

# Naeil.do. Marketing Communication Strategy During the Covid-19 Pandemic

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## ABSTRACT

During this Covid-19 pandemic, the growth of the nail art salon business has been hampered. This of course makes business people in nail art salons suffer losses. Therefore, business people must know how to plan in doing marketing properly in order to overcome this and provide good results. Marketing communication strategies can be carried out in various media, the increasingly developed technology today, of course, makes it easy for people to access anything, especially for business people this is very important and there is no longer a barrier for them to market their business products. In this study, the theory used is strategy and marketing communication to be related to each other so that individuals with other individuals can also work together to facilitate marketing communication. Marketing communication is the result of something that produces an appropriate and focused communication concept with the target audience, this is to create clear and precise communication goals. Marketing communication consists of Message Communicators, Media, Communicants, and Effects The approach used in this research is qualitative research with a case study strategy. Data was collected by using in-depth interview techniques, documentation and direct observation. This research shows the application of communication in the marketing of Naeil.do salons to reach customers during the Covid-19 pandemic.

**Keywords:** communication strategy, marketing communication, social media

## 1. INTRODUCTION

Agus Riyanto argues that entrepreneurship is an awareness that aims to open and increase various opportunities in business and a relationship in creating new things and how to use human resources. Entrepreneurship must also use creativity and innovation in creating and creating something new and unique [1].

In today's era, the nail art business is very much in demand by many people. There are various kinds of nail art businesses from the top and bottom that many people are favoring. The existence of unique famous names adds to the curiosity of customers to try. The number of contemporary nail art shops seen in the Capital City is increasing. As more and more nail art is seen in the Capital City, it creates an increasingly fierce competition. The growth of market demand can affect the profits of a business person. On the other hand, the growth of nail art shops is increasing, competition is getting tougher which will reduce the profit level of business people.

Business people must know how marketing communications are also referred to as communication activities to convey information to targets through various media by causing three changes: changes in knowledge, changes in attitudes, and desired actions. Marketing

communication can be done in various media. The growing technology that exists today certainly makes it easier for people to access anything, especially for business people, this is very important, and there is no longer a barrier for them to market their business products.

The purpose of this research is the marketing communication strategy of Naeil.do nail art salon which is able to face stiff competition from a large number of other art shops. Business people can promote their products through social media as a way of marketing. Social media is a place to find and find information easily at this time, also supported by technological sophistication about the changing times. The role of social media is increasingly recognized in improving business performance Social media is used to market products and services and interact with others in building good relationships.[2]

## 2. THEORY / CONCEPT

### 2.1. Communication Strategy

In the Big Indonesian Dictionary (KBBI), the meaning is to achieve careful and specific targets. Strategy has planning

and management to achieve a goal. Some say that extreme strategy is a two-way game to achieve a goal.

Therefore, the strategy usually consists of two or more tactics with the assumption that one must be better than the other. Therefore, tactics have a purpose to achieve the goals and objectives of the company, agency, and institution. If the strategy is right, the battle will be well defined. If the execution is not proper, the battle is more than declared lost. Communication strategy which is a combination of communication planning with communication management to maintain the goals that have been set. From the above definition, it can be concluded that a marketing communication strategy is a set of rules, tactics, and procedures to carry out a communication process. Suppose it is associated with the subject matter of this communication strategy research. In that case, this communication strategy research is needed to achieve the desired goal of the company. [3]

According to Chris Fill in his book entitled Marketing Communication, there are three theories, the first is the pull approach, where the communication strategy is focused on getting the audience to see the product. The second is the push strategy, where the communication strategy is focused on getting the audience to see the product. This strategy leads to the realization of strengths to encourage employee loyalty and commitment. This strategy focuses on realizing the power to reduce employee loyalty and commitment. And the last is to develop a profile strategy to improve the company's image, with the process focusing on the goal of establishing relationships with the company's relationships and customers. (Fill, 2016; quoted from Suarni, 2018).

## **2.2. Strategy Review**

Strategy from the Greek word "stratego" which means planning tactics to defeat the enemy using effective references. Strategy is a priority to plan the annihilation of the enemy effectively. Communication strategy is a combination of communication planning (communication planning) produced with communication management (communication management) to obtain the goals that have been set.[4]

## **2.3. Marketing Communication**

Communication which has the meaning of relationship, news, announcement, or notification in general, the word communication in English is called Communication which has the meaning of relationship, news, announcement, or notification in general. This understanding can be reached in good communication if you have a good outlook. According to Carl I. Hovland, communication science is a systematic effort to convey explicitly as a way of conveying information, opinions, and attitudes. Similarly, communication consists of elements that cannot be doubted, like Laswell. (1) Communicator, (2) Message (3). Effects, (4). Communicate, and (5). Media. In this case, communication is a communicator to communication

through the media that gives rise to this effect. (quoted from Suarni, 2018).

