet-based platforms (Dwivedi et al., 2021). Social media provides opportunities for users to share information, communicate,

collaborate, and establish relationships, making it an important channel for supporting marketing activities and information publication (Abdillah et al., 2024).

Ninja Xpress (PT Andiarta Muzizat) is a technology-based logistics and express delivery service provider in Indonesia. Established in 2015, the company is part of the Ninja Van Group, which was founded in Singapore in 2014 by Lai Chang Wen, Shaun Chong, and Tan Boxian. With the slogan “Ready to Help Until Destination,” Ninja Xpress positions itself as a logistics company that provides easy, transparent, and reliable delivery solutions for retail businesses, e-commerce businesses, and MSMEs. The company offers various services, including domestic delivery, international logistics through Ninja Cross Border, fulfillment services, and digital-based features such as real-time package tracking and system integration with business partners.

As a logistics service provider, Ninja Xpress requires effective communication strategies to deliver service information, ensure accessibility, build customer trust, and maintain long-term relationships with users (Damayanti et al., 2025). Therefore, the company utilizes various digital platforms as channels for marketing communication and information publication.

Based on observations, Ninja Xpress’s digital communication is implemented through several official platforms, including its website, Instagram, TikTok, Facebook, and YouTube. Each platform has different communication characteristics, but all support consistent messages related to logistics service convenience, technology utilization, support for business owners, and international delivery capabilities. The following section presents an analysis of Ninja Xpress’s digital communication implementation.

1. The Ninja Xpress Website as a Digital Information Center

The official Ninja Xpress website (ninjapress.co) is one of the main channels for conveying company information. Observations indicate that the website functions as an information center, covering everything from the company profile, delivery services, customer support, and support features. On the website, Ninja Xpress explains its various services, such as Ninja Regular, Ninja B2BR, Ninja Cold, Ninja Cross Border, and Freight Forwarding. Providing this type of information demonstrates that the website serves as an educational tool, enabling users to choose the service best suited to their shipping needs.

Beyond service information, the Ninja Xpress website also features various digital features that support the customer experience, such as package tracking, a recipient help center, a sender help center, NinjaChat, Ship Helpdesk, and partner location information. These features demonstrate that the website is not simply a place to display information but also serves as a communication channel between the company and its users.

2. Instagram @ninjapressid as a Branding and Promotional Medium

As one of the most widely used social media platforms for marketing communications today, Instagram has a distinct advantage because it can combine visual content with captions, allowing for more detailed and easily understood information for the audience (Rizky et al., 2023). These characteristics underlie Ninja Xpress's selection of Instagram as one of its primary channels for marketing communications, through the @ninjapressid account, as shown in Figure 1 below.



Figure 1. Ninja Xpress Instagram account profile

Source: Ninja Xpress Instagram account <https://www.instagram.com/ninjapressid>

This account is quite active, with around 250,000 followers. Researchers observed 28 posts on the account between January and June 2026. From this analysis, it can be seen that Ninja Xpress's Instagram posts generally fall into two categories: branding content and service promotion content. Branding content focuses on building the company's image by conveying the values and advantages of Ninja Xpress's services, while promotional content focuses on encouraging the audience to use certain services. One example of content that illustrates branding communication is a post about Ninja Cross Border services, as shown in Figure 2.



Figure 2. Ninja Xpress branding content via Instagram

Source: Ninja Xpress Instagram account <https://www.instagram.com/ninjapressid>

Judging from the content uploaded on May 13, 2026, the main message is "From Indonesia to the World." Through this message, Ninja Xpress emphasizes its position as a logistics company that plays a role in helping Indonesian businesses expand their market reach internationally. This approach demonstrates how Ninja Xpress strives to build its image as a logistics partner that supports business growth, particularly for Micro, Small, and Medium Enterprises (MSMEs). In addition to building the company's image, the Ninja Xpress Instagram account is also actively utilized for promotional activities, one example of which is the content shown in Figure 3.



