

Marketing Communication Strategies to Attract Consumer Interest During the Covid-19 Pandemic in Halfway Puri

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ABSTRACT

During the Covid-19 pandemic, many affected businesses experienced difficulties until some went bankrupt, especially in the food and bar business. This Halfway Puri provides an example of relying on social media as a promotional tool and informing the broader community that Halfway Puri is free from the Covid-19 virus by relying on the government's protocols. This research was conducted to find out how Halfway Puri can attract consumers' interest during the Covid-19 pandemic by knowing what methods Halfway Puri has used to survive the Covid-19 pandemic and what Halfway Puri has done marketing communications. This The theory used in this research is marketing communication theory, 4P (product, price, place, promotion), digital marketing. This study uses a qualitative approach with a descriptive method. Data were obtained through structured interviews. The results obtained through this study Halfway Puri can survive during the Covid-19 pandemic by relying on promotions through social media such as Instagram, Facebook, and the Gojek, Grab, Shopee Food applications. Both Halfway Puri can attract consumers' interest by informing their customers that Halfway Puri carries out health protocols according to government recommendations and is clean from Covid-19. The three social media are not only a means of promotion but also a means of notification.

Keywords: marketing communication, 4P (product, price, place, promotion), Digital Marketing

1. INTRODUCTION

Pandemic is not a new phenomenon closely related to today's modern society as recorded since ancient times. Each pandemic triggers significant changes in the economy, regional and global policies, social behavior, and citizens' mentality. The most significant changes (sustained in the medium and long term) have been institutionalized [1]. In contrast, the least sustained changes are related to mentality and social behavior as modifications.

Institutionalized [2], through public policy, are not sufficiently combined and consolidated with psychosocial change [3]. Like any other Pandemic, Covid-19 has caused significant changes in all walks of life in contemporary society.

All states of the continent, urban and rural communities, families, and ultimately, thoughts and

Every individual's lifestyle has been affected by the pandemic [4], and may never return to the normality experienced before Covid-19. The Covid-19 pandemic fits mostly the same profile, although there are specific differences. There are several negative effects of dealing with the Covid-19 pandemic, including decreased consumer interest in purchasing products [5].

This study itself was conducted to analyze the marketing communication strategies carried out by business actors during the Covid-19 Pandemic to still attract consumer interest in Halfway Puri. The American Marketing Association (AMA), an organization of marketing professionals, defines marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large [6]. Furthermore, Kotler (2011) defines marketing as "the science and art of exploring, creating, and delivering value to meet the needs of target markets at a profit. Marketing identifies unmet needs and wants [7]. It defines, measures, and measures the identified market size and profit potential. For an organization or company, communication is a way of conveying customer messages related to the brands and products that are manufactured and promoted. The communication used is marketing communication. This communication has an important role in the process of developing and building product awareness. Belch, George E. & Belch, Michael A. have stated that managing brand awareness has become a priority for companies of all sizes, across all types of industries and markets [8].

Based on the description above, it can be said that an important step that must be taken is how to conduct

marketing communication activities, especially in developing a business. Marketing communications are all strategies, tactics, and activities to send marketing messages that are expected to reach the target or target market. Susanti (2018: 278) argues that marketing communication is a central point for introducing a product [9].

Marketing communication activities come in a wide variety of tastes based on audiences and businesses in today's growing and dynamic market. One of the most important changes in today's market is the increasing number and diversity of communication options available to marketers to reach customers [10]. The need for an organization to properly coordinate its marketing communication strategy to convey a clear, consistent and competitive message about itself and its products is therefore very important for any results driven organization [10]. Innovative and creative marketing communications have a huge impact on the sales of the company's products/services.

Marketing communication theory implies that studying the effects of marketing communications on consumer response requires understanding how an organization's customers under different circumstances, are exposed to different situational factors and different types of communication respond to these factors. Consumers clearly vary on a number of different demographic characteristics (e.g. age, gender, race.), psychographic (e.g., attitudes toward self, others, possessions.), behavioral (e.g., brand choice, use, loyalty.) basis of market segmentation and development of different marketing programs [10]. But customers may differ in their prior knowledge, especially in terms of what they know, moving from the general to the specific. Therefore, consumer buying behavior is influenced by various factors, such as cultural, social, personal and psychological factors. A successful corporate marketer knows and needs to properly analyze all the factors that influence consumer buying behavior [11].

