



Analysis of Marketing Communication Strategies in Increasing Sales Volume of Rini's Cake During the Covid-19 Pandemic

Uswatun Hasanah^{1*}, Vica Widiyana Nurulita², Arief Budiman³, Ghia Ghaida Kanita⁴

Program Studi Kewirausahaan Universitas Pendidikan Indonesia Kampus Tasikmalaya, Indonesia

Correspondence: E-mail: uswatunhasanah@upi.edu

ABSTRACTS

The Covid-19 pandemic occurred in Indonesia and all over the world, of course, it has an effect on daily activities carried out, from a normal atmosphere to a new atmosphere or new normal which of course requires all parties to adapt again in order to survive. This happened in Rini's Cake's MSME business marketing process, so a study was carried out aimed at restructuring the marketing communication strategy and looking for creative ideas to increase sales volume in the midst of the Covid-19 pandemic. This research is a qualitative exploratory research using purposive sampling method, the data collected consists of primary data and secondary were obtained from interviews, observations, reports sales and journals before. The results of this study are that Rini's Cake has a strategic design in increasing sales volume that has been adjusted to the Covid-19 pandemic so that the sales volume of Rini's Cake products can still go on and there is an increase and this research indirectly complements the previous research.

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1. INTRODUCTION

Covid-19 (coronavirus disease -19) is a pandemic that is now endemic to the world. Recorded at the global level until April 30, 2020 there were 3,168,922 positive cases of Covid-19, 227,940 people died and 934,650 people were declared

cured (BBC, 2020). The case of the Covid-19 pandemic in Indonesia was confirmed since early March 2020 and is now growing. Based on daily data on April 30, 2020, the number of positive cases of Covid-19 in Indonesia reached 10,118 and is expected to increase (Ministry of Health of the Republic of Indonesia, 2020).

Seeing this, the government decided to establish a national extraordinary event disaster emergency status starting from February 29, 2020 - May 29, 2020 (BNPB, 2020). With this pandemic, social distancing, work from home, and stay at home have been established. This certainly has fatal consequences and affects daily activities, one of which is the marketing process for Rini's cake business. With pandemic Covid-19 are spread, everyone seeks to adapt to the current conditions, the business Rini's cake had to be able to begin to find a way to survive in the midst of a pandemic Covid-19. Research is needed to restructure marketing communication strategies and look for creative ideas to increase sales volume amid the Covid-19 pandemic. Previous research only examined an overview of marketing communication strategies in everyday life and focused on personal selling and points of sale and merchandising (Safitri, 2017).

The output of this research is to create a communication marketing strategy and generate creative ideas in maintaining business in the midst of the Covid-19 pandemic, so that business people can still be optimistic about increasing sales volume, maintaining brand identity, helping each other by carrying out promotions as a marketing strategy. which aims to channel donations to the less fortunate, as well as increase the value of creativity in selling products during the Covid-19 pandemic.

2. METHODS

This research is a type of qualitative exploratory research that aims to analyze and research things that rarely happen such as the marketing communication strategy of Rini's cake in the Covid-19 pandemic era to increase sales volume. The sampling method used was non-probability sampling, namely purposive sampling. Samples are taken based on certain predetermined criteria. The data

collected in this study consisted of primary data and secondary data. Primary data were obtained through guided interviews with the owner of Rini's Cake and direct observation in the form of unstructured observation. Secondary data is obtained from textbooks, previous journals, sales reports and others. The results of the interview were transcribed and then summarized into a resume. The results of the observations were written in the form of field observation notes. Sales reports for the last five months and owner's personal notes are written in descriptive form. The data and information that have been obtained and collected are analyzed exploratively with textbooks and literature studies as analysis guides.

2.1 Marketing Communication Strategy

Marketing communication strategy is also a marketing plan using company resources and the best tactics to achieve company and marketing goals, namely to persuade and meet consumer needs. (Dibb, et al., 1999). In carrying out a marketing communication strategy, of course we must know the scope or dimensions. According to Chris Fill (1995), the scope of the marketing communication strategy study are:

- 1) Consumers as targets of marketing communications.
- 2) Design a marketing message. Shimp (2003) explains that every marketing organization aims to reach consumers, so that they choose their products.
- 3) Build organizational and brand image.
- 4) Communication budget.
- 5) The strategy for delivering marketing messages.
- 6) Marketing communication strategy. The action is the most important part of the marketing strategy (*cornerstone*) for the

development and marketing communications are planned.

