

HYUNDAI'S INTEGRATED MARKETING COMMUNICATION STRATEGY IN BUILDING ELECTRIC VEHICLE BRAND IMAGE IN INDONESIA

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ABSTRACT

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The rapid development of the Electric Vehicle (EV) industry has intensified competition among automotive manufacturers, making marketing communication an important element in shaping brand image and market positioning. This study examines Hyundai's integrated marketing communication strategy in building electric vehicle brand image in Indonesia. A qualitative descriptive approach was employed through document analysis and content observation of Hyundai's marketing communication materials, including digital campaigns, official publications, promotional programs, and experiential marketing initiatives. The analysis is guided by Keller's Customer-Based Brand Equity (CBBE) model, focusing on the dimensions of brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. The findings indicate that Hyundai's marketing communication presents consistent narratives related to technological innovation, environmental sustainability, and future mobility across multiple communication channels. Digital platforms, promotional campaigns, and experiential activities such as exhibitions and test-drive programs illustrate how brand messages are constructed and communicated to the public. These communication practices reflect Hyundai's positioning as an innovation-driven and environmentally oriented electric vehicle brand in the Indonesian automotive market. This study contributes to marketing communication literature by providing insights into how integrated marketing communication strategies are articulated in the promotion of sustainable and technology-oriented products in emerging markets. However, the study is limited by its reliance on qualitative document analysis and publicly available communication materials. Future research may incorporate consumer-based data or mixed-method approaches to develop a broader understanding of marketing communication practices in the electric vehicle industry.

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1. Introduction

The global transition toward sustainable mobility has accelerated the development of the electric vehicle (EV) industry. Governments, automotive manufacturers, and technology companies are increasingly promoting EV adoption as part of broader environmental sustainability and energy transition initiatives. In Indonesia, government policies have encouraged the development of electric vehicle ecosystems through regulatory incentives, infrastructure expansion, and industrial collaboration programs. These developments have intensified competition among automotive manufacturers attempting to position their brands as innovative and environmentally responsible mobility providers.

Despite the increasing attention toward electric vehicles, consumer adoption in many emerging markets remains relatively uncertain. Consumers often express concerns related to charging infrastructure availability, technological reliability, battery durability, and purchase costs (Rezvani et al., 2022; Sovacool et al., 2023). In emerging markets such as Indonesia, these concerns are further influenced by limited public familiarity with EV technology and the continued dominance of conventional internal combustion vehicles. Under these conditions, marketing communication plays an important role in shaping consumer perceptions and constructing meaningful brand narratives related to technological innovation and environmental sustainability (Hermawan, 2020; Tjiptono & Diana, 2020).

Recent studies have highlighted the increasing importance of marketing communication in shaping sustainable brand image and consumer engagement. Integrated marketing communication enables organizations to deliver consistent brand messages across multiple platforms, including digital media, public relations, advertising, and experiential marketing activities (Dwivedi et al., 2021). Digital marketing communication also plays a central role in fostering consumer engagement and strengthening brand relationships in technology-driven markets (Hollebeek & Macky, 2022). In the context of sustainable products and electric vehicles, sustainability-oriented communication narratives can influence how consumers perceive EV brands as environmentally responsible and technologically innovative (Wang & Li, 2022; Kumar et al., 2023). Recent studies further emphasize that the integration of digital platforms, experiential marketing, and sustainability storytelling can contribute to stronger brand engagement and brand differentiation in emerging technology markets (Chen & Zhang, 2023; Lim et al., 2024).

Within the Indonesian context, several studies have examined the role of marketing communication in shaping brand image and consumer perception. For example, Wibowo (2023) found that integrated marketing communication contributes to stronger brand awareness and consumer engagement in digital environments. Similarly, research by Gunawan and Hidayat (2023) suggests that communication strategies emphasizing innovation and sustainability narratives can influence brand positioning in the automotive industry. Other studies also highlight the role of digital marketing communication in shaping brand perception and consumer attitudes in competitive markets (Prasetyo & Sutopo, 2022; Rahmawati & Nugroho, 2021). These studies indicate that marketing communication plays an important role in shaping brand image and consumer perception.

