Analysis of Marketing Communication Strategy on the Online Shop Lauxes 7

Deny Kusnadi[1,] Riris Loisa[2,] *Nigar Pandrianto[3]

[1,2,3] *Communication Faculty, Universitas Tarumanagara University, Indonesia*

Corresponding author. Email: nigarp@fikom.untar.ac.id

ABSTRACT

During the Covid-19 era, consumer behavior began to shift towards digital. One of the most popular e-commerce sites in Indonesia as a place to shop online is Tokopedia. Lauxes 7 store is an online store that uses Tokopedia as a medium to sell products in water pumps. The Lauxes 7 store wants to be at the top in the sales position of water pump products on Tokopedia. The marketing communication strategies that have been carried out are advertising on WhatsApp and also sales promotions. The research method used is a case study with primary data collection using observation and interviews. Lauxes 7 shop customers are divided into two, namely B2C customers and B2B customers. The development of marketing communication strategies for B2C customers at the Lauxes 7 Store is to use advertising expansion to Facebook and Instagram, conduct sales promotions to increase reviews, then continue to use events and experience marketing communication strategies. Meanwhile, for B2B customers at Toko Lauxes 7, the recommended strategy is personal selling and direct marketing via WhatsApp, direct contact, and a referral code to generate repeat purchases. All strategies carried out must pay attention to AIDA, the most basic marketing communication model.

Keywords: B2C, B2B, sales promotion, events and experience, personal selling, direct marketing, AIDA

1. INTRODUCTION

Along with the development of technology in Indonesia, the term online shop is increasingly familiar to the public. The first online shop was present in Indonesia in 2012 where there were 64 million internet users and growing in 2021, there are 202 million internet users in Indonesia [1]. There are several factors that encourage people to be enthusiastic about using online shops because of their wide reach, time, cost, and quality that can compete with conventional stores. Several advertising methods have been published by online shop owners to attract the consumptive interest of the Indonesian people [2].

In 2019, retail stores have started to experience a decline in revenue [3]. Based on the same source, it was explained that the condition of retail stores at ITC began to decline due to the presence of online stores. The decreasing condition is described by the number of kiosks being rented out, the decrease in sales, the absence of bonuses for employees, and getting worse with the increase in rental costs. The emergence of the Covid-19 pandemic in 2020 forced Indonesians to keep their distance and reduce activities outside the home. With the pandemic, physical stores are increasingly being pushed to switch to an online store

format to survive. The Covid-19 pandemic has driven 75% growth in retail store penetration in Asia Pacific [4].

In a survey conducted in April 2020, the six most popular and trusted e-commerce sites in Indonesia in 2020. The six sites include Tokopedia, Shopee, Bukalapak, Lazada, Blibli, and JD ID [5]. The six e-commerce platforms are the largest platforms that are often used by customers, manufacturers, and resellers to transact online. Based on these data, the topic in this online shop research will focus on one of the most popular e-commerce sites, namely Tokopedia.

There are several features provided for sellers at Tokopedia, namely the online voucher creation feature from Tokopedia by sellers, product rating monitoring including sales statistics and product reviews that have been sold, and also the TopAds feature which is a paid feature to increase product position in the search column that will be viewed. by consumers [6].

The performance of Lauxes 7 had shifted to position 9 and the top position was occupied by the Pump House and MASIBISA PARTS. The Lauxes 7 store dropped to 9th place after having closed service for one week. The hope is

that the Lauxes 7 store can crawl back up to the top position when operating again.

Lauxes 7 store is a provider of water pump type products with an operation center located in the Teluk Gong area, North Jakarta. This store initially did not have an online shop until 2016, Toko Lauxes 7 started their fortune by starting to sell on the Tokopedia platform. At the beginning of 2016 to 2018 there were not too many sales achieved by the Lauxes 7 store. However, at the beginning of 2019 until the implementation of this research, product sales through Tokopedia continued to increase. The Lauxes 7 store chose to focus its sales on Tokopedia because Tokopedia is the most visited e-commerce by active internet users with 805.5 million visitors [7].

