



Development of Promotional Communication Strategies in the Industrial Revolution 4.0 Towards a Sustainable Business Process

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Abstract. This study aims to describe what and how promotional development activities are in the era of the industrial revolution 4.0. The research model in this discussion uses quantitative research which includes: data identification, analyzing research problem information data. This technique uses analysis of study content. The results of the study show that in the Digital Era, companies can no longer rely on conventional promotion and communication strategies, but must adapt to using social media as part of their promotional and marketing strategies. In other words, businesses have tended to run online. Consumers are increasingly happy to look for products online, no longer want to be bothered with activities outside the home, let alone just looking for a product. They will use activities outside the home for other purposes. These trends and changes in consumer behavior must be taken into consideration and scrutiny by the company before carrying out its marketing activities. Optimizing can be done by a) special programs/events; b) Facilities; c) Media; and d) Message.

Keywords: Promotional Development · Communication Strategies · Industrial Revolution 4.0

1 Introduction

Currently the world is entering the 4th industrial era which is commonly called industry 4.0. According to Mckinsey Global Institute analysis [1]. The industrial era 4.0 has a big and wide impact, for this reason, This era of industrial revolution must be addressed by industry players wisely and carefully. Because the industrial world is now growing more rapidly which allows companies to experience increasingly strong competition. Such conditions can affect the viability of the company if it cannot adjust to the circumstances.

As we know that basically the success of an organization in achieving its goals and maintaining the survival of the company cannot be separated from the marketing field. Marketing activities that have a role in increasing sales volume are promotional activities. In essence, Promotion is market behavior that provides extensive information, convinces, and thinks about the target market and goods so that they want to accept them, and comply with the goods that have been offered by the company. This research focuses on promotion development strategies in the era of the industrial revolution 4.0.

2 Theoretical Basis

The word strategy comes from the Greek “strategia” which means “the art of the general” or the art of a commander who is usually used in war. According to Garaika & Feriyan [2] Strategy is a managerial chain for developing and maintaining alignment so that company goals, company resources, and uncertain market opportunities, with the aim of shaping and aligning the company’s business and products, so as to achieve income and a productive development plan. Meanwhile, according to Kotler [2] promotion is part and process of marketing strategy as a way to communicate with the market by using the composition of the promotion mix. In line with Kotler, Alma [3] stated that promotion is a job that has the goal of offering consumers so that they can get to know the products offered by the company to them and after that they are immediately happy and then get these products. From the opinions expressed above, it can be concluded that promotion is one of the marketing activities carried out to provide information, influence/persuade, and remind consumers with the aim that consumers are interested in buying and using the products offered by the company.

From the two definitions above, it can be concluded that promotion strategy is understood as a unified plan that uses optimally a combination of marketing mix elements with the aim of informing, persuading, and reminding service consumers. The objectives of developing promotional strategies according to Duan [4] are various kinds, namely generating orders, generating a desire for consumers to test products, generating a feeling of desire for consumers to buy on a large scale and reduce switching brands, or helping consumers try to buy a new product.

3 Research Methods

This research model uses quantitative research: data identification, analysis of information data related to this research problem. In this study, the data collection method that the researcher uses is the documentation method, which search for data or various references in the form of books, news, journals, and so on.

The method used is in the form of content analysis or content study. For example, as quoted by Lexy J Moleong, Weber explained that the purpose of content study is a research method that uses a structured process to draw clear conclusions from books or data.

4 Results and Discussion

In the Digital Age, companies can no longer rely on conventional promotion and communication strategies that override the role of social media. According to Mulyana [5], businesses in the Industrial Era 4.0, require companies to use social media as part of their promotional and marketing strategies. In other words, businesses have tended to run online. Consumers are increasingly happy to look for products online, no longer want to be bothered with activities outside the home, let alone just looking for a product. They will use activities outside the home for other purposes.