However, although previous studies have examined marketing communication and brand image across various industries, most of them focus primarily on consumer perception, purchase intention, or general communication strategies. Limited attention has been given to

how integrated marketing communication strategies are constructed and articulated by automotive brands promoting electric vehicles in emerging markets such as Indonesia. Furthermore, many existing studies tend to analyze communication channels separately rather than examining how multiple communication elements are coordinated to construct brand image. This indicates a research gap regarding how integrated marketing communication practices are interpreted in the context of electric vehicle brand image development.

Hyundai represents an appropriate case for examining these dynamics. As one of the automotive manufacturers actively promoting electric vehicles in Indonesia, Hyundai has implemented various marketing communication initiatives emphasizing technological innovation, sustainability, and future mobility. These initiatives include digital marketing campaigns, public relations activities, promotional events, and experiential marketing programs that allow consumers to interact directly with electric vehicle products. Examining how these communication elements are articulated provides insights into how EV brands attempt to construct brand image and competitive positioning in emerging markets.

This study employs Keller's Customer-Based Brand Equity (CBBE) model as the analytical framework. The model conceptualizes brand equity through six interconnected dimensions: brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance (Keller, 2013). In this research, the framework guides the analytical process by interpreting how Hyundai's marketing communication narratives and activities correspond with these dimensions and how they reflect the construction of electric vehicle brand image.

Based on this context, this study aims to analyze how Hyundai's integrated marketing communication strategy is articulated in building electric vehicle brand image in Indonesia. The research addresses the following questions:

1. How are integrated marketing communication practices utilized by Hyundai in communicating electric vehicle brand narratives in Indonesia?
2. How do Hyundai's marketing communication activities reflect the dimensions of brand equity within Keller's Customer-Based Brand Equity (CBBE) framework?
3. How do these communication practices illustrate Hyundai's positioning as an innovation-driven and sustainability-oriented EV brand?

By addressing these questions, this study contributes to marketing communication literature by providing insights into how integrated marketing communication strategies are articulated in promoting sustainable and technology-driven products in emerging markets.

2. Method

This study employed a qualitative descriptive approach using a case study design to examine Hyundai's integrated marketing communication strategy in building electric vehicle brand image in Indonesia. A qualitative approach was considered appropriate because the study aims to interpret marketing communication narratives, brand messaging, and symbolic representations rather than measure causal relationships or statistical outcomes (Creswell, 2018). The case study method allows an in-depth exploration of communication practices within real-life organizational contexts, particularly in understanding how companies construct

brand narratives and communicate them through various marketing communication channels (Yin, 2018). Hyundai was selected as the research case because the company has actively promoted electric vehicles in Indonesia and implemented multiple marketing communication initiatives emphasizing technological innovation, sustainability, and future mobility.

The study relied on secondary data derived from Hyundai's official marketing communication materials. The corpus of analyzed materials consisted of 36 communication documents published between 2021 and 2024, representing a period during which Hyundai intensively promoted its electric vehicle products in Indonesia. These materials included digital advertising campaigns and promotional visuals, official press releases and corporate publications, social media communication from Hyundai Indonesia's verified platforms, as well as promotional event documentation and experiential marketing materials such as exhibitions and test-drive programs. These materials were selected because they represent Hyundai's official brand communication and provide insight into how the company constructs and communicates electric vehicle narratives.

The selection of marketing communication materials followed several criteria to ensure relevance and analytical consistency. First, the materials had to originate from Hyundai's official communication channels, including the official corporate website, verified social media platforms, and official press releases. Second, the materials were required to contain explicit communication messages related to electric vehicles, technological innovation, environmental sustainability, or future mobility narratives. Third, the materials needed to include textual or visual communication elements illustrating Hyundai's marketing communication practices. These criteria ensured that the analyzed materials represented strategic brand communication rather than external interpretations.

