



## Analysis of Almeera Hijab's Marketing Communication Strategy in an Effort to Maintain Consumer Loyalty Amid the Corona Pandemic Outbreak

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### ABSTRACTS

The purpose of this study was to determine the loyalty of Almeera Hijab consumers during the Covid-19 pandemic. The research model in this study is to use a qualitative descriptive method, namely the researcher describes and describes the data obtained from the research results then the conclusion is drawn to determine the marketing communication strategy that is in Almeera Hijab. The results of this study are whether or not in the situation of the Covid-19 pandemic, consumer loyalty can still be maintained, even if it does not rule out the possibility of adding new consumers.

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### 1. INTRODUCTION

Currently the world is being hit by a pandemic outbreak, a new virus that has spread to more than 200 countries around the world and Indonesia has become one of the countries affected by Covid-19. This virus attacks the respiratory organs and immune system of the human body. And for people who have acute respiratory problems, the potential is greater to cause death in sufferers. In Indonesia, the first case of Covid-19 was announced by the government on March 2, 2020 and until now cases of Covid-19 transmission continue to increase every

day. So that the total number of cases dated 06 Mei 2020 was 12.438 people, with the number of cures estimated at 2,317 and deaths reaching 895 people (Kompas, 2020). To break the chain of transmission, the Indonesian government issued a policy that obliges almost all regions in Indonesia to implement PSBB (Large-Scale Social Restrictions). The public is encouraged to minimize contact with other people.

Apart from causing casualties, this pandemic outbreak has resulted in hitting various joints of the economy including MSMEs. even this is felt by Almeera Hijab. Instead of expanding the market, Almeera is

instead forced to rack my brains to find a solution to how a suitable strategy is to keep our existing customers from switching to other brands. According to Utomo (2006), marketing strategy is a management formulated to accelerate solving marketing problems and making strategic decisions. Hence the need for a study to analyze how marketing communications strategy effective to maintain customer loyalty amid Covid 19th attacks. Lots of research on strategies a company can maintain customer loyalty, only research is more focused on effective marketing techniques and efficient to increase the engagement of consumers, so the need for a marketing strategy that is always aligned with the issues related to the conditions of the market, culture, social even on health issues that are happening in the world today.

The results of this study are to analyze creative marketing communication strategies so that Almeera can maintain and improve the brand's existence in the midst of the Covid-19 Pandemic.

## **2. METHODS**

The research model in this study is to use a qualitative descriptive method, namely the researcher describes and describes the data obtained from the research results and then draws the conclusion to find out the marketing communication strategy that is in Almeera Hijab. Researchers conducted research using google form media which was distributed through social media founder and Almeera Hijab with questions about the marketing strategies carried out by Almeera Hijab, namely direct selling, indirect selling, and word of mouth.

In this study, the Almeera Team used a qualitative descriptive research method

with a research duration of only 24 hours using google form. A qualitative research approach is often called naturalistic inquiry. Whatever the type, method, or style of qualitative data analysis in a study, its actual initial act is to read phenomena. As stated by Moleong (1989), research subjects were selected based on consumer considerations

### **2.1 Marketing Communication Strategy**

The success or failure of effective marketing communication activities is largely determined by the strategy. Without a strategy with the growing and increasingly modern mass media that is now being used and the ease of access.

Strategy is essentially planning and management to achieve goals. Meanwhile, the communication strategy is a combination of communication planning and communication management to achieve a goal. There are three elements in a marketing strategy known as STP, namely Segmentation, Targeting, and Positioning.

Basu Swastha and Hani Handoko (1997) states that, "Marketing is a whole system of business activities are aimed at planning, pricing, promoting, distributing goods and services that can satisfy the needs of both the buyers existing and potential buyers". From all of the above explanations, it can be concluded that a marketing communication strategy is a form of strategic planning, binding, and comprehensive designed to achieve the objectives of marketing communication, namely to inform, persuade, remind consumers either directly or indirectly about the product or brand being sold.

Kotler & Keller (2012) defines market segmentation as a process for dividing the

market into more homogeneous groups of consumers. The definition of targeting or target is selecting one or more market segments to be entered in to optimize a market and in targeting. According to David A. Aaker, positioning is another word for "impression", and that impression is aimed at a number of objects that form competition with one another.

The marketing communication strategies used by Almeera are direct selling, indirect selling and word to mouth. Direct selling is a direct marketing process to consumers, this is done by the Almeera team by going directly to the field to introduce and educate the product to the public. And indirect selling or a marketing activity that indirectly (soft selling) instills company value to consumers and this is done by Almeera in order to get a place in the minds of consumers. The last strategy used by Almeera is word to mouth, this strategy is quite unique because it involves consumer loyalty, this strategy can work well if a brand has provided satisfaction to its old customers. If the old consumer is satisfied with a brand, then without realizing it, he will gradually recommend the brand to his environment.