Figure 3. Ramadan promo as a form of digital promotion

Source: Ninja Xpress Instagram account <https://www.instagram.com/ninjapressid>

Based on the reviewed content, the content uploaded on January 30, 2026, "Ramadan Ninja Cross Border," with the headline "Send a Lot, Get a Lot of Fortune," was clearly designed as a promotional tool to encourage audiences to use Ninja Cross Border services. Compared to previous branding content, this message's approach appears more engaging and attention-grabbing.

3. TikTok @ninjapressid as an Awareness and Education Platform

TikTok @ninjapressid is used by Ninja Xpress as a short video-based communication platform. However, compared to Instagram, activity on TikTok from January to June 2026 was much more limited, with only one major content post being posted during the period. This

indicates that TikTok has not yet become a primary communication channel, but rather a complement to Ninja Xpress's overall digital strategy.



Figure 4. Ninja Xpress promotional content via TikTok

Source: Akun TikTok Ninja Xpress <https://www.tiktok.com/@ninjapressid>

The content, uploaded on January 15, 2026, discusses the Ninja Cross Border service, a form of Ninja Xpress's support for Indonesian MSMEs in reaching the global market. It has garnered around 36.9 thousand views and 31 likes. Despite its minimal content, Ninja Xpress' TikTok isn't entirely focused on promotions. Previously, the account was also used to convey educational information, including an alert regarding a fake letter claiming to be from Ninja Xpress, as seen in Figure 5 below.



Figure 5. Ninja Xpress Digital Security Advisory Content for Customers

Source: Akun TikTok Ninja Xpress <https://www.tiktok.com/@ninjapressid>

This content was uploaded on November 12, 2025, and received 34,000 views and 180 likes. This demonstrates Ninja Xpress's astute approach to adapting its communication style to the platform's characteristics. TikTok is not only used as a promotional tool, but also as a means of raising public awareness and providing concise, easily digestible educational content. Ninja Xpress Facebook as a Public Engagement Medium

4. The Ninja Xpress Facebook as a Public Engagement Medium

Facebook is one of the platforms Ninja Xpress uses not only to convey information but also to build communication with its users. The Ninja Xpress Facebook page itself has around 91,000 followers, with 23 posts from January to June 2026. The content on Facebook is quite diverse, covering company information, service promotions, and communication activities related to business development and delivery services. One interesting post, posted on June 15, 2026, discusses Ninja Xpress's journey in supporting Indonesian MSMEs and expanding its international delivery services to 45 countries. Interestingly, despite only receiving 4 likes, this post generated 28 comments, as shown in Figure 6.



Figure 6. *Ninja Xpress's Digital Communication Content in Support of MSME Market Expansion.*

Source: Ninja Xpress Facebook Page <https://www.facebook.com/ninjaxpressid>

This significantly higher ratio of comments to likes indicates deeper audience engagement, rather than just a passing appreciation. There is also promotional content for Ninja Cross Border that provides information on international shipping services starting at a certain price, complete with real-time tracking features, which has also received active responses in the comments section. This type of content receives a fairly positive response from users in the comments section, signaling a lively interaction between the company and its audience. Based on this, it can be said that Facebook serves as a medium that enables two-way communication between Ninja Xpress and the public, rather than just one-way communication (Safitri et al., 2022).

5. YouTube as a Medium for Information and Education for Ninja Xpress

Ninja Xpress uses YouTube as a video-based communication medium that allows for the delivery of more in-depth information. Their YouTube channel has approximately 17,600 subscribers. During the observation period from January to June 2026, there was only one post, which was identical to the Instagram branding content (Figure 2). Upload activity on YouTube is relatively lower compared to other platforms. Nevertheless, this channel still functions as a sort of “repository” of digital information containing various content ranging from service education, shipping tips, company information, to documentation of Ninja Xpress’s activities.

Forms of Ninja Xpress Digital Communication from the Perspective of Integrated Marketing Communication

After outlining the digital communication strategies implemented by Ninja Xpress, the researcher will next analyze this data through the lens of the Integrated Marketing Communication theory introduced by Don Schultz. According to Schultz’s framework, effective digital communication is characterized by four key elements: integration of communication channels, Consistency of Message, consumer orientation, and relationship building with the public (Schultz & Schultz, 2003). The researcher will further explain these four characteristics in greater depth in the subsequent subsections.

