

MARKETING COMMUNICATION STRATEGY

(Case Study of Product Marketing Communication Strategy on Riseloka.com website)

Harry Nugraha¹⁾, Aldy Santo Hegiarto²⁾

^{1),2)} Digitech university., Bandung, Indonesia

^{*)} Corresponding Author: harrynugraha@digitechuniversity.ac.id

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Abstract

This research aims to find out the marketing communication strategy at Riseloka.com in increasing product sales. This research uses a qualitative descriptive method, which is research that tries to describe or describe the object under study based on the facts in the field. The data presented uses secondary data primary data through structured interviews, observation, and documentation related to this research, then the data analysis technique used in this research technique is qualitative data analysis. The results of this study indicate that the marketing communication strategies implemented by Riseloka.com are advertising and direct marketing. Advertising uses the marketplace and through social media. While direct marketing is done using social media to individuals and companies/agencies. Of the two strategies carried out, advertising through social media (online) is more routinely carried out because it is considered more effective and efficient. Meanwhile, direct marketing through the marketplace is carried out regularly at least 3 times a year and can even be more frequent in accordance with technological advances.

INTRODUCTION

People manage their surroundings through transactional and symbolic communication processes, which involve forming human relationships and exchanging information, in order to reinforce attitudes and actions. Therefore, communication is the act of transferring a message from a communicator to another person. The communication industry employs a large number of people due to its rapid development. One area of communication that has a connection to social life is marketing communication. Communication in marketing is The process of spreading information through persuasion or influence on a target is known as

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marketing communication. The objective is to convince the target to learn about the supplied brand, accept it, try it out, and eventually grow devoted to it. (Melati, 2020).

Creating a marketing communications strategy is one of the first stages towards launching a product and building a profitable firm. The marketing communication mix often consists of advertising, sales promotion, news and public relations, special events and experiences, direct marketing, and personal selling. Every marketing communication strategy has benefits and drawbacks of its own. Rather than trying every strategy at once, it's only a matter of figuring out one works best and how to fit the budget. It is evident that reaching a wide audience online is a successful marketing strategy. Numerous local and international product sales offers are accessible at different prices on the internet. In the cutthroat business world of today It is evident that reaching a wide audience online is a successful marketing strategy. Numerous local and international product sales offers are accessible at different prices on the internet. In addition to creating high-quality items at competitive pricing, entrepreneurs and businesspeople in today's cutthroat industry also need to be able to sell their goods to consumers.

With the help of the online platform Riseloka, anyone may launch a business without needing to maintain inventory. Riseloka allows local businesses to extend their distribution and marketing channels while providing thousands of ready-to-sell products that are directly obtained from suppliers in an increasingly competitive market with numerous similar competitors. As a result, a plan is a crucial component of an effective marketing process in order to compete in this market

Researchers are interested in carrying out study in the heading of "marketing communication strategy" because of the issues mentioned above.

RESEARCH METHODS

This type of research uses a descriptive method with a qualitative approach. qualitative approach. This research provides an accurate description and explanation about the situation or symptoms at hand. According to Sugiyono (2020: 9) qualitative research methods are research methods used to research on natural object conditions, where the researcher is the key instrument, data collection techniques are done in a natural way.

As a key instrument, data collection techniques are carried out in triangulation (combined), data analysis triangulation (combined), data analysis is inductive, and qualitative

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research results emphasize meaning over generalization. qualitative research results emphasize meaning rather than generalization.

According to Bogdan and Biklen in Sugiyono (2020: 7) the method of descriptive qualitative research method is data collection in the form of words or pictures, so it does not emphasize numbers. Data that collected after being analyzed is then described so that it is easily understood by others. In this study it is intended to provide a description, describe and interpret the existing circumstances related to the research.

Related to communication strategies in product sales at Riseloka.com

RESULTS AND DISCUSSION

Marketing communication is a communication activity aimed at conveying messages to consumers and customers using a number of media and various channels that can be used in the hope of three stages of change, namely: changes in knowledge, changes in attitudes, and changes in desired actions. For marketing communication strategies, Riseloka uses marketing tools contained in the marketing communication mix. In order to increase product sales, the entire team at Riseloka also pays attention to media selection strategies and sales strategies and sales strategies.

In the activity of marketing products which include children's clothing, adult clothing and other products, Riseloka uses the marketing communication mix as a basis for determining what marketing tools they use to market their products to consumers. In accordance with what is mentioned by Kotler and Keller (Rummondang et al. 2021), marketing communication is a means used by companies to talk to consumers and create relationships with them, either directly or indirectly, about the goods and brands sold by the organization or company.