These trends and changes in consumer behavior must be taken into consideration and scrutiny by the company before carrying out its marketing activities. Manufacturers can no longer deceive consumers by making promises that cannot be fulfilled. The era of information disclosure will make it easier for consumers to know the track record of a product and the producers who produce it. This can be done in various ways that are done online. Rizal Saiful Haq [6] revealed that there are four activities that marketers can do in the digital era in implementing promotional strategies in the digital era, namely programs or events specific, means, media, and messages.

- a. Special programs/events: The special programs and events referred to include, among others, in this case: 1) Product introduction to consumers through social media; 2) Exhibition or product display in online bazaar events; and Presentations through seminars or special training provided.
- b. Facilities: There are several promotional tools that can be made digital brochures, digital flyers, and promotional videos on social media or company websites.
- c. Media: Promotional activities can be carried out in various ways, including through the media, such as talk shows on Youtube, podcast series or endorsements through famous celebrities and youtubers who have millions of followers.
- d. Message: Packaging of messages as attractive as possible according to the characteristics of the targeted consumers.

4.1 Promotion Mix

Corporate strategy is a comprehensive plan of how the company will achieve its mission and goals. In the product marketing strategy the most important thing is the promotion mix. According to Stanton [6], the promotion mix is defined as a good strategic mix of news variables, self-selling, and other bidding tools. All of which are planned to achieve the sales program objectives. Kotler [7] explained that the offer has five main tools; advertising, sales promotion, public relations and publicity, personal selling, and direct marketing.

Advertising (Advertising) Advertising is one of the indirect communications, which is based on information regarding the condition or condition of a product, which is arranged in a similar way so that it causes feelings of pleasure that make someone change their mind to make a purchase [7]. Advertising is any form of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment. From the above understanding it can be concluded that advertising is a form of non-personal communication used by companies in launching their products through mass media, such as television, radio, newspapers, magazines, direct mail (direct posting), billboards. Outdoor, or public transportation.

Basically the purpose of advertising according to Sudiar, et al. [6] can be grouped into three different groups, namely: 1) Providing information to target consumers about products and their benefits (informative advertising); 2) Convincing target consumers to choose certain products or trademarks (persuasive advertising); 3) Remind consumers of the existence of the product in the market (reminder advertising).

Sales Promotion (Sales Promotion) Sales promotion is the company's activity to peddle the products it markets in such a way that consumers can easily see it and then be

interested in buying and using it. Sales promotion is defined as an activity and/or material that runs as direct persuasion, which offers additional points for a product to sellers or consumers. So it can be concluded that sales promotion is a series of activities or company activities as direct persuasion in offering products to consumers [7].

The benefits of sales promotion according to Sudiar, et al. [6] has three benefits, including 1) Communication: Sales promotions attract attention and usually provide information that can direct consumers to the product in question; 2) Incentives: Sales promotions incorporate a number of liberties, incentives, or contributions that provide value to consumers; and 3) Invitation: Sales promotion is an invitation to make a purchase transaction now.

Personal Selling. Selling itself is a process of conveying information to consumers and persuading them to buy products through personal communication. Personal selling is also defined as direct conversation (face to face) between the seller and potential customers to introduce a product to potential customers and describe consumers' understanding of the product so that they will then try and buy it.

In addition to having the aim of increasing sales volume, personal selling also has other objectives that support the increase in sales volume. Selling a product to prospects is the purpose of personal selling activities, prospects are people or companies who need the product, have the ability to buy, meet the requirements to buy, and have the authority to decide to buy.

Publicity (Publicity). Publicity is the delivery of information designed to generate more interest in individuals or companies through the media of information without spending costs due to the large interest of the audience. Broadcasting is a common way for entrepreneurs as a form of indirect influence on consumers so that they know and feel the products being marketed. Publicity is often referred to as non-commercial promotion or promotion that is not commercial in nature, because the entrepreneur who promotes it does not have to pay for this purpose. From the definition stated above, publicity can also be interpreted as a form of non-personal communication carried out by entrepreneurs in influencing consumers where entrepreneurs in promoting goods do not need to pay for these purposes. The purpose of publicity is to disseminate information to the public [5].