Data collection was conducted through document analysis and content observation techniques. Document analysis involves systematic examination of written and visual materials to identify relevant communication themes and patterns (Bowen, 2009). Content observation was applied to examine communication messages, visual narratives, campaign themes, and symbolic representations embedded in Hyundai's marketing communication materials. This approach allows researchers to interpret how brand narratives and marketing communication strategies are constructed and communicated through different promotional media (Krippendorff, 2018).

The collected data were analyzed using thematic analysis to identify patterns and meanings within the communication materials (Braun & Clarke, 2006). The analysis process involved several coding stages. First, all collected materials were repeatedly reviewed to familiarize the researcher with the communication content and narrative patterns. Second, initial codes were generated by identifying recurring communication elements such as technological innovation narratives, sustainability themes, future mobility discourse, consumer experience representation, and brand positioning messages. Third, the identified codes were grouped into broader thematic categories representing Hyundai's marketing communication narratives. Fourth, these themes were interpreted using Keller's Customer-Based Brand Equity (CBBE) model, which conceptualizes brand equity through six dimensions: brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance (Keller, 2013). The framework guided the analytical process by interpreting how Hyundai's marketing communication narratives and activities reflect these brand equity dimensions and

illustrate the construction of electric vehicle brand image. Finally, the findings were synthesized to interpret how integrated marketing communication practices articulate Hyundai's positioning as an innovation-driven and sustainability-oriented electric vehicle brand in the Indonesian automotive market.

Several methodological limitations should be acknowledged. This study relies primarily on qualitative document analysis and publicly available marketing communication materials, which means the analysis focuses on brand communication narratives rather than directly capturing consumer perceptions or behavioral responses. The research does not include primary data collection methods such as consumer interviews or surveys. Future research may incorporate consumer perception data, interviews with marketing practitioners, or mixed-method approaches to develop a broader understanding of how marketing communication strategies are interpreted by consumers in the context of electric vehicle branding.

3. Results and Discussion

The findings of this study illustrate how Hyundai's marketing communication practices construct electric vehicle brand narratives within the Indonesian market context. The thematic analysis of Hyundai's official communication materials identified several recurring themes, including technological innovation, environmental sustainability, future mobility, and consumer experience. These communication themes are interpreted using Keller's Customer-Based Brand Equity (CBBE) framework to examine how Hyundai's integrated marketing communication practices articulate brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. Rather than measuring consumer responses directly, the analysis focuses on how brand communication narratives are constructed through different promotional channels.



Figure 1. Hyundai Electric Vehicle Digital Campaigns

One of the key findings of this study relates to how Hyundai utilizes integrated digital marketing communication to construct brand salience in the electric vehicle market. The analysis of Hyundai's marketing communication materials shows that the company consistently employs multiple digital platforms, including digital advertising, social media communication, official corporate websites, online video campaigns, and interactive promotional content. Through these platforms, Hyundai communicates recurring narratives related to technological innovation, environmental sustainability, and future mobility. The integration of these channels reflects the principles of integrated marketing communication, where coordinated messaging across different media platforms is intended to create consistent brand visibility and strengthen brand recognition.

As illustrated in Figure 1, Hyundai's digital campaigns frame electric vehicles not only as transportation products but also as representations of technological advancement and environmentally responsible mobility. Visual elements such as futuristic design imagery, clean energy symbolism, and sustainability-oriented narratives are frequently incorporated into promotional materials. These visual and narrative elements contribute to the construction of symbolic associations that position Hyundai as an innovation-oriented electric vehicle brand in Indonesia.

From the perspective of Keller's Customer-Based Brand Equity (CBBE) framework, repeated exposure to consistent brand narratives across multiple communication platforms can contribute to cognitive brand accessibility, which forms the foundation of brand salience (Keller, 2013). The communication materials analyzed in this study illustrate how Hyundai attempts to reinforce mental associations linking its brand with technological innovation and environmental responsibility.

However, it is important to note that the present analysis focuses on the structure and content of brand communication rather than audience interpretation. Without consumer perception data, it cannot be determined whether the intended brand narratives are consistently recognized or interpreted by audiences. In addition, the study does not conduct a systematic comparison with competitor communication strategies, which limits the ability to assess whether Hyundai's digital communication provides a distinctive competitive differentiation in the electric vehicle market. Nevertheless, the integration of multiple digital platforms illustrates how Hyundai constructs brand salience through coordinated marketing communication narratives.