## 2.2 Consumer Loyalty

Consumer loyalty can be defined as "a situation where customers consistently spend the entire existing budget to buy a product or service from the same seller" (Kotler & Keller, 2012). This statement is supported by (Olson, 1993) which states "behavioral encouragement to make repeated purchases and to build customer loyalty to a product". However, not all consumers have a purchase decision in the same brand or brand (Hasan,

2014). Consumers use their psychology to choose products, form beliefs, determine likes and dislikes (Hasan, 2014). So, we need several ways to maintain customer loyalty.

Loyalty according to Griffin (Hurriyati, 2010) states that "loyalty is defined as non random purchase expressed over time by some decision making unit". Based on the above definition, it can be seen that loyalty is more indicated by a behavior, which is indicated by routine purchases, based on the decision-making unit.

## 2.3 Maintaining Consumer in Pandemic Corona

Almeera Hijab is a fashion brand, especially in the field of hijab, which was founded on March 21, 2018 by Ilham Medi, Dini Hajah, and Muhammad Amien K with a background of anxiety about hearing complaints from female students with various problems with the hijab they use. One of the goals of Almeera Hijab is to apply the knowledge gained in class and put into practice in the business we build. At this time, our business is being tested with the presence of Covid-19, with the Almeera Hijab virus, product sales have decreased by 50%, before Covid-19 Almeera Hijab could earn up to IDR 1,000,000.00. Almeera Hijab must play a strategy when this pandemic occurs by maintaining Consumer Loyalty by, namely:

- a) Give special attention to consumers. Such as maintenance procedures, usage procedures, material & texture descriptions.
- b) Creating mutually beneficial relationships with each other.
- c) Conduct post-sales follow-up.
- d) Offering attractive programs to maintain consumer loyalty.

- e) Providing benefits for loyal customers.

### **3. RESULTS AND DISCUSSION**

#### **a) Characteristics of Respondents**

From the characteristics of respondents as many as 10 people, it can be concluded that the consumers of Almeera Hijab are women aged 20-21 years, with a job as a student. Besides that, the way consumers get information about Almeera Hijab comes from social media.

#### **b) Variable Product Quality**

From the questions asked to respondents, the Almeera Team received a very satisfying response. Because, consumers are satisfied with the products we offer. This is one of the results of the Almeera Team with a direct selling sales system by educating consumers about the ingredients and qualities that Almeera Hijab has. However, there are several complaints experienced by consumers, such as sewing threads left in the hijab, unattractive packaging, or remaining stains on the material. So now, the Almeera Team is trying to fix all the deficiencies felt by consumers so that product quality is maintained until it is in the hands of consumers so that consumer loyalty is maintained with Almeera Hijab.

#### **c) Social Media Variables**

The results of the questions we asked respondents, some were satisfied with the content that the Almeera Team provided, such as sharing information about Almeera Hijab that we spread through ads on Instagram, WhatsApp, Facebook, etc. (indirect selling) with

interesting content that could make Almeera Hijab wrong top of mind hijab brand for the customer himself. And some argue that it must be improved, such as making more hijab tutorial content. This shows that the content that the Almeera Team provides must be improved again as long as the content is communicative and educational.

#### **d) Loyalty Variables Through Selebgram Content**

The Almeera Team received a very mixed response from questions given to respondents about loyalty to a brand influenced by well-known influencers. The answers given show that they strongly agree that if Almeera is used by well-known influencers it can make them more loyal to Almeera products because they believe in brand integrity more. And this shows that the word to mouth strategy is very effective in shaping consumer loyalty. But there are also those who disagree that the role of influencers can make consumers loyal to certain brands. Because, he feels that consumer loyalty is formed from the quality and comfort that consumers get. Therefore, in the future the Almeera Team will combine the role of influencers for customer loyalty without losing the quality and convenience of consumer shopping at Almeera Hijab.

### **4. CONCLUSION**

This study concludes that the communication strategies carried out by the Almeera Team so far, namely word to mouth , direct selling , and indirect selling can make consumers loyal to Almeera Hijab , even

though in the midst of the Covid-19 pandemic that is sweeping the world. This is influenced by several factors such as the content that is always there almost every day is uploaded via social media Instagram, the role of influencer yang promote Almeera Hijab, and proximity to consumers who are trying constructed by Almeera Team dan ter important is the joy and comfort while shopping at Almeera Hijab. The results of this study are indirectly in line with previous research (Almeera Hijab, 2020) which states that consumer loyalty can be influenced by how attractive the communication a brand is trying to build with its consumers. So, the implication of this research is that whether in the situation of the Covid-19 pandemic or not, consumer loyalty can be maintained and even does not rule out the possibility of adding new consumers. As long as the marketing communication strategy of type word to mouth, direct selling and indirect selling can be implemented effectively and consistently. Henceforth it is recommended to examine the effect of the Covid-19 outbreak on sales volume at Almeera Hijab.

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