1. Integration of Ninja Xpress’s Digital Channel Functions from Schultz’s IMC Perspective

An analysis of these five digital channels reveals a clear division of functions: the website serves as a hub for information and customer service; Instagram builds brand awareness and promotes services; TikTok increases awareness while providing brief educational content; Facebook serves as a space for interaction and relationship-building with the public; and YouTube supports the delivery of more in-depth information. This division of functions across each channel demonstrates that Ninja Xpress manages its digital media based on the characteristics and communication objectives of each platform. The use of digital media in marketing communications must be tailored to the characteristics of each platform so that the messages conveyed are effectively received by the audience and support the achievement of the company’s communication objectives (Sucipto & Yahya, 2022).

This division of functions underscores that Ninja Xpress does not treat all its digital channels with a uniform communication approach. Instead, the company tailors its communication strategy to the characteristics of each medium in line with Don E. Schultz's IMC concept, which states that communication integration does not mean standardizing messages across all media, but rather coordinating various channels to align with the same communication objectives.

Ninja Xpress's digital channel integration is evident in the interconnectedness of each platform's functions in conveying service information, building the company's image, conducting marketing communications, and fostering relationships with the audience.

2. Analysis of Consistency in Ninja Xpress's Communication Messages

In the concept of Integrated Marketing Communication (IMC), Don E. Schultz explains that one of the key aspects of integrated marketing communication is message consistency. Message consistency refers to a company's ability to convey its identity, values, and information in a cohesive manner across the various communication channels it uses. Although each medium has different characteristics and delivery formats, the company's core messages must remain interconnected so that the public shares a common understanding of the brand (Rehman et al., 2022).

Based on observations of Ninja Xpress's digital communication activities via its website, Instagram, TikTok, Facebook, and YouTube, it was found that the company conveys several key messages that appear repeatedly: Ninja Xpress as a technology-based logistics solution; support for the development of SMEs; the convenience of its delivery services; and its ability to provide both domestic and international delivery services. These will be elaborated on as follows.

a. Consistency in Messaging Regarding Logistics Solutions and Service Convenience

One of the main messages in Ninja Xpress's digital communication is its positioning as a logistics provider that offers convenient and practical solutions for users. This message is delivered through the website and social media platforms. The website provides information about services such as Ninja Regular, Ninja B2BR, Ninja Cold, Ninja Cross Border, and Freight Forwarding, along with digital features including tracking, help center, NinjaChat, and other support services. Meanwhile, social media presents these messages in a more interactive and accessible format. From Schultz's IMC perspective, the alignment of messages across channels demonstrates communication consistency, as all platforms deliver the same core value: convenient and accessible logistics services.

b. Consistency in Messaging Regarding Support for MSMEs and Global Market Expansion.

Ninja Xpress consistently communicates its support for MSMEs through the Ninja Cross Border service. This message is reflected in Instagram content with the theme "From Indonesia to the World," TikTok content highlighting market expansion solutions for businesses, and Facebook content emphasizing Ninja Xpress's role in supporting local businesses and international delivery services. This demonstrates that Ninja Xpress's communication focuses not only on logistics services but also on its role as a business partner for entrepreneurs.

c. Consistency of Brand Identity Across Various Digital Platforms

In addition to delivering service information, Ninja Xpress maintains its brand identity across digital platforms by emphasizing themes of technology, convenience, speed, and customer support. Instagram builds brand identity through visual content, TikTok communicates it through short and educational content, while the website reinforces the company's identity through formal information about its profile and services.