Figure 2. Hyundai Electric Vehicle Digital Campaigns

In relation to brand performance, Hyundai's marketing communication places considerable emphasis on functional product attributes and technological capabilities. The analyzed promotional materials highlight several technical features of Hyundai's electric vehicles, including battery management systems, fast-charging technology, driving range optimization, energy efficiency monitoring, and smart connectivity systems. Rather than relying solely on symbolic brand narratives, Hyundai's communication frequently presents these functional elements as indicators of product reliability and technological sophistication. As illustrated in Figure 2, these performance-oriented attributes are prominently displayed in digital campaigns and promotional materials, suggesting an attempt to communicate the practical usability and technological competence of Hyundai's electric vehicle products.

Within the context of emerging electric vehicle markets, functional messaging related to battery performance, charging infrastructure compatibility, and energy efficiency may play an important role in addressing consumer concerns associated with new automotive technologies. Previous research suggests that communication emphasizing technological reliability can contribute to shaping perceptions of product credibility in innovation-driven markets (Rezvani et al., 2022). In Hyundai's case, repeated references to battery durability, charging speed, and safety features illustrate how marketing communication attempts to position the brand as technologically capable and dependable.

However, the communication materials largely emphasize positive performance narratives without discussing potential limitations or challenges related to electric vehicle technology, such as charging infrastructure availability or battery lifecycle considerations. As a result, the performance messaging observed in the analyzed materials appears to function primarily as strategic brand positioning rather than balanced technological communication. Furthermore, because this study relies on document analysis of marketing communication materials, it does not capture how consumers actually interpret these performance messages. Without consumer perception data, it remains unclear whether these functional narratives effectively reduce consumer uncertainty regarding electric vehicle adoption or simply reinforce Hyundai's intended brand positioning.

From the perspective of Keller's (2013) Customer-Based Brand Equity framework, these communication practices correspond to the brand performance dimension, which relates to how consumers evaluate product reliability, quality, and functional capabilities. The findings illustrate how Hyundai's marketing communication attempts to construct performance-based brand associations linking the brand with technological innovation and product reliability within the Indonesian electric vehicle market.



Figure 3. Eco-Friendly and Futuristic Lifestyle Imagery

Brand imagery also emerges as an important dimension within Hyundai's marketing communication strategy. Beyond communicating functional product attributes, Hyundai's promotional materials frequently construct symbolic narratives associating electric vehicles with technological progress, environmental sustainability, and future-oriented mobility. As illustrated in Figure 3, visual elements within Hyundai's campaigns often include clean urban landscapes, renewable energy symbolism, smart city environments, and minimalist futuristic

aesthetics. These visual narratives appear to frame electric vehicles not only as technological products but also as representations of sustainable and modern lifestyles.

Such imagery contributes to the formation of symbolic brand associations, which represent an important component of Keller's (2013) Customer-Based Brand Equity framework. Brand imagery reflects the ways in which a brand attempts to connect with consumers' psychological and social values beyond functional product performance. In Hyundai's marketing communication, sustainability-oriented imagery and futuristic design narratives appear to position the brand within a broader discourse of environmentally responsible mobility and technological advancement. Through repeated visual and narrative references to sustainability and innovation, Hyundai's communication materials attempt to construct an aspirational brand identity associated with progress and environmental awareness.

However, the prominence of sustainability narratives in Hyundai's promotional materials also invites critical reflection. In contemporary marketing communication, sustainability-oriented branding can sometimes be interpreted as symbolic positioning rather than a direct reflection of environmental performance. When environmental narratives dominate brand communication, audiences may question whether such representations fully correspond with the broader environmental implications of automotive production and energy consumption. Although this study does not evaluate Hyundai's environmental performance, acknowledging the possibility of greenwashing perceptions highlights the importance of critically examining sustainability narratives in electric vehicle marketing communication.