Researchers will conduct research on Halfway Puri. Halfway Puri is a bar that sells a variety of food and drinks. Of course, in attracting consumers to buy food and beverage products at Halfway Puri, a communication analysis is needed that can overcome that. Based on the background of the problem above, researchers are interested in conducting research on Marketing Communication Strategies to Attract Consumers' Interest During the Covid-19 Pandemic At Halfway Puri.

2. THEORETICAL REVIEW

2.1. Marketing Communication

Marketing communication strategy is a combination of communication planning with communication management to achieve predetermined goals that apply in the long term. Marketing communication strategy is the process of compiling messages that have a target to provide information to customers about services or products. The marketing communication strategy is designed to be effective and efficient with easy distribution of messages

and minimal effort is spent on these marketing communication activities.

Marketing Communication Mix, nowadays many companies are starting to realize that efforts need to be made to integrate various marketing communication activities that have been carried out towards a process called integrated marketing communication which includes coordination efforts of various promotional elements and other marketing activities. Promotion and marketing elements and four components of a marketing strategy consisting of the 4Ps (product, price, place, promotion) [12].

2.1.1. Product Strategies

In the competition of a company, the company should not only rely on one product, this can be dangerous for a company if it only relies on one product without any developments in a product. The product strategy in this case is to determine the way and provide the right product for the target market, so that it can satisfy its consumers while at the same time increasing the company's profits in the long term, through increasing sales and increasing market share.

2.1.2. Price Strategy

In setting the price for a product, the company must really pay attention to what factors can affect, directly or indirectly, the company must pay attention to the price of raw material prices, production costs, marketing costs, government regulations, and other factors. . Factors that are not direct, but closely related in pricing, are prices for the relationship between substitute products and complementary products, as well as giving (discounts) to distributors and consumers. because it takes into account these factors in determining the price policy that will be taken, so that later it can meet the producers' expectations to be able to compete and the company's ability to influence consumers.

2.1.3. Distribution Strategy

In an effort to achieve a company's targets and objectives in the field of marketing, each company carries out distribution activities. Distribution is the activity of delivering products to consumers at the right time. Therefore, the distribution policy is one of the integrated marketing policies that includes the determination of marketing channels and physical distribution. These two factors have a very close relationship in the success of distribution and at the same time the success of marketing the company's products. Effective use of distribution channels is carried out to ensure the availability of products in each link in the channel chain.

2.1.4. Promotional Strategy

Companies must be able to control customers in order to create interest in these products. This business can be

developed through promotions, which can attract customers' interest in order to increase product interest. Besides being able to increase interest in the market, this promotion can maintain a brand in the market so that it remains known among the public, if using the right promotion.

2.2. Consumer Interest

Consumer interest is part of the component of consumer behavior in the attitude of the respondent's tendency to act before the buying decision is actually implemented. Consumer interest is a consumer's self-instruction to make a purchase of a product, planning, taking relevant actions such as proposing, recommending, choosing and finally making a decision to make a purchase [13].

According to Kinnear and Taylor [14] consumer interest is part of the component of consumer behavior in consuming attitudes, the tendency of respondents to act before buying decisions are actually implemented.

Consumer interest is described as a person's situation before taking an action that can be used as a basis for predicting behavior or action. Consumer interest can be identified through the following indicators:

1. Transactional interest, is a person's tendency to buy a product.
2. Referential interest, a person's tendency to refer products to others.
3. Exploratory interest, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

3. RESEARCH METHOD

The approach used by the researcher is a descriptive qualitative approach in this study. According to [15], a qualitative research method is a research method based on the philosophy of postpositivism, which is commonly used to examine the condition of natural objects, where the researcher acts as a key instrument and describes a situation objectively or based on visible facts. [16] Qualitative research is a collection of data from research that is being carried out and does not use numbers but verbal and visual forms in the form of text and images. Bourdieu also describes qualitative research as a dialogue between texts and the various realities around us that refer to theoretical. The dialogue shows the occurrence of an increasingly changing process in the preparation of assumptions about the facts of a statement so that a new theory is created [17]. Research with a descriptive qualitative approach in this study can be used to discuss the subject matter for conducting data analysis, namely by describing research subjects based on the purpose of this study, namely to find out marketing communication strategies in attracting consumer interest during the Covid-19 Pandemic at Halfway Puri.

3.1. Marketing Strategy Method

Starting from this research using the case study method. Case study is a method used in research to find explanations that are comprehensive and related to various aspects under study so that they can be studied more deeply [18].