- 7) Control of marketing communications. Control is a process to ensure that actual activities are in accordance with planned activities (Stoner, Freeman, and Gilbert, 1996).
- 8) Marketing communication decisions. The decision-making process in marketing communication, according to Shimp (2003), includes four general components, namely:
 - a. Creating an organizational structure for decision making regarding marketing communications.
 - b. Monitor and manage the marketing environment.
 - c. Make marketing communication decisions at the brand level.
 - d. Increase brand equity.

2.2 Sales Volume

In measuring sales volume, an indicator of the sales volume is needed, the following are indicators of sales volume that the authors have concluded from several journals:

- 1) Reach a certain sales volume.
- 2) Getting a certain profit.
- 3) Supporting company growth. (Swastha and Irawan, 2003; Karim, *et al.*, 2014).

The following is a picture of the research model on Rini's Cake business.

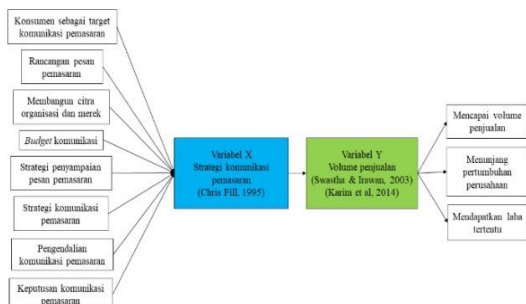


Figure 1. Rini's Cake research model

3. RESULTS AND DISCUSSION

Consumers are important for the progress of a business. Rini's Cake certainly requires consumers to order and consume its products. This is in line with the views expressed by (Sulaksana, 2003), that the customer or consumer is the most important person in a business. During this pandemic period, of course Rini's Cake targets according to what has been planned to deal with the business situation during the Covid-19 pandemic. Rini's Cake targets an increase in consumer volume during the Covid -19 pandemic. The target of increasing the volume of consumers is the community, especially millennials who are at home. To carry out these targets, a marketing communication strategy is needed that is in accordance with the Covid-19 pandemic situation.

The design of Rini's Cake product marketing message in the face of the Covid-19 pandemic to increase sales volume has changed. The message design has changed and there are a few additions, this is done because it is to gain consumer interest in buying Rini's Cake products during the Covid-19 pandemic. This is in line with the theory expressed by Shrimp (2003). Previously, the design of marketing messages was in the form of an invitation to buy a product because of product quality, taste, and shape, but during this pandemic the design of marketing messages focused more on the system of buying or ordering while sharing and donating to others. Rini's Cake takes advantage of the moment of the month of Ramadan to market products by conducting promotions in the form of invitations with the words "Let's buy while donating to people in need" and "Let's buy and share happiness with others in this blessed month".

In addition to the design of marketing communication messages, Rini's Cake also carried out cheese cake sharing activities with the Jatijajar Covid-19 task force and the

Jatijajar siskamling officer to build an organizational and brand image during the pandemic. From these methods, it was quite successful in increasing the sales volume of Rini's Cake, one of which was the order from the mosque for snacks for Eid al-Fitr officers and the distribution of zakat. This is in line with the theory put forward by Shrimp (2003), namely that marketing communication in its operations must be able to build a brand image. Another way to build the organizational image and brand of Rini's Cake during the Covid-19 pandemic, apart from sharing, is by continuing to carry out marketing communications through social media to promote its products.

Rini's Cake carries out interesting promotions that can attract consumer interest and make marketing on social media such as (Insta gram story, WhatsApp story, Website and also through Broadcast via Group) then makes posts with interesting feeds and presents them in infographic form. The type of marketing Rini's Cake uses is not only digital, but also in the form of brochures, pamphlets, and stickers. So that the integrated marketing flow is as follows:

Rini's Cake -> Social Media and offline Marketing -> Consumers

Online marketing and promotion are an alternative and the right strategy to do during the Covid-19 pandemic.

Table 1. Details of Rini's Cake Marketing Communication Budget

No	Rincian Biaya	Biaya
1.	Pembelian kuota selama 4 bulan (Maret - Juni) x Rp.100.000,00 ketika pandemi covid-19	Rp. 400.000,00
2.	Pencetakan pamflet baru (3 buah x Rp.15.000,00)	Rp. 45.000,00
3.	Jasa Desain	Rp. 20.000,00
4.	Pembayaran telepon usaha selama 4 bulan (Maret - Juni)	Rp. 355.000,00
TOTAL		Rp. 820.000,00

Seeing the importance of a marketing strategy during the Covid-19 pandemic, a communication budget is certainly needed. This is in line with the theory put forward by Shrimp (2003), the communication budget is

very influential in increasing sales volume. The greater the communication budget issued, the greater the volume of sales generated. And this also happened to Rini's Cake, the communication budget that was issued during the Covid-19 pandemic was certainly bigger than before, due to the addition of new marketing communication strategies, namely through online and from the addition of new strategies there was an increase in the volume of consumers. Because marketing is certainly becoming wider and more efficient.