The challenge faced by the Lauxes 7 Store is to become the number one online shop and be able to maintain its position from competitors. The competition from big names in the water pump industry can be said to be tight, so it takes the right marketing communication strategy so that the Lauxes 7 Store can compete and outperform its competitors to become the top in the water pump industry.

1.1. Related Research

Based on the scope of topics that have been studied previously, the researchers summarized several previous studies that became references for this study.

1.1.1. Go-Pay Marketing Communication Analysis Through Cashback Promotion

This research was conducted with qualitative study methods and data collection through interviews and documentation. In their research, Notowijoyo and Loisa [8] found that the execution of the cashback promotion strategy on Go-Pay was successful. These results are obtained from the integration between digital, electronic media, and partner collaboration.

1.1.2. Marketing Communication Strategy of Jungle Land Adventure Theme Park Bogor in an Effort to Attract Visitors

This study uses a qualitative marketing strategy analysis method, with data collection techniques through observation and interviews. Indrapraja, Ratnamulyani, and Fitriah [9] found that Jungle Land Bogor used 3 types of strategies, namely advertising through TV, mass media, or brochures and others. Jungle Land Bogor provides discounted prices, and also carries out press releases and website updates.

1.1.3. Shopee Marketing Communication Strategy Analysis in E-Commerce Competition in Indonesia

This study uses qualitative methods with data collection techniques through interviews, observation, and documentation. Based on the research results obtained by Kangenan and Rusdi [10], Shopee uses a mix of advertising communication, personal approach, direct approach, and sales promotion. Shopee also adopts a push and pull strategy.4

1.1.4. Analysis of Factors Affecting the Effectiveness of Online Advertising on Bukalapak with the AIDA Model

This research was conducted by distributing questionnaires to obtain research data. Fajar and Dwi [11] revealed that there are four factors that influence the effectiveness of online advertising, namely determinant factors, advertising messages, desire, and attention.

1.2. Research Objectives and Benefits

This study has a descriptive purpose to determine whether the marketing communication strategy applied to the Lauxes 7 Store is effective and superior to other competitors in Tokopedia. In addition, this research is expected to be part of the development of Communication Science with a concentration on marketing, especially in terms of analyzing a good marketing communication strategy and in accordance with marketing communication theory.

This research is also expected to be a reference and as a lesson for business activists, especially online businesses in implementing their business marketing communication strategies.

1.3. Article Structure

The contents of this article are presented in the following order. Section 2 describes the theoretical basis and literature review used, including the theory and a more detailed explanation. Section 3 presents the conclusions of the research results as well as suggestions for future research..

2. THEORY BASIS

2.1. Marketing Communication Concept

Marketing communication according to Kotler and Armstrong is a combination of advertising, sales promotion, public relations, and direct selling tools that are persuasive and build customer relationships [12]. Kotler and Armstrong also define marketing communication as a means to inform and persuade consumers directly or indirectly about the products being sold.

According to Kennedy, marketing communication is providing information to the public so that companies experience an increase in the use of services or product sales [13]. The definition of marketing communication according to Kayode is a targeted activity to consumers or potential consumers by using various media [14]. Based on the definition of experts, it can be concluded that marketing communication is an effort to provide information about products sold to consumers or potential consumers through various media with the aim of persuading consumers or potential consumers to buy products sold by stores.

2.2. Marketing Communication Mix

According to Alma, in defining the marketing communication mix as a strategy of mixing marketing activities to find the right combination to get maximum results [15] in the marketing communication mix is a combination of marketing communication tools such as advertising, sales promotion, and personal selling to build relationships. with customers [16].
Based on the above definition, it can be concluded that the marketing communication mix is a combination of marketing activities through certain media to persuade potential customers to buy products and build good relationships with them. The main communication models of the Marketing Communications Mix according to Kotler and Armstrong are: advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, interactive marketing, word of mouth marketing, and personal selling [17].