In this study, researchers used case study research methods to conduct further and in-depth exploration and analysis of research problems, namely knowing the marketing communication strategy carried out at Halfway Puri to attract consumer interest during the Covid-19 Pandemic.

4. RESULTS AND DISCUSSIONS

Researchers have conducted interviews in order to obtain reliable sources and to be able to answer/help in this research. Data collection method as

1. Impact of Covid-19 on Business

During this Covid-19 pandemic, the Indonesian people are very limited in their movement because the government has given a ban or appeal to stay at home, and for those who work it is strongly recommended to work from home, but the Indonesian people may stay out by always following the protocols that the government has provided. , in order to break the chain of Covid-19. Furthermore, what about entrepreneurs such as food businesses and bars & food, who are required to make sales that cannot be done by working from home, and many of these entrepreneurs are unable to survive during the Covid-19 Pandemic.

Halfway Puri during the Covid-19 Pandemic experienced a very good decrease in visitors and a decrease in income for input funds, which Covid-19 caused, and by utilizing existing social media, Halfway Puri was able to survive.

Qimung Tobing conveyed this as Operations Manager of Halfway Puri.

"There are many impacts, starting from reduced sales, turnover also follows suit, and in addition, the operating hours are limited, where the visitors to Halfway Puri themselves usually come from 9 pm onwards"

2. Utilization of Social Media

During the Covid-19 pandemic, many Indonesians, especially Jakarta, were afraid to leave their homes, and the Indonesian people, but by using social media such as Instagram Halfway Puri, they could survive the Covid-19 pandemic.

This was conveyed by Qimung Tobing as Operations Manager of Halfway Puri.

"Hmm, Halfway Puri really takes advantage of existing social media, one of which is we use Instagram social media, yes, because Instagram social media is often used by people from young people to old people, and we often provide interesting promo posts, of course and discount to attract people to come to Halfway Puri, with the existence of Instagram social media, it is very useful for Halfway Puri"

From research analysis through interviews with informants, data on the benefits of social media marketing that supports

Halfway Puri can be obtained during this Covid-19 Pandemic.

The benefits of social media marketing according to [19] are as follows:

1. Various social media, including Facebook, Twitter, Instagram, and Youtube can be a medium for communicating and even gaining popularity on social media.

2. Social media provides an opportunity to interact more closely with consumers. Social media can provide opportunities for marketers

The benefits of social media during a pandemic are really needed for consumers who often visit Halfway Puri, because they need price developments or promotions at Halfway Puri.

3. Optimization of Promotion Strategy

Halfway Puri doesn't just use Instagram social media, but they also choose social media which they think is widely used, such as Facebook, this social media is very often opened also by the Indonesian people, for young people as well as parents.

This was conveyed by Qimung Tobing as Operations Manager of Halfway Puri.

"This is the first time for Halfway Puri, we use social media Instagram, and also Facebook so that it can be known by the wider community, especially those in Jakarta, and the impact is very good, because Instagram and Facebook social media are often opened by Indonesian people, especially in Jakarta. yes, we rely heavily on these two social media."

4. Added Promotion Type

During the Covid-19 Pandemic, Halfway Puri took advantage of promotions for eating and drinking alcohol to attract people to come to Halfway Puri. Halfway Puri itself provides very attractive promos to their customers who want to dine-in or takeaway, respectively. from this given a different promo.

Qimung Tobing conveyed this as Operations Manager of Halfway Puri.

"We Halfway Puri provide promos such as 20%, 30%, 50% discount for every purchase of alcohol bottles and also this promo by one get one cocktail promo is valid for dine-in only, and for takeaway we also provide promos to buyers such as 20%, 30%, 40% discount on alcohol bottles and we also have promos such as in the hopee application for 50% discount on food purchases."

From the analysis of research through interviews with sources, data on the benefits of promotions that support Halfway Puri in order to survive during the Covid-19 Pandemic were obtained.

According to [12], the company's promotional strategy must try to influence consumers, create demand for the product, and maintain and develop it. This effort can be done through promotional activities, which is one of the references or marketing mix. Promotional activities that are carried out in line with the overall marketing plan, and are planned to be directed and controlled properly, are expected to be able to maintain the brand's fame so far and even be increased if using the right promotional program.

