

Marketing Communication Planning in Pandemi Era (Case Study Of Sukmul Sisma Medika Tanjung Priok)

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ABSTRACT

Marketing communication planning in service marketing activities implemented as a sales solution and promoting a product to the public in various effective and interactive ways in which the contents in service products can be felt by all target audience. Hospital Sukmul Sisma Medika is a health service company that uses the concept of marketing communication planning to meet the needs of patients or clients. Hospital Sukmul Sisma Medika has concepts when planning marketing communication. The role of symbolic interaction has a major contribution in marketing communication planning in hospitals. Sukmul Sisma Medika. Pandemics like this have a big impact on hospitals. Sukmul Sisma Medika because this company is a private company that depends on patients and clients. This research uses a qualitative methodology with strategies and case studies. Data collection was carried out by in-depth interviews with the RS team. Sukmul Sisma Medika. The conclusion of this research is having 7 stages of marketing communication planning namely, Advertising, Sales Promotion, Events and Experience, Public Relations and Publicity, Direct Sales, Interactive Marketing, Personal Sales and 5 marketing communication plans namely, Business Goals, Strategy, Tactical, Monitoring. At all stages there are symbolic interactions, such as organizational goals, to the company's vision and mission.

Keywords: *Symbolic Interaction, Marketing Communication, Case Study, Qualitative*

1. INTRODUCTION

In the current era, the way of communication by humans has experienced significant developments from time to time. This is inseparable from technological developments and the availability of an interface in the communication process in accordance with the needs and conditions that exist. Basically social life is human interaction that uses symbols. Symbolic interaction is interested in the way humans use symbols that represent what is intended to communicate with each other and the effects arising from the interpretation of these symbols on the behavior of parties involved in social interactions (Artur in Rohayati, 2017).

Marketing communication in an advertisement is the key to success of a business or event organizer. Advertising as a medium that introduces a product or service. Advertising in various forms, can be through print media, electronic media, and social media. Advertising is also an important influence for a company to develop markets, improve its image, and increase sales, but the level of competitors or competitors is very much makes the company must move quickly and innovate.

Symbolic interaction becomes an important focus in this communication research, which is based on marketing communication planning by the hospital. Sukmul Sisma Medika, the company and its employees or team members will cause interaction between individuals and develop self-concept towards someone. The symbolic interaction put forward by Blumer views that the actions of a person are never separated from everyday life.

George Herbert Mead has three basic concepts of thought that are most important in symbolic interaction theory, namely "Mind, Self, Society". This third concept is a concept that is interrelated with one another, it becomes a reference to the theory of broad symbolic interaction.

Marketing communication according to Kotler and Keller's book (2012) is to fulfill the needs of every human and social sphere. Good marketing is "meeting the needs in a profitable way" one way is to provide the goods that people need.

Strategic Advertising Management, that the internet can increase target consumers and affect consumer attractiveness (Percy and Elliot, 2012).

The formulation of the problem in this research is how the role of symbolic interaction in marketing communication planning?

Based on the problem formulation above, the purpose of this study is to determine the marketing communication planning in the pandemic era at Sukmul Sisma Medika Hospital.

2. RESEARCH METHODS

The research method in this chapter is very important to be used in a scientific work, because it is related to the originality of this research. The research method used in this research is qualitative research and case studies. In Sugiyono's book (2014) qualitative research methodology is a research method used to examine natural object conditions, (as opposed to experiments) where researchers are key instruments, data collection techniques are carried out in a combined manner, data analysis is inductive, and results Qualitative research emphasizes more meaning than generalization. This qualitative method is often used to get in-depth data, a data that contains meaning. Meaning is actual data, data that is definitely a value behind visible data. Therefore in qualitative research it does not emphasize generalization, but rather emphasizes meaning. Case study research enables researchers to shape characteristics and manage events with tangible experience from individuals, organizations, social environments, and national and international relations. (yin, 2013).

The subject is a respondent or resource person from the parties who are used as informants to explore the problem to be studied, the subject of this research can be from individuals / communities / organizations that are in the womb of an object of research. Related informants or informants will provide honest, accurate, clear, and trusted information to researchers.

The object of research is an important direction for a study. The object of this study is the Analysis of Marketing Communication at Sukmul Sisma Medika Hospital.

Data collection methods in this study, the authors determine two data sources from this study. From these two data collected, primary data and gender data.

Strategy

In a strategy that targets or objectives to achieve the targets set by the company. In the hospital strategy. Sukmul Sisma Medika has a SWOT (Strengths, Weaknesses, Oppurtunities, Threats) analysis. In this strategy is a marketing plan by analyzing it first so that the target customer is appropriate.