Furthermore, while Hyundai's imagery appears to differentiate the brand through themes of innovation and environmental responsibility, this study does not include a systematic comparison with the communication strategies of competing electric vehicle brands. As a result, the extent to which Hyundai's symbolic imagery represents a distinctive competitive positioning remains interpretive rather than empirically verified. Nevertheless, the analyzed communication materials illustrate how sustainability and futuristic mobility narratives are strategically incorporated into Hyundai's marketing communication to construct symbolic brand associations within the Indonesian electric vehicle market.



Figure 4. Eco-Friendly and Futuristic Lifestyle Imagery

Experiential marketing represents another dimension of Hyundai's integrated marketing communication strategy. In addition to digital communication and symbolic brand narratives, Hyundai organizes various experiential marketing initiatives that allow consumers to interact directly with its electric vehicle products. These initiatives include test-drive programs, automotive exhibitions, promotional roadshows, and technology showcases where potential consumers can explore vehicle features firsthand. As illustrated in Figure 4, Hyundai's test-drive activities provide opportunities for participants to experience aspects such as vehicle acceleration, driving comfort, battery efficiency, and digital connectivity systems. Through these initiatives, Hyundai appears to translate promotional narratives about technological innovation into tangible product experiences.

Experiential marketing is often considered particularly relevant in markets where consumers have limited familiarity with emerging technologies such as electric vehicles. Direct interaction with products may help consumers interpret technical features and better understand how electric vehicles function in everyday use. In this context, experiential programs can serve as communication mechanisms that complement digital and symbolic brand messaging by offering opportunities for practical engagement with the technology.

From the perspective of Keller's (2013) Customer-Based Brand Equity framework, experiential marketing activities may contribute to the development of brand feelings and brand resonance by creating memorable brand-related experiences. Participation in product demonstrations, exhibitions, and test-drive activities may evoke emotional responses such as curiosity, excitement, or reassurance regarding new technologies. These experiential encounters potentially strengthen the relational dimension of brand communication by allowing consumers to move beyond passive exposure to promotional content.

However, the present study does not include empirical indicators such as attendance figures, engagement metrics, or participant feedback from these events. Consequently, the analysis focuses on how experiential marketing is incorporated into Hyundai's communication strategy rather than measuring its actual impact on consumer attitudes or purchase behavior. Without direct consumer data, it cannot be determined to what extent these experiential initiatives influence brand trust or long-term consumer relationships.

Nevertheless, the findings illustrate how experiential marketing is integrated with Hyundai's broader communication strategy to support the narrative of innovation-driven and future-oriented mobility. By providing opportunities for direct product interaction, Hyundai's communication materials suggest an attempt to bridge the gap between abstract technological messaging and consumer experience within the Indonesian electric vehicle market.



Figure 5. Hyundai Experiential Marketing Events

Another dimension observed in Hyundai's marketing communication relates to the formation of brand judgments and brand feelings. In addition to communicating functional product attributes and symbolic sustainability narratives, Hyundai's promotional materials also attempt to shape evaluative and emotional perceptions toward the brand. The analyzed communication materials frequently present Hyundai as a technologically advanced, innovation-oriented, and environmentally responsible automotive manufacturer. These representations are constructed through narratives emphasizing technological development, sustainability commitments, and forward-looking mobility concepts.

As illustrated in Figure 5, Hyundai's communication occasionally incorporates elements such as customer testimonials, media coverage, and third-party commentary to reinforce perceptions of brand credibility. These elements function as forms of social validation within marketing communication, suggesting that Hyundai's electric vehicle products are positively evaluated by users or industry observers. In marketing communication literature, such testimonial-based messaging is often used to support credibility claims and reinforce positive brand evaluation.

Within Keller's (2013) Customer-Based Brand Equity framework, brand judgments refer to consumers' cognitive evaluations of a brand in terms of perceived quality, credibility, and overall superiority. Hyundai's communication narratives appear to construct these evaluations by emphasizing technological innovation, product reliability, and sustainability-oriented positioning. Through repeated communication of these themes, the brand attempts to establish associations linking Hyundai with technological competence and environmental responsibility.

