



Leapfrogging Strategy for Adapting Digital Technology to Enhanced Reputation Management



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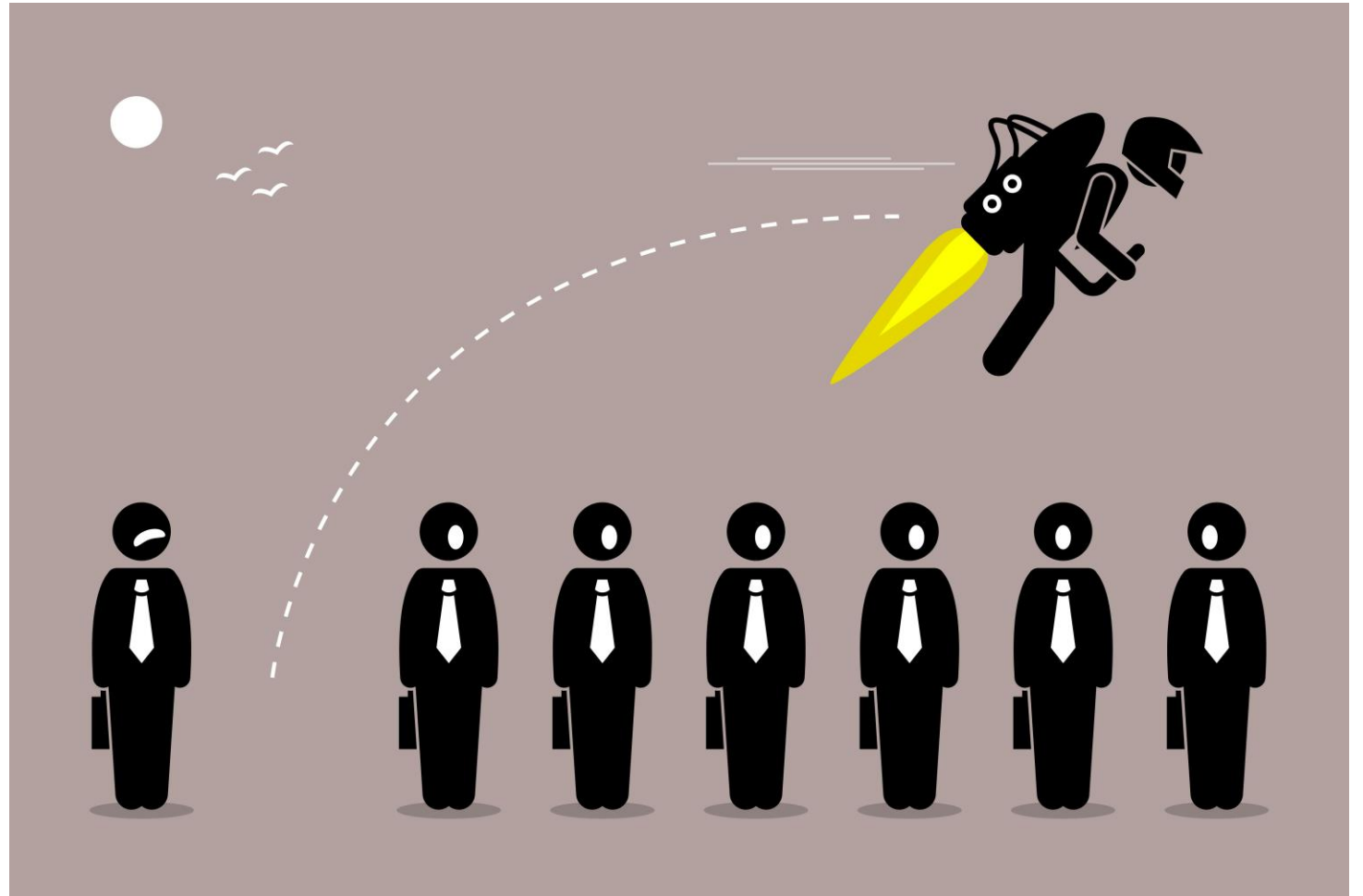


Introduction

- Technology continues to develop rapidly.
- The public is active in producing and consuming information
- The image is in danger of being damaged at any time

Leapfrogging Strategy

- Organizations need to adapt to new technology.
- Leapfrogging is a strategy for adopting the latest technology without going through normal/regular development stages.



A brief history of Leapfrogging

- Leapfrogging was first used by the Allies in World War II as a military tactic.
- Now, it describes how developing countries or organizations skip intermediate steps to adopt advanced technologies.
- In business, it means legacy companies directly adopt the latest digital technologies, bypassing gradual transformations.