Based on these results, that particular other concept is the decision of the director or individual who receives acceptance from his environment so that the goals achieved can be in line with the company

Tactical

In this discussion tactical becomes important in drawing conclusions and becoming details for each of its marketing.

3. FINDINGS AND DISCUSSIONS

Hospital Sukmul Sisma Medika as a health service company always strives to produce service products that are able to satisfy every patient or client. In its efforts to achieve effective services. The design of marketing communication in the hospital. Sukmul Sisma Medika can be explained into eight stages of marketing communication planning consisting of Advertising, Sales Promotion, Events and Experience, Public Relations and Publication Direct Sales, Interactive Marketing), Personal Selling. This study also discusses the marketing communication strategy implemented by the hospital. Sukmul Sisma Medical namely, Business Objectives, Strategy, Tactical, Monitoring, Evaluation.

Business Objectives

In this discussion, what is meant in the business objectives at the hospital. Sukmul Sisma Medika, which wants to provide assistance through health services and wants to be a reference for the company to increase positive values, especially in services and this is in line with the vision and mission of Sukmul Sisma Medika Hospital.

In this discussion can be associated with generalized other where the organization in the hospital. Sukmul Sisma Medika has rules and roles so that the company's vision and mission are in line with the company's values and culture.

This was explained earlier in eight marketing communication plans, namely:

- Interactive Marketing

In this discussion what is meant in marketing at the hospital. Sukmul Sisma Medika is a product that is in the Hospital. Sukmul Sisma Medika. In this company has two sources of social media namely, Facebook and Instagram and through marketing communication planning through sales, events and experience, direct sales, word of mouth sales, and personal sales. In a marketing they promote services from the media already.

- Sales Promotion (Promotion)

Sales promotion in question, namely, a short-term process that encourages buyers or customers to buy products or

services so that the products purchased can be enjoyed and quality is maintained.

Sales promotion referred to in this study is how consumers can glance at products that have been published for purchase and trust the service products that have been sold, therefore the display is quite attractive so that clients or patients can feel and absorb from the results of the products sold.

The concept of the significant symbol (Mind) by Mead that a successful form of marketing is harmony between members so that they appear in common and have the same meaning for everyone.

Conclusion that hospital service products. Sukmul Sisma Medika wants to be seen its quality and wants to provide the best service for its customers so that the expected contribution can be in accordance with the marketing strategy.

- Events and Experiences

In conducting this research, the company wants to program from a design that has been created to be disseminated so that it gets a response or interaction with consumers.

- Public Relations and Publicity

Public relations must also be considered very carefully and constructively in improving the company's image so that employees and consumers understand the program. In this study, researchers wanted to see public relations from the hospital. Sukmul Sisma Medika with consumers running smoothly or there are obstacles.

The conflict that occurred between the hospital and the patient that at first the patient did not understand the rules that apply in the hospital so that the occurrence of communication between the two parties defended and until the hospital management intervened to deal with this

Based on the results above, the researcher concludes that the marketing approach strategy is in accordance with consumer demand. Overall, hospital services. Sukmul Sisma Medika is a top priority to gain the increased image of the hospital. In this study, the marketing communication mix has been a strong signal to assess the results of service products in hospitals. Sukmul Sisma Medika.

- Direct Sales (Direct Marketing)

In accordance with the concept of a marketing communication mix strategy in which there are eight group elements, so far the service products provided at the hospital. Sukmul Sisma Medika is in accordance with the marketing communication planning strategy. Direct sales given to clients or patients with service products can cause a response or dialogue with customers, that's where the hospital. Sukmul Sisma Medika prepared carefully to achieve the company's targets.

Based on the above results it can be concluded that marketing direct sales of products provided by the hospital. Sukmul Sisma Medika has special standards that can be provided by the needs of consumers, and the product services provided are guaranteed for clients or patients.

It also proves that the hospital. Sukmul Sisma Medika is in accordance with Mead's mind that is Generalized Others (Society) and does not mess with its service products so that its marketing communication activities also determine the success of the marketing plan.

- Interactive Marketing

Interactive marketing channels that deal with customers or consumers directly or indirectly to enhance the image, increase awareness, or give rise to products or services.

Interactive marketing is to strengthen a company or organization so that the products or services produced can be fulfilled by consumers or consumer demand so that it creates a relationship between customers.

The author concludes that work as a team has a great effect on the company so that it gets the desired or realized results. With good communication between hospital divisions. Sukmul Sisma Medika can achieve customer targets so they get satisfaction with the services provided and advance the company.

The behavior is related to I & Me (Self) explained by Mead that team members work together and decrease the sense of ego from each other so as to get the desired goal together.