The strategy for delivering marketing messages during the Covid-19 pandemic carried out by Rini's Cake is to first determine who the target market will be, then selecting the method of delivering the marketing message used, and executing the delivery of the message.

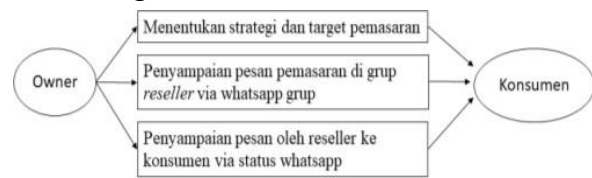


Figure 4. Delivery flow of Rini's Cake marketing message

Based on the strategic flow of delivery of marketing messages, this has an impact on increasing the sales volume of Rini's Cake, because with the presence of online message delivery resellers , it becomes wider so that it creates new consumers who order cakes through resellers.

The marketing communication strategy carried out aims to achieve sales volume and of course still earn a profit and be able to support the needs of the Rini'S Cake company, especially during the Covid-19 pandemic . The following is a picture of the marketing communication strategy carried out by Rini's Cake during the Covid - 19 Pandemic.

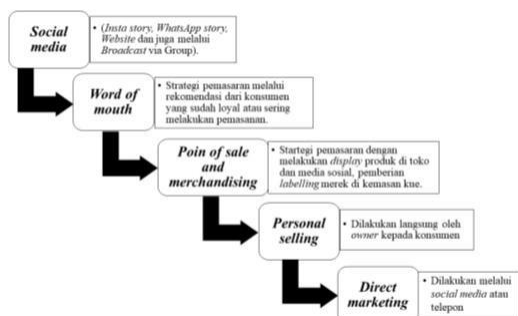


Figure 5. Rini's Cake's marketing communication strategy

For marketing communication control system Rini's Cake during a pandemic Covid-19 that is by maintaining good communication with resellers and consumers as well as continue to monitor the activity of resellers in marketing her through social media or directly. This is usually done by asking resellers and consumers how they are doing , reminding them of promotions and asking if there are any bookings today through each reseller.

The marketing communication control system for Rini's Cake during the pandemic c Covid-19 was in accordance with the plan, although with slight modifications due to adjustments to the conditions during the Covid-19 pandemic which changed every 2 weeks following the recommendations of the Depok city government and the Jatijajar MSME group.

Seeing the things that have been done above, of course the marketing communication decisions taken during the Covid-19 pandemic have changed from the marketing strategies that were previously established before the pandemic, which are still based on offline marketing communication strategies and traditional marketing into online marketing strategy decisions through social media. , because during the pandemic , almost all activities were carried out online.

The decision taken would certainly have an effect on increasing the sales volume of Rini's Cake. This is in accordance with the

theoretical basis that has been put forward by Shrimp (2003) above. If the decision is not changed or is inflexible, that is, by continuing to carry out the traditional marketing communication strategy without modification, it will result in no sales and an impact on losses.

4. CONCLUSION

This study concludes that Rini's Cake has a strategic design in increasing sales volume that has been adjusted to the Covid-19 pandemic . Rini's Cake is in the development of a marketing communication strategy to increase sales volume during the Covid-19 pandemic as a culinary MSME sector that is trying to survive and continue to provide the best service for consumers. Based on the analysis, Rini's Cake sells its products to consumers through two ways of marketing that is marketing in social media and offline marketing to conduct various promotions interesting, so that consumers can order it online or offline and products directly transfer the place of destination safely.

The results of this analysis and research indirectly complement and add to previous studies. Kusniadji (2016) and Safitri (2017) which examines an overview of marketing communication strategies in everyday life focusing on personal selling and points of sale and merchandising , so the implication of this research is that in the Covid-19 pandemic situation , the sales volume of Rini's products Cake can still take place and there will be a slight increase if the marketing communication strategy is modified and added with an online marketing communication strategy that is carried out effectively and right on target.

As for the suggestions that can be given in this study, Rini's Cake is suggested to open several branch stores in order to make it easier to increase sales volume and marketing communication can be

established effectively and efficiently. Suggested for further research to examine the strategy of brand trust in enhancing consumer loyalty in past pandemics Covid-19.

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