The benefits of leapfrogging strategy

1. Accelerated Development
2. Competitive Advantage
3. Cost Efficiency
4. Innovation Leadership
5. Accelerated Progress
6. Social Impact



The Challenges of the Leapfrogging Strategy from a Communication perspective

- Infrastructure Limitations
- Digital Divide
- Cost and Affordability
- Resistance to Change
- Regulatory and Policy Barriers
- Skilled Workforce
- Risk of Inequality



Success story used leapfrogging

M-Pesa (Kenya): Kenyan telecommunications company Safaricom succeeded in leapfrogging by developing the digital financial service M-Pesa, which was revolutionary in a market that did not have an established banking infrastructure.

Tesla (US): Tesla managed to surge ahead in the electric car industry by combining advanced battery technology and autonomous systems, overcoming the obstacles faced by traditional car manufacturers.

Starlink: SpaceX's Starlink initiative aims to provide high-speed internet globally, including in Indonesia, thereby leapfrogging traditional telecoms infrastructure.

Alibaba (China): The e-commerce company Alibaba has become a leader in the Chinese market with a leapfrogging strategy in digital technology, including e-commerce, digital payments, and cloud computing, streamlining traditional business processes and creating new models.



Success story used leapfrogging in communication perspective

- **Gojek:** As one of Indonesia's unicorns, Gojek has utilized a leapfrogging strategy by rapidly expanding its super-app ecosystem, offering services from ride-hailing to financial services, thus transforming the digital economy in Indonesia
- **DANA:** This digital wallet platform in Indonesia has embraced AI and fintech to enhance financial inclusion, catering to Indonesia's growing digital economy
- **Telkom Indonesia:** Telkom has modernized its infrastructure and services through digital transformation, focusing on AI and cloud technologies to improve customer experience and operational efficiency
- **Tokopedia:** Leveraged effective communication to drive e-commerce adoption, facilitating growth and market penetration across Indonesia.





Leapfrogging Strategy Components

1. Goal setting
2. Evaluate needs and challenges
3. Selection of the Right Technology
4. Employee Training and Development
5. Risk Management
6. Phased Implementation

Basic Requirements of Leapfrogging Strategy for Adapting Digital Technology to Enhanced Reputation Management

- 1. Infrastructure Readiness.**
- 2. Skilled and ethical workforce**
- 3. Strong Leadership.**
- 4. Strategic Vision**
- 5. Customer-Centric Approach**
- 6. Continuous Innovation**
- 7. Data Security and Privacy**



The role of Communication management in the successful leapfrogging strategy.

- Clarifying Goals and Strategies
- Stakeholder Engagement
- Facilitating Knowledge Sharing
- Feedback Mechanisms
- Crisis Management



Factors leapfrogging failure

1. Insufficient Infrastructure.
2. Digital Divide.
3. High Costs.
4. Resistance to Change.
5. Regulatory Barriers
6. Technical Challenges



The roles of communication management in overcoming leapfrogging failures



- 1. Stakeholder engagement.**
- 2. Clear messaging**
- 3. Crisis management**
- 4. Feedback mechanisms**
- 5. Training and support**
- 6. Cultural adaptation**

Conclusion

- The leapfrogging strategy is essential for enhancing reputation management through digital technology, allowing organizations to strengthen their reputations in a fast-paced digital landscape by adopting advanced tools. Businesses can achieve this by prioritizing transparency, consistent communication, and leveraging technologies like social media analytics and AI-driven insights to proactively manage public sentiment and crises.



Q & A
session

A word cloud featuring the phrase "Thank You" in multiple languages. The words are arranged in a roughly rectangular shape, with "THANK YOU" being the largest and most prominent. Other visible words include "GRACIAS", "ARIGATO", "SHUKURIA", "JUSPAXAR", "DANKSCHEEN", "TASHAKKUR ATU", "YAQHAYYELAY", "SUKSAMA", "EJHMET", "BIYAN SHUKRIA", "GRAZIE", "MEHRBANI", "GOZINASHITA", "EFCARISTO", "KOHAPCHIMEDA", "E HAKKI", "PALNES", "BOLZIN", and "MERCII".

THANK YOU

GRACIAS

ARIGATO

SHUKURIA

JUSPAXAR

DANKSCHEEN

TASHAKKUR ATU

YAQHAYYELAY

SUKSAMA

EJHMET

BIYAN SHUKRIA

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