To provide a clearer picture of the consistency of Ninja Xpress's communication messages across these various digital channels, a summary is presented in Table 1

Table 1. Consistency of Ninja Xpress Communications

No.	Digital Communication Channel	Key Message Delivered	Implementation Activities	Contribution to IMC Message Consistency
1	Website	Ease and accessibility of logistics services	Providing service information, shipment tracking features, FAQs, and customer support facilities	Strengthens the perception of Ninja Xpress as a logistics provider that offers convenient, practical, and accessible services for customers
2	Instagram	Ease and accessibility of logistics services	Providing service information, shipment tracking features, FAQs, and customer support facilities	Strengthens the perception of Ninja Xpress as a logistics provider that offers convenient, practical, and accessible services for customers
3	TikTok	Service convenience and logistics innovation	Creating engaging content related to services, delivery education, and company activities	Communicates brand messages in an engaging and relevant manner to digital audiences
4	Facebook	Service information and customer engagement	Publishing company updates, logistics service information, and facilitating communication with customers	Maintains customer relationships by delivering consistent brand information across digital platforms
5	YouTube	Domestic and international delivery capabilities	Providing video content related to services, company operations, and cross-border delivery activities	Strengthens Ninja Xpress's image as a logistics company with extensive network coverage and international delivery capabilities
6	All Digital Channels	Technology utilization in logistics services	Implementing digital features such as tracking systems, application-based services, and online communication channels	Highlights Ninja Xpress's positioning as a technology-driven logistics company that

Source: Analysis of All Ninja Xpress Digital Communication Channels, Medan 2026

Based on the table above, the consistency of Ninja Xpress's communication messages can be observed through several main aspects that complement each other. *First*, the message regarding the convenience of logistics services is consistently delivered through service information, shipment tracking features, and customer support facilities provided across various digital channels. *Second*, the company's support for MSMEs and local businesses is demonstrated through content related to Ninja Cross Border, as well as communication activities that provide information on market expansion opportunities for business owners. *Third*, Ninja Xpress's domestic and international delivery capabilities are communicated consistently through service information and promotional content focusing on cross-border delivery services. *Fourth*, the use of technology in logistics services is reflected through the implementation of various digital features that collectively support and improve the customer experience.

These four aspects demonstrate that Ninja Xpress implements the principle of message consistency within the framework of Integrated Marketing Communication (IMC) across its

digital communication channels. Based on Don E. Schultz's IMC perspective, the consistency of messages across various communication touchpoints can help companies build stronger brand perceptions while enhancing audience understanding of the value offered by the company.

3. Analysis of Customer Orientation

Customer orientation is an important principle in marketing communication management. In the IMC concept, communication is not only focused on delivering messages to consumers but also on understanding audience needs, behaviors, and experiences with the brand. Therefore, companies need to provide communication that creates value and convenience for users. Salsabila and Saragih (2023) state that customer-oriented communication strategies contribute to maintaining relationships between companies and consumers by fulfilling needs and increasing satisfaction.

In Ninja Xpress's digital communication, customer orientation is reflected through the provision of service information, supporting facilities, and educational content tailored to user needs. The company's communication does not only promote services but also helps customers understand delivery processes and utilize services more effectively.

This orientation can be observed through the Ninja Xpress website, which provides digital service features such as shipment tracking, recipient help center, sender help center, NinjaChat, and Ship Helpdesk. These facilities demonstrate the company's efforts to provide solutions related to shipment information and service issues. From Schultz's IMC perspective, these features represent customer experience-oriented communication because the company provides support beyond the delivery of marketing messages.

Furthermore, Ninja Xpress applies customer orientation through informative and educational content on Instagram, TikTok, Facebook, and YouTube. Content related to Ninja Cross Border, delivery security, and business support shows that the company adapts its communication to user needs, particularly MSMEs requiring logistics solutions for market expansion. Thus, Ninja Xpress's digital communication functions not only as a promotional medium but also as a platform for providing relevant information, education, and services that support customer needs.

4. Analysis of Relationship Building

Ninja Xpress builds relationships with the public through digital communication by providing opportunities for interaction, assistance, and feedback. Social media enables audiences to not only receive messages but also participate in communication processes through responses and engagement (Amanda & Saragih, 2024).

Relationship building is reflected through the utilization of the Ninja Xpress website as a customer service platform. Features such as shipment tracking, recipient help center, sender help center, NinjaChat, and Ship Helpdesk demonstrate the company's efforts to provide direct support and solutions to customer needs. This indicates that the relationship between the company and customers continues beyond information delivery.