Figure 1. Logo of Sukmul Sisma Medika Hospital



Source: website <https://www.sukmulsismamedika.com/>

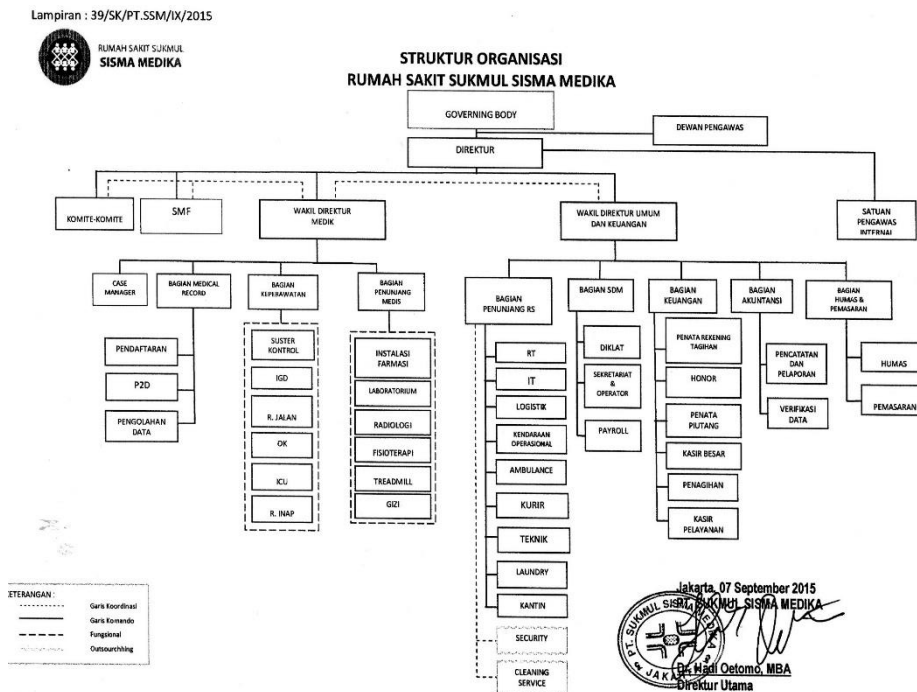


Figure 2. Hospital Organizational Structure. Sukmul Sisma Medika

• Personal Selling

Personal sales do direct sales with one of the prospective customers or offer products to sell, this is one form of product sales conducted at the hospital. Sukmul Sisma Medika by making an order or what the customer wants and offering products that are already available in the company. Besides not only selling or marketing to

customers, but the hospital. Sukmul Sisma Medika also offers products or packages available at the company.

Based on these results it can be concluded that the particular other (community) proposed by Mead is attached to the hospital. Sukmul Sisma Medika about how to treat individuals to be treated specifically like family members or peers so that they feel the special attention given and the comfort of the real service that Sukmul Sisma Medika Hospital provides to patients.

Monitoring

In this case monitoring is the key to success in marketing communication planning to achieve company goals. Things done at the hospital. Sukmul Sisma Medika in the form of monitoring satisfaction analysis of patients or clients to achieve the target and improve targeted services.

It can be concluded that the role of the symbolic interaction of Mind, Self, Society has been a major influence on the success of service products in hospitals. Sukmul Sisma Medika.

Evaluation

This becomes important in making decisions and performance results provided by the team at the hospital. Sukmul Sisma Medika, because it determines the objectives to be achieved and how the results of the planning carried out whether it has reached the target or already known by the surrounding community.

In this marketing planning research has harmony with previous personal research. This marketing plan has similarities with theories that have been applied since the beginning.

4. CONCLUSION

Based on the results of the data analyst and the discussion described above, the conclusions drawn by the researchers in this study are as follows:

1. Marketing Communication Planning at the Hospital. Sukmul Sisma Medika can be divided into eight (8) marketing communication planning elements, namely from Advertising, Sales Promotion, Events and Experience, Public Relations and Publicity, Direct Sales, Interactive Marketing, Personal Sales.
2. The role of symbolic interactions in the hospital. Sukmul Sisma Medika has a big important role for the process of forming marketing communication planning so that it fulfills and achieves the desired goals of the client or patient. Role of Symbolic Interaction in the Hospital. Sukmul Sisma Medika is a very big influence on the process of forming marketing communication planning so that it meets and achieves the desired goals of the client or patient.
3. Symbolic interactions that occur at the hospital. Sukmul Sisma Medika is active in creating open spaces for clients and patients so that the desired expectations are in accordance with their wishes.
4. Symbolic Interaction in the Hospital. Sukmul Sisma Medika has an important role in marketing communication

so as to form a team so that the daily life is a solid team, as it is, and fun in internal or external relationships with patients or clients.

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