In its implementation, the promotion mix faces several obstacles that need to be faced and solutions are sought in solving them. In addition to the constraints, marketers also benefit from several things that support the implementation of the promotion mix so that all promotions carried out by the company (marketers) can more easily reach the target. The two things that affect the continuity of the implementation of the promotion mix can be interpreted as factors that also influence the implementation of the promotion mix. Sudiar, et al. [6] has determined the factors that affect the promotion mix are as follows 1) The nature of the product; 2) Stages in the product life cycle; 3) Characteristics of the target market; 4) Type of purchase decision; 5) Availability of funds for promotion; and 6) Use both push and pull strategies.

4.2 Implementation of Promotion and Achievement of Customer Loyalty

Basically development from promotional strategies has the main goal of creating customer loyalty. Fandy Tjiptono [8] announced that customer loyalty is a customer agreement with a brand, store, supplier that is initiated by a very positive attitude and is reflected in consistent repeat purchases. Meanwhile, according to Oliver [8], loyalty is a customer commitment to persist deeply to re-subscribe or re-purchase selected products/services consistently in the future, even though the influence of the situation and marketing efforts have potential to cause behavior change. Finally, according to Kotler and Keller [8], it is stated that Customer loyalty is a condition where customers consistently complete all existing budgets to buy products and services from the same seller.

Customer or consumer loyalty in general can be interpreted as someone's loyalty to a product, both goods and certain services. Consumer loyalty is the manifestation and continuity of customer satisfaction in using the facilities and services provided by the company, and remaining a customer of the company. Loyalty is proof that consumers are always customers, who have strengths and a positive attitude towards the company.

There are several determinants of customer loyalty by showing that the main role of customer loyalty in the long term are:

- a. Perceived value, expressed as a comparison of perceived benefits and costs incurred by customers is needed as a determining factor for customer loyalty.
- b. Trust, defined as the perception of trust in the reliability of the company which is determined by systematic confirmation of the expectations of the company's offer.
- c. Customer Relation, defined as the customer's perception of the ratio proportionality costs and benefits, the ratio of costs and benefits in a continuous and reciprocal relationship come back. Customer relationship is one of the determining factors for a stable and long-lasting relationship, and that is loyalty.
- d. Switching costs, is one of the factors that affect loyalty. Switching suppliers involves the risk of time, money, uncertainty and other psychological efforts, therefore In terms of customers, switching costs result in restraint/self-control from switching product suppliers/distributors and therefore can make customers loyal.
- e. The reasons for this are not only limitations on the ability to create high value for customers, but can include all aspects of organizational achievement related to public assessment of companies that directly conflict with customer loyalty.

4.3 The Role of Promotional Strategy in Increasing Customer Loyalty

Apart from quality and strengthened by advertising, brand loyalty according to Dharmesta [9] can also be developed through sales promotion. For example, buying two gets three, collecting ten bottle caps can get attractive prizes, collecting coupon stamps can get prizes. Other similar means are used by marketers to increase the likelihood of consumers making repeat purchases. So, intensive sales promotion activities can be a tool to develop brand loyalty from consumers. Furthermore, in this discussion, we will review the four stages of loyalty which are the result of developing a promotional strategy.

According to Oskamp in Darsono [10] Loyalty will grow through three stages, including cognitive, affective, and conative stages. Consumers will be loyal first on the cognitive aspect, then on the affective aspect, and finally on the conative aspect. This thinking agrees with the science of consumer behavior, that consumers will go through the stages of learning, perception, attitudes, and behavior.

Cognitive elements relate to consumer learning processes, while affective elements relate to attitudes, and conative relates to behavior. That is, before obtaining conative aspects, consumers must first undergo cognitive and affective aspects. Dharmmesta and Oliver [10] suggest 4 stages of loyalty and vulnerability to switching brands as follows:

Stage one: Cognitive Loyalty. Customers have loyalty at this early stage news about priority of a product compared different product. Cognitive loyalty is based more on functional characteristics, especially costs, benefits, and quality. If these three conditions are not good, the customer will easily switch to another product. Customers who only turn on their cognitive stage can be justified as customers who are most easily displaced by marketing pushes [10].