2.3. Marketing Communication

According to Kotler, marketing communication is a concept that conveys company internal information to consumer decisions including the company's product image aimed at potential consumers or other stakeholders [18]. Meanwhile, according to Priansa, marketing communication is the process of delivering meaningful information from the company to its target market [19].

The concept of marketing communication according to Kennedy and Soemanagara is the use of communication techniques by companies to increase revenue [20]. Marketing communication is also a technique used to strengthen marketing strategies and get a wider segmentation. Based on the understanding of the experts, it can be concluded that marketing communication is an effort to use communication techniques to convey information by companies to consumers. The purpose of conducting marketing communications is to increase company sales, strengthen marketing strategies, and achieve segmentation that previously could not be achieved.

2.4. Types of Marketing Communication Strategies

According to Kotler, there are five marketing communication strategies, namely advertising, sales promotion, public relations, personal selling, and direct marketing. Advertising strategy according to Kotler can be used to build a long-term image and accelerate sales [18]. Sales promotion strategy is aimed at creating transactions in a short period of time. This strategy is used to provoke consumer responsiveness to become strong and make buying decisions quickly.
The public relations strategy must have high credibility. News and images must be relevant to the product being sold, and must be able to reach unexpected potential buyers. The personal selling strategy is aimed at building customer relationships. With personal selling, customers are expected to have strong preferences and beliefs about companies that sell certain products. Direct marketing strategy is used when the company already knows the target customer and will send a special message to the prospective customer.

2.5. Online Marketing Concepts Through the Internet

According to Brassington and Pettit, the internet is a powerful marketing tool because it can be used as a medium for writing, planning promotions, customer service, and corporate communications [10]. Meanwhile, according to Deuze, the characteristics of the internet refer to the many-to-many communication model whose characteristics include interactivity, hypertextuality, and the nature of multimedia personalization and content. These characteristics are considered to provide an advantage in the marketing communication process [21].
The influence of the internet on traditional marketing according to Chaffey are: interactivity which refers to the ability of the internet to support two-way communication from various sides so that it can cause unlimited interactions. The second influence is intelligence, where the internet can be used to support marketing activities so

as to encourage the marketing process to be more effective, efficient, and tend to require cheap capital [22].

The third influence is individualism, where the existence of the internet is considered to allow marketers to reach consumers and take an individual approach without requiring large efforts and capital. The fourth effect is integration, referring to the ability of the internet to cause interaction between individuals to the marketing channel itself.

The fifth influence is industry restructuring, referring to the elimination or procurement of intermediaries. Intermediaries is one of the company's functions to move goods from producers to consumers. The last effect according to Chaffey is independence of location [22], refers to the ease of choosing a location to run a business without being limited by the geographical situation itself as long as internet users are connected to each other. Based on the explanation above, it can be concluded that the internet has many benefits for expanding the network, creating unlimited interactions, and eliminating the problem of geographical distance in the real world.

2.6. AIDA Concept

The AIDA concept is one model that can be used to determine the effect of advertising on consumer behavior [23]. The AIDA concept is a simple concept model that can be used to formulate the objectives to be achieved from the marketing communication process [24].

Based on the explanation above, it can be concluded that AIDA is a model of the concept of marketing communication which includes from the beginning the product is seen by potential consumers until the time the consumer decides to buy the product, where the ultimate goal is to achieve the company's goals in carrying out the marketing communication process.

According to Wijaya, AIDA stands for attention, interest, desire, and action. These four elements are considered as basic models that can be met to create an effective and efficient marketing strategy [23]. Attention, is the initial stage where consumers begin to pay attention to advertisements. At this stage, the best step is to create advertisements that are able to attract the attention of potential consumers. Attention must be able to give a strong impression on potential consumers through the media of images or words so that potential consumers who see or read promotional content can stop for a moment to read it [24].

Interest, expressed as how the marketer's efforts to make consumers who see an advertisement can be interested in seeking more information. Johar explained that interest is a stage where marketers must provide information that is able to attract interest for potential consumers [24]. The information provided should contain the benefits or advantages of the product as clearly as possible so that consumers are interested in buying the product.