In addition, Ninja Xpress utilizes Instagram, TikTok, Facebook, and YouTube not only as information channels but also as platforms for interaction with audiences. User comments and responses on social media demonstrate public engagement with the company's communication activities. From Schultz's IMC perspective, two-way communication is an important element in relationship building because it enables companies to understand audience needs, responses, and perceptions toward the brand.

Ninja Xpress also uses educational content related to delivery security, service information, and service usage as a strategy to build public trust and provide additional value to customers. However, the implementation of two-way communication still has limitations, as some responses to customer complaints remain general and use standardized templates. This shows that although communication channels have been provided, the company still needs to

improve personalized and solution-oriented responses to fully achieve dialogic communication. This limitation can be observed in the following example of interaction.



Figure 7 comment columns on Ninja Xpress Facebook posts

Sumber: Akun Facebook Ninja Xpress <https://www.facebook.com/ninjaxpressid>

From the perspective of Don Schultz (2003) Integrated Marketing Communication (IMC) concept, two-way communication is not only reflected through the existence of response activities between companies and customers but also through the company's ability to understand audience needs and provide appropriate responses. Therefore, optimizing digital interaction management is important for Ninja Xpress so that communication with the public does not stop at providing administrative responses but develops into a problem-solving process that can strengthen customer trust and long-term relationships.

Based on the analysis, Ninja Xpress implements several approaches to building positive relationships with the public. *First*, Ninja Xpress provides several features on its website as customer service facilities, including shipment tracking, recipient help center, sender help center, NinjaChat, and Ship Helpdesk. *Second*, the availability of these features indicates that the company's communication with customers does not end at the stage of delivering information but continues through the provision of support and solutions according to user needs. *Third*, social media platforms such as Instagram, TikTok, Facebook, and YouTube are utilized by the company not only as channels for publishing information but also as platforms for building communication with audiences. *Fourth*, this is reflected through interactions in comment sections and user responses, which demonstrate public engagement with the communication developed by the company. *Fifth*, the utilization of digital media enables Ninja Xpress to obtain direct feedback, input, and customer perceptions. *Sixth*, based on Don E. Schultz's Integrated Marketing Communication (IMC) perspective, this type of two-way interaction plays an important role in helping companies understand audience needs while strengthening the relationship between brands and customers. *Seventh*, in addition, content related to delivery security, service information, and service usage education becomes part of the company's strategy to provide additional value for audiences. *Eighth*, through educational content, Ninja Xpress is able to establish stronger relationships with customers because the company does not only act as a service provider but also as a provider of valuable information for its users.

CONCLUSION

Based on the findings of this study regarding Ninja Xpress's digital communication as a means of marketing communication and information publication, it can be concluded that Ninja Xpress utilizes various digital communication channels, including its official website, Instagram, TikTok, Facebook, and YouTube, with different but complementary communication functions.

The website serves as a center for service information and customer support, Instagram functions as a platform for building brand image and promoting services, TikTok is used to increase awareness and provide brief educational content, Facebook serves as a space for information dissemination and customer interaction, while YouTube provides more in-depth service information and educational content through video. Through these digital channels, Ninja Xpress communicates various messages related to logistics service convenience, technology utilization, MSME support, delivery security, and domestic and international delivery capabilities. From the perspective of Don E. Schultz's Integrated Marketing Communication (IMC) concept, Ninja Xpress has implemented the principles of communication channel integration, message consistency, customer orientation, and relationship building with the public. The integration of communication channels is reflected in the complementary functions of each digital platform, while message consistency is demonstrated through the delivery of similar brand values across different communication touchpoints. Customer orientation is implemented through digital service features such as shipment tracking, help centers, NinjaChat, Ship Helpdesk, and educational content that assists users in understanding and utilizing the services. Furthermore, relationship building is conducted through social media interactions and customer service facilities that provide opportunities for communication between the company and the public. However, the implementation of two-way communication still requires improvement, particularly in providing more personalized, contextual, and solution-oriented responses to customer complaints. Overall, Ninja Xpress's digital communication has reflected the principles of Integrated Marketing Communication; however, continuous improvement in customer interaction management and problem-solving processes is needed to strengthen trust and long-term relationships with customers.

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