One element of the marketing communication mix is advertising. Riseloka uses media such as advertising through online media in advertising its products. Ads were chosen because of their ability to display images and short messages that can be easily understood by readers. Monle Lee and Carla Johnson (2021) by I Putu Adi Saskara, the following is the definition of advertising according to Monle Lee and Carla Johnson: "Advertising is commercial and non-personal communication related to an organization whose products are transacted to a target audience, through mass media, such as television, radio, newspapers, magazines, direct mail, outdoor billboards, and public vehicles".

On the outside of the office, Riseloka uses neon boxes to market its products. It is expected that people can read and know the existence of Riseloka. In addition, the long period

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of use of neon boxes in a prominent position adds value to the repetition of information and ensures the memory of the audience. While the direct marketing strategy is carried out periodically using the media letter/proposal offer, the marketing team makes direct sales to individuals and various companies/agencies. It is expected that direct sales can generate greater profits because the intended target is the upper middle class economic community and large companies. Riseloka uses online media.

Based on the results of interviews with Riseloka Managers about the media used in the marketing mix, as follows:

“What is often done is through FB (facebook), every day we always update information at least 1 to 2 times, besides that we also broadcast via Whatsapp every day. As for advertising in the marketplace, it is rarely done, we more often use social media for promos.”

In addition, based on the results of interviews with the Riseloka Marketing Team also said:

“Our marketing strategy through advertising is to spread online advertisements in the marketplace and use online social media. The most crowded is through online social media. Many customers ask via FB. The most crowded product is the manufacture of business cards and certificates because several companies have collaborated, especially in making certificates.”

From the results of the interview, it was obtained information that the marketing communication strategy implemented, namely through advertising (advertising) and personal selling (direct sales). Where Advertising is any form of message about a product delivered through the media aimed at all or part of the community. The media used by Riseloka in marketing its products are online advertisements and online social media. Then through a direct marketing strategy, Riseloka directly conveys messages with the media letter / proposal to both individual consumers and companies / agencies, it's just that this strategy is not carried out frequently or regularly, at least once a year.

Of the several media used, online media is the most routinely used in product marketing. Furthermore, to attract consumers, Riseloka maximizes online media such as Facebook and WhatsApp. Every day marketing is obliged to upload promos on online media and continuously increase the number of members on the Facebook social network. In addition, communication with customers is also more intense through online media, both in terms of ordering products to complaints.

The researcher concluded that online media is the main choice for Riseloka in marketing its products. Online media is considered cheaper, more practical and effective in attracting customers.

CONCLUSIONS AND SUGGESTIONS

The researcher draws the following conclusions from the rationale of Riseloka's marketing communication technique to increasing product sales in response to the problem definition: Direct marketing and advertising are part of Riseloka's marketing communication strategy. The action's purpose was to successfully increase product sales.

Riseloka uses advertising to interact with individuals from all walks of life.

This marketing communication mix includes numerous mediums. Riseloka's media outlets include online social media promotion and marketplace advertising. Riseloka's primary advertising medium is internet media, which it uses to notify clients about its products. WhatsApp, Facebook, and Instagram are popular online media platforms.

Every day, the three media are updated with new product information, and these channels promote a stronger consumer engagement. Online media is used to process a wide range of orders, consumer complaints, and questions. This is believed to be more effective and efficient. Direct marketing is an additional marketing communication channel.

This interactive marketing system generates replies and transactions through several advertising channels. The goal is to increase revenue, and the intended targets include various companies or organizations as well as individual consumers. While Riseloka does it at least once a year, direct marketing is rarely done.

Following their examination into *riseloka.com*'s product communication techniques for increasing product sales, the authors must make the following recommendations:

To fulfill product sales targets, Riseloka must continue to increase its advertising and direct marketing activities, as well as implement innovative marketing communication strategies.

To remain competitive, Riseloka should try to broaden its product line and variations. To achieve the best results, direct marketing should not only be carefully done, but also planned with a comprehensive marketing communication strategy.

Employee incentive for accomplishments may receive more attention. Furthermore, the personal selling strategy typically fails, so employees require additional encouragement to continue pursuing the management-established targets.

Following study on PT Riseloka Global Mandiri, also known as Riseloka, and their corporate communication strategy for boosting product sales, the researcher must make recommendations, such as:

1. In order to meet product sales targets, Riseloka needs keep upping its advertising efforts, direct marketing efforts, and addition of new marketing communication tactics.

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2. In order to compete, Riseloka should strive to make its advertising more alluring by offering incentives and other advantages to customers.
3. In order to achieve better predicted outcomes, Riseloka ought to incorporate additional social media channels into its product information, such as the TikTok app and others.
4. To reach a larger target, direct marketing ought to be conducted more frequently.

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