Desire, is the stage where consumers want and are interested in having a product after knowing more information [23]. Desire is a stage where consumers

already have the desire to buy and begin to falter emotionally, but conflicts arise within them so that consumers think whether to buy the product or not [24]. The right step to encourage desire towards action is to convey information that offers concrete value to consumers, benefits after using the product, as well as other information that supports the value of the product.

Action, is a last resort to persuade consumers to buy the products offered [24]. It can be concluded that the action in AIDA is a stage where marketers must be able to convince and make potential consumers move to buy the products offered. If potential consumers agree to buy the product, then the steps of attention, interest, and desire are successfully conveyed. On the other hand, if the potential consumer cancels the intention to buy the product, then in the attention, interest and desire steps, weaknesses are found and must be corrected.

3. FINDINGS AND DISCUSSION

To get the implementation of a good and correct marketing communication strategy, interviews were conducted with one expert and one practitioner. The expert who became the resource person in this study was Muhammad Adi Pribadi who was a lecturer at the Faculty of Communication Sciences, Tarumanagara University. The practitioner who was the resource person was Rachel Ernest, who works as Marketing and Communication Manager at Grand Metropolitan Mall.

Based on the results of the interviews, the two experts expressed the same opinion that marketing communication strategies play an important role in running a business because communication becomes a bridge between sellers and buyers. The two interviewees also revealed that current marketing communication strategies often change in line with changes in consumer behavior. Today's marketing communication strategies use social media platforms (soft sells) to increase awareness and provide information to customers so that they are interested in making transactions, especially online.

According to Adi and Rachel, the marketing communication strategy that is becoming a trend today is marketing communication that uses digital media. Adi emphasized that the message content, the attitude of the seller, and the target audience are important keys in carrying out a good marketing communication strategy in digital media. Rachel emphasizes that goals are important in marketing communications. The reason is to maintain effective and efficient marketing communications so that there is no wastage and wasted use of funds.

According to Adi, after deciding to use social media as a means of carrying out marketing communications, the most important thing to do is to provide the best service for 24 hours. If the store service can be active for 24 hours, the seller can avoid various problems and risks that can occur. Meanwhile, according to Rachel, to run good marketing communications, especially in the use of social media, the most influential thing is word of mouth. When shopping at online stores, customers tend to pay attention

to product ratings and reviews given by other users to convince themselves to buy the product.

Regarding the AIDA concept, the two interviewees had almost the same opinion. Rachel said that the AIDA concept is the basis of marketing communication strategies and is also absolute, because AIDA is a concept related to consumer behavior. Meanwhile, according to Adi, the AIDA concept is a basic concept that can still be used.

As the times and consumer behavior evolve, the AIDA concept has evolved into several new, more relevant concepts. At the end of the interview, the two interviewees revealed that the most important thing in carrying out good marketing communications is to determine the right target market, choose the right channel, and provide the best service at any time.

Marketing Communication Strategy (B2C)	Purpose	Target	Strategic Initiatives
Advertising in Social Media	Expanding reach to new potential buyers.	Get new buyers, because the products being sold are not FMCG products.	Create Facebook and Instagram social media accounts, as well as post for stock updates and also info on sales promotions.
Sales Promotion	Increase customer desire to buy products and leave reviews.	Get more attention from potential customers and also increase buyer participation in providing reviews.	Provide vouchers or free shipping to customers who buy using a referral code or who have filled out reviews and make purchases again.
Events and Customer Experiences	Increase customer trust and make it easier for them to check purchased products	Increase customer trust and also the desire to make repeat purchases or recommend products to relatives.	Adding the ordering feature via WhatsApp or COD by complying with strict health protocols so as to give the impression to customers that the products purchased are sterile and also guaranteed, it can be seen from the product descriptions in the post.