Marketing is an individual company or organizational company that involves an exchange (transaction). Consequently, the essence of marketing is the exchange of transactions aimed at embracing needs and wants. Kotler and Keller (2012) Definition of marketing is the process by which companies create value for customers and build strong customer relationships to get good value.[5]

## **2.4. Marketing Communication Review**

Marketing communications are internal (company) information to consumer decision-making systems. There is a product image that will be presented to the company in the message. Another definition of marketing communication includes: activities in buying and selling help to make decisions and direct exchanges in order to market products with high effectiveness. The author can understand that marketing communications as well as to the intended audience with certain media to carry out internal marketing (products, prices, distribution, and promotions) of companies used in attracting consumers' attention [6]

## **2.5. Communication Review**

In accordance with its basic nature, humans always try to communicate with one another. The more people communicate with each other, the more knowledge is available. hopefully this helps them continue to "desire" to complete knowledge in the need to understand nature. Communication can be defined as a simple process of transferring messages from one to another. In the classical literature of communication science, the "problem" of communication is the absence of the message process or a communication to the communicant, but in the discussion of shifts and developments. [6]

In the current era of information globalization, the existence of information is increasingly important, because information can be used to create commodities that will participate in the business economy, the distribution of information can occur intentionally or unintentionally. In this case, it is clear that communication, as a type of activity, is very vulnerable to the effects of the industrial revolution, which includes reducing the value of speed and profit. That is, humans, have a human nature that wants to communicate with energy and many results. Humans communicate by often linking strategies, tactics in receiving messages that contain an idea, purpose and even existing values.

# **3. RESEARCH METHODS**

## **3.1. Research Approach**

The approach used in this research is qualitative research. [7] stated that the qualitative research approach is research that looks at it as a whole and broadly. Qualitative research

seeks to seek and obtain in-depth information. Qualitative research methods are emphasized by conducting observations and also in-depth interviews in the field and the data is analyzed in a non-statistical way.

In the journal [6] This qualitative method is often used to obtain deep and meaningful data. Meaning is data that is getting real. The exact data is the value behind the visible data. As a result, qualitative research does not focus on generalizations but rather on specifics.

The case study is a research method in the social sciences. In its most basic form, a case study is a more suitable and effective strategy for answering questions in a study based on how or why. In case studies, there are three types: explanatory, exploratory, and case descriptive. The researcher should focus on the design and implementation aspects of his practice, in order to better deal with certain traditional criticisms of his chosen method. [8]

### **3.2. Research Methods**

The research method in this study is a case study using the Robert K. Yin technique. This research uses an explanatory case study. Explanatory case studies aim to advance counter-explanations for the same set of events and show how such explanations can be applied to other situations. The reason for using case studies is that researchers want to know the phenomenon in various aspects, such as in terms of economy, culture and others.

### **3.3. Research Review**

So, the purpose of this research is the marketing communication strategy of Naeil.do nail art salon which is able to face stiff competition from a very large number of other art shops. Case studies are one of the research methods in the social sciences. In its most basic form, case studies are a more suitable and effective strategy for answering questions in a study based on how or why. There are three types of cases: explanatory, exploratory, and descriptive cases. Research should pay attention to the design aspect and its implementation in research practice, in order to better deal with certain criticisms of the method chosen. [8]

### **3.4. Research Subject and Object**

In this case, the subject is the resource person or informant who can provide accurate information about the problem to be studied by the researcher. Individuals, organizations, or bags in a particular research object can be the subject of research. Informants who will provide information to researchers will certainly provide honest, accurate, clear and true information. Informants or resource persons in this study are:

1. Naeil.do. nail art salon owner
2. Naeil.do. Employees
3. Naeil.do customers

The reason the researcher chose the owner who is also in charge of the nail art salon Naeil.do as the research resource is because the owner of the nail art salon.

Naeil.do is in charge of and knows all parts of Naeil.do's nail art salon, starting from operating social media, supervising employee performance. The owner is also in charge of promoting and growing the nail art business of Naeil.do. The owner has full responsibility starting from training employees and ensuring that customers receive nail art with excellent service. The owners of Naeil.do also handle day-to-day operations and manage resources and employees. The reason the researcher chose employees as the second resource in the study is because an employee has a duty to provide the best service to customers. The researcher wants to find out how the communication and performance of the employees in the Naeil.do nail art salon is to create a comfortable environment and provide good service to customers. Meanwhile, the object of this research is something that becomes the focus and important direction of a research. The object of this research is the Naeil.do nail art salon located at Robinson Apartment, North Jakarta.