Second stage: Affective Loyalty. Behavior Is a process of cognition in the period of the first purchase (the period before consumption) and is the use of the previous state plus satisfaction in the next period (the period after consumption). The presence of affective loyalty is driven by terms of satisfaction that causes likes and makes objects as preferences. Customer satisfaction is closely related to the desire to repurchase in the future. In affective loyalty, customer susceptibility focuses consists of three factors, namely dissatisfaction with existing brands, seduction from marketers and customers of other brands, and attempts to try other products [10].

Third Stage: Conative Loyalty. Conation showing intention or commitment to doing an intent is the role of previous intentions (in the pre-consumption period) and attitudes in the post-consumption period. So a conative belief is a belief that includes very the deepest agreement to carry out the purchase. The results of Crosby and Taylor's research [10] which uses an attitude sequence model: beliefs – attitudes – intentions show commitment to do (intentions) cause choice in choosing to remain stable for 3 years.

This commitment characterizes through influence. Affect only shows the tendency of encouragement, while the commitment to carry out the will to do an action. Will to get back or be loyal is only a treatment that is anticipated but has not yet been implemented. To add to the loyalty chain, add one more step with a cognitive-affective-conative pattern, namely compliance with actions.

Fourth stage: Action Loyalty. The conative function point of view or the intention to act develops into responses and actions. A goal followed by a drive is a state that leads to the ability to act and the desire to overcome obstacles in doing that action. So that loyalty can make reality through several stages, including first as cognitive loyalty, then affective loyalty, and conative loyalty, and finally as action loyalty.

Customers who are fully integrated in the action loyalty stage can be hypothesized as customers who are low in their susceptibility to switching to other products. In other words, this action loyalty has there are not many or no opportunities for customers to switch to other products. In relationship and action loyalty, customer vulnerability is more focused on persuasion factors and the desire to try other products.

On the way, an evaluation is needed to measure the development of promotional strategies that touch consumer loyalty. According to Mardalis [4], in general, loyalty can be measured in the following ways:

- a. The order of choice (choice sequence): The method of choice order or also called the repeat purchase pattern is widely used in research using other customer daily agenda panels, and more recently this sequence can be in the form of:
 - Undivided loyalty can be demonstrated in the order of AAAAAA.
 - This means that customers only buy a certain product.
 - Divided loyalty can be shown in the order ABABABAB. This means that customers buy two brands in turn.
 - Unstable loyalty can be indicated in the order AAABBB. This means that customers choose a brand for several purchases and then switch to another brand for the next period.
 - No loyalty (no loyalty), indicated by the order ABCDEF. This means that the buyer does not
 - buy a certain brand.
- b. Proportion of purchases In contrast to the order of choice, this method examines the proportion of total purchases in a particular product group. The analyzed data comes from the customer panel.
- c. Preference (preference) This method measures loyalty by using psychological commitment or preference statements. In this case, loyalty is considered as a “positive attitude” towards a particular product is often described in terms of intention to buy.
- d. Commitment is more focused on the emotional/feeling component. Commitment occurs from the purchase linkage which is the result of ego involvement with the brand category. The ego involvement occurs when a product is closely related to the customer’s important values, needs, and self-concept.

5 Conclusion

Development of Promotional Communication Strategies in the Industrial Revolution 4.0 Towards a Sustainable Business Process can be optimized by:

- Special programs/events: These special programs and events include, among others, in this case: 1) Product introduction to consumers through social media; 2) Exhibition or product display in online bazaar events; and Presentations through seminars or special training provided.
- Tools: There are several promotional tools that can be made into digital brochures, digital flyers, and promotional videos on social media or the company’s website.
- Media: Promotional activities can be carried out in various ways, including through the media, such as talk shows on Youtube, podcast series or endorsements through famous celebrities and youtubers who have millions of followers.
- Message: Packaging of messages as attractive as possible according to the characteristics of the targeted consumers.

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