Table 1 Lauxes 7 Marketing Communication Strategy Recommendations for B2C Customers

Table 2 Lauxes 7 Marketing Communication Strategy Recommendations for B2B Customers

Marketing Communication Strategy (B2C)	Purpose	Target	Strategic Initiatives
Advertising using WhatsApp media	Maintain good relationship with customers who have already purchased	Customers buy every time there is a new product stock	Contact B2B customers via WhatsApp and congratulate them on certain moments
Direct Marketing	Offer new products directly so that customers feel they are a priority	B2B customers feel they are a priority and are increasingly loyal to the Lauxes 7 Store	Contacting B2B customers by telephone to provide certain information and promotions
Personal Selling	Increase loyalty and repeat purchases for B2B customers	Increase the desire for B2B customers to be able to make repeat purchases	Provide vouchers and free shipping for customers who have purchased the product 4 times in one year.

4. CONCLUSION

Based on the results of the analysis that has been carried out on the Lauxes 7 online store, it can be concluded that the Lauxes 7 store has been able to apply the AIDA concept, but is not optimal in utilizing the existing advertising media. Until this research was carried out, the Lauxes 7 Store only used the WhatsApp application as a medium to communicate and advertise to consumers, although it could actually be expanded by venturing into Facebook and Instagram. The purpose of using these two social media applications is to expand the reach of new potential consumers so that they can trigger purchases of products sold by the Lauxes 7 Store in the future.

Furthermore, the strategic approach is divided into two, namely B2B and B2C which are differentiated based on the type of customers who shop at the Lauxes 7 Store. For B2C, the recommended communication strategy for the Lauxes 7 Store is advertising by expanding the spread of advertising to social media Facebook and Instagram, utilizing sales promotions to add reviews and responses to products, and also improve event and experience service features. The way to improve this event and experience is to expand services, such as ordering services via WhatsApp and the cash on delivery (COD) feature while still complying with health protocols to ensure the products sold are sterile and tested.

For B2B customers, the recommended marketing communication strategies are personal selling and direct marketing. The form of personal selling can be done by contacting B2B customers directly to provide promotions with referral codes or promotions when they have made four purchases within one year.

It is recommended that Lauxes 7 stores know their target market and their behavior. It is also recommended that the Lauxes 7 store be able to take advantage of advertising media other than WhatsApp, such as Facebook and Instagram. In accordance with the results of the interview, the Lauxes 7 Store needs to increase consumer participation in providing reviews of the products purchased because according to one source, product reviews and testimonials are so important because they are included in the word of mouth category in the digital world.

ACKNOWLEDGMENT

REFERENCES

[1] Tekno Kompas, Jumlah Pengguna Internet Indonesia 2021 Tembus 202 Juta, 2021. URL: https://tekno.kompas.com/read/2021/02/23/16100057/jumlah-pengguna-internet-indonesia-2021-tembus-202-juta

[2] Prasetyaningtyas, M.L., Faktor-faktor yang mendorong konsumen berbelanja di online shop facebook, Skripsi, Program Studi Ilmu Komunikasi Universitas Atma Jaya, 2014.

[3] Money Kompas, Industri Ritel Terpuruk Selama Pandemi Corona, 2020. URL: money.kompas.com/read/2020/04/28/171854926/industri-ritel-terpuruk-selama-pandemi-corona

[4] Ekonomi Bisnis.com, Indonesia Resesi: Simak Definisi, Faktor Penyebab, dan Dampak ke Masyarakat, 2020. URL: ekonomi.bisnis.com/read/20201106/9/1314250/indonesia-resesi-simak-definisi-faktor-penyebab-dan-dampak-ke-masyarakat

[5] Indozone, 6 Situs E-Commerce Belanja Populer dan Terpercaya, 2020. URL: www.indozone.id/tech/PjsRkN

[6] Tokopedia Seller, 2015. URL: seller.tokopedia.com/edu

[7] Teknologi Bisnis.com, Ini 10 e-Commerce yang Paling Banyak Dikunjungi di Indonesia, 2019. URL: teknologi.bisnis.com/read/20190809/84/1134495/ini-10-e-commerce-yang-paling-banyak-dikunjungi-di-indonesia

[8] Notowijoyo, E. & Loisa, R., Analisis komunikasi pemasaran go-pay melalui promosi cashback, Prologia, vol. 4(2), 2020.