In addition to cognitive evaluation, Hyundai's communication also incorporates emotional narratives related to environmental awareness, innovation, and future mobility. These narratives may evoke emotional responses such as curiosity, optimism, or reassurance regarding the adoption of electric vehicle technology. In the CBBE framework, such emotional reactions correspond to the brand feelings dimension, where brand communication attempts to create affective connections between consumers and the brand.

However, it is important to acknowledge that the present analysis interprets these potential responses based on marketing communication content rather than empirical

consumer data. The study does not include survey responses, consumer reviews, or interview data that would demonstrate how audiences actually evaluate Hyundai's brand communication. Consequently, the discussion focuses on how communication narratives attempt to shape brand judgments and feelings rather than confirming the existence of these perceptions among consumers.

Nevertheless, the findings illustrate how Hyundai's marketing communication integrates cognitive and emotional messaging elements within its broader integrated marketing communication strategy. By combining narratives of technological reliability with sustainability-oriented storytelling, Hyundai's communication materials suggest an attempt to construct both evaluative and affective dimensions of brand perception within the Indonesian electric vehicle market.



Figure 6. Hyundai Experiential Marketing Events

Another dimension observed in Hyundai's marketing communication strategy relates to the development of relational engagement with consumers through community-oriented initiatives. In addition to communicating functional and symbolic brand attributes, Hyundai's promotional materials highlight activities such as electric vehicle communities, owner gatherings, sustainability campaigns, and brand-led engagement programs. As illustrated in Figure 6, these initiatives create platforms where electric vehicle users, potential consumers, and the brand can interact through shared experiences and discussions related to electric mobility.

Within Keller's (2013) Customer-Based Brand Equity framework, brand resonance represents the highest level of brand equity, where consumers develop strong psychological connections with a brand through loyalty, engagement, and community affiliation. Hyundai's communication materials suggest an attempt to cultivate such connections by encouraging participation in community-based activities and sustainability-oriented events. These initiatives appear to position the brand not only as a vehicle manufacturer but also as a facilitator of shared values related to technological innovation and environmental responsibility.

Community-oriented engagement may contribute to strengthening relational aspects of brand communication by creating opportunities for interaction among consumers and the brand. When consumers participate in events, online discussions, or brand communities, they may develop a stronger sense of connection with the brand and other users. Such interactions

potentially support the development of shared brand identity and collective narratives surrounding electric vehicle adoption.

However, the present study does not include empirical indicators of consumer loyalty, such as repeat purchase behavior, customer retention rates, or measurable brand advocacy. As a result, the analysis focuses on how Hyundai's communication strategy attempts to construct relational brand positioning rather than demonstrating the existence of brand resonance among consumers. Without longitudinal consumer data, it remains difficult to determine whether these community-oriented initiatives translate into sustained brand loyalty or long-term consumer commitment.

Nevertheless, the analyzed communication materials illustrate how Hyundai incorporates relational marketing elements into its broader integrated marketing communication strategy. By integrating community engagement initiatives with sustainability narratives and technological innovation messaging, Hyundai's marketing communication suggests an effort to cultivate deeper relational connections with consumers in the emerging electric vehicle market.



Figure 7. Hyundai vs Competitors in Electric Vehicles Branding

The analysis also indicates that Hyundai's marketing communication attempts to construct a distinctive positioning within the electric vehicle market. While several automotive manufacturers entering the EV segment continue to highlight conventional performance attributes such as speed, mechanical performance, or price competitiveness, Hyundai's communication materials frequently emphasize broader narratives related to sustainability, technological innovation, and future mobility. As illustrated in Figure 7, Hyundai's promotional content often frames electric vehicles not merely as transportation products but as components of a wider sustainable mobility ecosystem.

This positioning strategy suggests an effort to create symbolic differentiation by linking the brand with global environmental discourse and technological progress. Rather than focusing exclusively on product performance, Hyundai's communication integrates themes of smart mobility, sustainability-oriented urban development, and innovation-driven transportation solutions. Through repeated communication of these themes, Hyundai's marketing materials attempt to position the brand within a broader narrative of future-oriented mobility transformation.