### **3.5. Data Collection Technique**

Data collection in this study used two data sources, namely primary data and secondary data:

1. Primary Data Sugiyono (2015) suggests that primary data sources are data sources that are directly obtained and given data to data collectors and sources. Primary data sources to complete research from informants or research subjects.
2. Secondary data Sugiyono (2015) suggests that data are not directly given to data collectors, for example through other people. Secondary data sources in this study include books, journals, and internet networks. To get the primary and secondary data

### **3.6. Data Processing and Analysis Techniques**

In this study, the data analysis techniques used were data reduction and data presentation:

1. Data reduction  
Data reduction is an attempt to conclude the data, then sort out the data into the concept, category, and theme units. In the case of this research, the data reduction process is in the form of written notes in the field obtained from observations and in-depth interviews with the nail art salon Naeil.do and also the employees who work. Data reduction was carried out by researchers simultaneously with the data collection process. The researcher also checked again at the Naeil.do nail art salon to obtain the validity of the data in answering the focus in this study.
2. Data presentation  
Data presentation is an activity when a collection of information from the results of observations and in-depth interviews of researchers has been compiled and reduced so that it will provide conclusions and take action.

These forms combine structured information, making it easier to see what is there, whether the conclusion is correct or otherwise carry out an analysis. Presentation of data will allow researchers to understand what is there and plan other research work.

3. Verify

The next step is to analyze the conclusions based on these findings and verify the data. This conclusion drawing is carried out when data analysis activities take place continuously which have been completed by researchers, both those that take place in the field or after completion in the field.

#### 4. DISCUSSION

1. The communication strategy to support marketing Silvia as the owner of Naeil.do nail art states that the way to understand the nature of each Naeil.do employee is during an interview. During the interview, the owner of Naeil.do chose employees who had a good attitude and were willing to put in the effort. Not only that, employees can also report problems that occur in Naeil.do to the owner so that problems that occur can be resolved quickly and well. If the problem cannot be resolved by the employee, the employee will seek advice from the owner in order to overcome the problem.

2. Marketing Communication Planning Naeil.do

Silvia as the owner of Naeil.do said that due to the Covid-19 pandemic, Naeil.do had a protocol during the process of making nails for customers. Naeil.do said that the strategy used by Naeil.do in marketing its salon is by offering it through its Instagram with customers, while also holding attractive promos.

Silvia as the owner of Naeil.do said that in marketing through social media Naeil.do focuses on creating interesting content. Naeil.do also provides feedback to customers and potential customers who ask or comment.

3. Marketing Communication of Nail Salon Naeil.do

Marketing communication is the result of something that produces an appropriate and targeted communication concept, this is to create clear and precise communication goals. Marketing communication consists of business objectives, strategies, tactics, monitoring and evaluation. There is a marketing communication plan carried out on Naeil.do, namely:

a. Business Purpose

The business goal of every company is to make big profits. Every company certainly strives to generate the maximum profit and also in general, namely to increase the economic growth of the community. Naeil.do also has several strategies in place so that marketing communication planning runs smoothly and gives good results.

b. Strategy

Strategy is an arrangement of plans carried out by the company to achieve interrelated goals with

communication objectives, communication channels, target markets, competitors, communication themes.

c. Tactical

Tactical is the concept of action taken based on a predetermined strategy. The tactics carried out in marketing Naeil.do are due to the Covid-19 pandemic, Naeil.do has a protocol when making nails for customers and follows the rules from the government.

Through its social media, Naeil.do responds to comments from customers to build a good relationship with its customers. Customers will also usually complain or complain if the nails made by Naeil.do do not match consumer expectations, then Naeil.do will apologize and try to improve good results.

d. Monitoring

An activity carried out to obtain information whether the community accepts it well so as to achieve the set results. In this study, Naeil.do monitors the performance of workers in serving customers for monitoring. Several things are included in the monitoring process, namely paying attention to whether the SOP has been carried out as planned or not

It can be said that the theory of marketing communication is very influential on the success of naeil.do because it has a sign which means that Naeil.do has the same purpose and meaning for each task given.

e. Evaluation

Evaluation is a view and assessment of the activities that have been carried out and can identify what the shortcomings are so that they can be improved so that in the future it can be better. In conducting the evaluation, Naeil.do has an obstacle from Naeil.do's marketing process is that there are many other nail salon brands that make people think that all nail art has the same shape. To overcome the existing obstacles, Naeil.do continues to look for ways or ideas and find out how to promote and market naeil.do nail art to suit its target.

Naeil.do nail art marketing communication strategy Strategy is an arrangement of plans carried out by the company to achieve interrelated goals with communication objectives, communication channels, target market, competitors, communication themes.

1) Purpose of Communication Purpose

Communication is the purpose of communication, namely brand recognition and brand recall. Brand recognition is how quickly consumers recognize and distinguish a brand when one of its elements is displayed, for example, a logo, a slogan.

2) Target market

Target market is the process of applying the market and selecting one or more markets that can be entered. After completing the market segmentation process and marking the relevant segments, the company can then target the specific segment that you want to target to provide the product or service it wants.

## 5. CONCLUSION

1. Marketing communication in Nail.do nail art salon consists of six (6) parts: business objectives, strategy, tactics, Monitoring, and evaluation.
2. The role of marketing communications in Nail.do provides considerable results and plays an important role in the process of forming marketing communication plans.
3. Marketing communication strategy in Nail.do has a very important role and gives good results between fellow teams can work well together and with customers to create good relationships internally and externally.

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