[9] Indrapraja, R., Ratnamulyani, I., & Fitriah M., Strategi komunikasi pemasaran jungle land adventure theme park bogor dalam upaya menarik pengunjung, Komunikatio, vol. 1(1), 2015.

[10] Kangean, S. & Farid, R., Analisis strategi komunikasi pemasaran shopee dalam persaingan ecommerce di indonesia, Prologia, vol. 4(2), 2020, pp. 280-287.

[11] Fajar, M.A. & Dwi, B., Analisis faktor yang mempengaruhi efektivitas iklan online di bukalapak dengan model AIDA, Prosiding BIEMA, vol. 1, 2020.

[12] Riadi, M., Pengertian bauran dan strategi komunikasi pemasaran, 2018. URI: https://www.kajianpustaka.com/2018/11/pengertian-bauran-dan-strategi-komunikasi-pemasaran.html.

[13] Kennedy, J.E. & Soemanagara, R.D., Marketing Communication: Taktik & Strategi, Bhuana Ilmu Komputer, 2006 (2016).

[14] Maulidasari, Cut Devi & Yusniadi, Analisis strategi komunikasi pemasaran pada PT. bank aceh melalui pendekatan teori AIDA, Jurnal Bisnis dan Kajian Strategi Manajemen, vol. 2(2), 2018.

[15] Catherina, W.S., Surya, I. & Sarwo, E.W., Strategi bauran pemasaran komunikasi pemasaran sebagai penyedia jasa telekomunikasi pada PT. telekomunikasi selular cabang balikpapan, eJournal Ilmu Komunikasi, vol. 7, 2019.

[16] Yunitasari, P., Pengaruh bauran komunikasi pemasaran dan brand image terhadap keputusan pembelian hijab rabbani di reshare rabbani tulungagung, Skripsi, Fakultas Ekonomi dan Bisnis Islam Negeri Tulungagung, 2018.

[17] Kurniati, F., Pengaruh bauran promosi terhadap peningkatan volume penjualan produk pada mini market duta mart talang jambe palembang, Skripsi, Fakultas Ekonomi Universitas Tridinanti Palembang, 2020.

[18] Poetra, E.R., Fungsi komunikasi pemasaran dalam meningkatkan citra merek oleh xiaomi indonesia, Skripsi, Fakultas Ilmu Sosial dan Ilmu Politik Universitas Pasundan Bandung, 2017.

[19] Sinurat, Hulman, Silvia, I. & Sabrin, Strategi komunikasi pemasaran dalam meningkatkan minat berkunjung di museum negeri provinsi sumatera utara, Jurnal Message Komunikasi, vol. 9(1), 2020.

[20] Kusniadji, S., Strategi komunikasi pemasaran dalam kegiatan pemasaran produk consumer goods (studi kasus pada PT expand berlian mulia di semarang), Jurnal Komunikasi, vol. 8(1), 2016, pp. 83-98.

[21] Rahastine, M.P., Strategi pemasaran the flat shoes company dalam menghadapi persaingan bisnis online shopping di indonesia, Jurnal Komunikasi, vol. 8(2), 2017.

[22] Pradiani, T., Pengaruh sistem pemasaran digital marketing terhadap peningkatan volume penjualan hasil industri rumahan, Jibeka, vol. 11(2), 2017.

[23] Johar, Syafita, D., Kumadji, S. & Mawardi, M.K., Pengaruh AIDA (attention, interest, desire, action) terhadap efektifitas iklan online, Jurnal Administrasi Bisnis (JAB), vol. 26(1), 2015.

[24] Rofiq, A., Arifin, Z. & Wilopo, Pengaruh penerapan AIDA (action, interest, desire, action) terhadap keputusan pembelian, Skripsi, Fakultas Ilmu Administrasi Universitas Brawijaya, 2017.