From the perspective of Keller's (2013) Customer-Based Brand Equity framework, such positioning may contribute to the development of brand judgments related to perceived

brand competence, credibility, and long-term vision. By associating its electric vehicles with sustainability narratives and technological advancement, Hyundai's communication attempts to construct perceptions of brand superiority and forward-looking capability.

However, it is important to acknowledge that the present study does not conduct a systematic comparative analysis of competitor marketing communication strategies. Consequently, the degree to which Hyundai's positioning represents a distinctive competitive advantage cannot be empirically confirmed within the scope of this research. The findings therefore focus on how Hyundai's communication materials attempt to construct differentiation rather than demonstrating how consumers evaluate Hyundai relative to competing EV brands.

Nevertheless, the analyzed materials illustrate how Hyundai integrates sustainability narratives, technological innovation messaging, and future mobility concepts within its marketing communication strategy. This integrated narrative suggests an effort to position the brand as an innovation-oriented participant in the evolving electric vehicle ecosystem within the Indonesian automotive market.

4. Conclusion

This study examined how Hyundai's integrated marketing communication strategy is articulated in building electric vehicle brand image in Indonesia. By analyzing Hyundai's marketing communication materials through Keller's Customer-Based Brand Equity (CBBE) framework, the findings provide insights into how communication narratives related to technological innovation, environmental sustainability, and future mobility are structured and presented across different communication channels.

The analysis suggests that Hyundai's marketing communication integrates multiple elements of brand building, including digital communication, functional product messaging, symbolic sustainability narratives, experiential marketing initiatives, and community-oriented engagement activities. These communication practices illustrate how integrated marketing communication strategies can be interpreted through the dimensions of brand salience, brand performance, brand imagery, brand judgments, brand feelings, and brand resonance. Rather than demonstrating causal relationships between communication activities and consumer responses, the findings highlight how brand communication narratives attempt to construct particular meanings and associations surrounding electric vehicle technology within the Indonesian market context.

From a theoretical perspective, this study contributes to marketing communication literature by illustrating how Keller's CBBE framework can be applied as an interpretive lens to analyze marketing communication practices in emerging technology industries. The findings suggest that electric vehicle marketing communication involves a combination of functional technology narratives, sustainability-oriented symbolism, and experiential engagement strategies that collectively shape brand meaning. This observation extends previous research on integrated marketing communication by highlighting how sustainability discourse and innovation narratives are incorporated into brand communication in the context of sustainable mobility.

In addition to theoretical contributions, this study provides practical insights for marketing communication practitioners in technology-driven industries. The findings indicate that the integration of digital communication platforms, experiential marketing initiatives, and sustainability-oriented storytelling may support the development of coherent brand narratives for emerging technologies such as electric vehicles. However, the study also highlights the importance of maintaining transparency and credibility in sustainability communication to avoid potential skepticism among audiences.

Several limitations should be acknowledged. This research relies primarily on qualitative document analysis of publicly available marketing communication materials, which means the findings reflect how brand communication narratives are constructed rather than how consumers interpret or respond to them. The study does not include primary data from consumers, marketing practitioners, or industry stakeholders. Consequently, the interpretation of brand perception and consumer engagement remains limited to communication content rather than empirically observed consumer behavior.

Future research may extend this study by incorporating consumer-based data, such as surveys, interviews, or experimental research designs, to examine how audiences interpret electric vehicle marketing communication narratives. Comparative studies involving multiple automotive brands could also provide deeper insights into how different manufacturers construct sustainability and innovation positioning within the electric vehicle market. In addition, longitudinal research may help explore how marketing communication strategies evolve as electric vehicle adoption increases and consumer familiarity with the technology develops.

Overall, this study contributes to understanding how integrated marketing communication practices are articulated in shaping brand narratives for sustainable mobility technologies. By examining the case of Hyundai in Indonesia, the findings illustrate how marketing communication strategies attempt to construct brand meaning within the rapidly evolving electric vehicle industry.

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