As Qimung Tobing said, taking advantage of promotions during the Covid-19 Pandemic is needed because it attracts consumers to visit Halfway Puri, and Halfway Puri can survive during this Covid-19 Pandemic.

5. Implementation of Health Protocol

At the present time the Covid-19 Pandemic, many of the Indonesian people, especially those in Jakarta, are very afraid of going out of the house to go hang out at a cafe or other place. Many of the cafes also do not comply with health protocols, but unlike Halfway Puri, they adhere to and strictly maintain the health protocols for their employees and visitors who come to Halfway Puri.

This was conveyed by Qimung Tobing as Operations Manager of Halfway Puri.

"Yes, so we always obey the protocols that have been recommended by the government, such as visitors who come, we always check their body temperature if their body temperature exceeds the rules that the government has given they cannot enter, and after that we always require visitors after checking their body temperature. he must wash his hands first, and we also always provide hand sanitizer at every table, and the employees of this halfway puri always monitor the visitors to always keep their distance. and also this puri halfway reduces the visitor capacity that the government provides. And for the halfway puri employees themselves, they are always swab for antigen every week, and also before starting work, the halfway puri employees themselves are always checked for body temperature, and the halfway puri employees have been given orders not to take off their masks, gloves, and faceshields. when there are visitors, and always use hand sanitizer every time they receive visitors or give menus to visitors to halfway puri."

6. App Beneficiaries

Halfway Puri utilizes various kinds of media that are on smartphones, to help sales and help increase funding input so that it can continue to run during this Covid-19 Pandemic.

This was conveyed by Qimung Tobing as Operations Manager of Halfway Puri

"This Halfway Puri Bar uses Instagram social media to carry out promotions, and also uses the Gojek application and the Shopee app. Why do we use Instagram social media because this Instagram social media is an application that is always opened by the wider community, and also the Gojek and Shopee applications themselves really help us to make sales where buyers don't need to come directly to the Halfway Puri bar, and also the Gojek and Shopee applications themselves often provide promos to Gojek and Shopee application users."

7. How to Survive During a Pandemic

Halfway Puri can survive during this Covid-19 Pandemic by relying on online sales such as utilizing various applications, and also utilizing marketing communication strategies.

This was conveyed by Qimung Tobing as Operations Manager of Halfway Puri

"Halfway puri relies on online or takeaway sales and this halfway puri itself provides attractive promos for buyers who buy by online or takeaway. And we also rely on all existing media so that we can continue to survive, or be able

to sell, even though no one is selling them. dine-in but there are still those who order our drinks or food from passing via whatsapp to us directly. We also take advantage of various applications such as gojek, grab, and shopee food, these three applications really help us in sales so that we can survive the Covid-19 pandemic."

8. Halfway Puri Can Increase Sales During the Covid-19 Pandemic

Halfway Puri can increase sales during the Covid-19 Pandemic by relying on giving discounts.

This was conveyed by Qimung Tobing as Operations Manager of Halfway Puri

"Yes, by giving discounts at attractive prices, to attract consumers to buy drinks or food during the Covid-19 Pandemic"

From research analysis through interviews with sources, data on the benefits of product strategies that support Halfway Puri in increasing sales during the Covid-19 Pandemic are obtained

According to [12] product strategy in competitive conditions is very dangerous for a company if it only relies on an existing product without any particular effort for its development. The product strategy in this case is to determine the way and the provision of the right product for the consumer market while at the same time increasing the company's profits in the long term, through increasing sales and increasing market share. In this case the marketing mix strategy, product strategy is the most important element, because it can influence other marketing strategies. The selection of the type of product to be produced and marketed will determine the promotional activities needed. As well as determining the price and distribution method.

5. CONCLUSION

The conclusion of the thesis that has been made by researchers with the theme of Marketing Communication Strategy to Attract Consumers' Interest during the Covid-19 Pandemic Period at Halfway Puri.

Researchers can conclude, according to the informant, Halfway Puri attracts consumers by giving confidence to its customers that Halfway Puri is free from the Covid-19 virus.

Halfway Puri strictly adheres to the protocol that the government has recommended and as has been implemented by Halfway Puri which increases and persuades its customers to use promotions through social media to attract consumers to come to Halfway Puri.

Halfway Puri takes advantage of Promotions to attract consumers to come to Halfway Puri during this pandemic and also provide attractive prices and Halfway Puri has a large area where Halfway Puri visitors don't need to be afraid during this Covid-19 Pandemic.

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