



Analysis of Marketing Communication Strategies in Increasing Sales Volume Of A.M Production House During the Covid-19 Outbreak

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ABSTRACT

This study aims to determine the marketing communication strategy used by A.M Production House in increasing sales volume during the Covid-19 outbreak. The research used in this case is qualitative experimental research, that is, research that does not use calculations or is termed scientific research that emphasizes the natural character of the data source. The sampling method used was nonprobability sampling method, 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 by means of directional interviews with A.M Production House owners and direct observation in the form of unstructured observations. Secondary data were obtained from previous journals and sales reports. The results of this study A.M Production House has a marketing communication strategy in increasing sales volume and which has been adjusted to this pandemic. so that sales can take place and experience an increase, and this research indirectly complements the previous research.

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1. INTRODUCTION

Corona virus is a group of viruses that can cause disease in animals or humans. Several types of coronavirus are known to cause respiratory tract infections in humans ranging from cold coughs to more serious ones such as Middle East Respiratory Syndrome (MERS) and Severe Acute Respiratory Syndrome (SARS). The newly discovered coronavirus causes the disease COVID-19 (WHO, 2020).

WHO China Country Office reported a case of pneumonia with unknown etiology in Wuhan City, Hubei Province, China on December 31, 2019. China identified pneumonia with unknown etiology as a new type of coronavirus (coronavirus disease, COVID-19). On January 30, 2020 the WHO has set as Emergency Public Health The Disturbing World or a Public Health Emergency of International Concern (KKMMD / PHEIC). The increase in the number of COVID-19 cases is progressing fast enough and there has been a spread between countries. (Ministry of Health, 2020). In the world on May 6, 2020, this virus has caused 3,592,041 cases and 254,445 deaths (Johns Hopkins University, national public health agencies, 2020). And in Indonesia it has caused 12,071 cases, 872 victims died and 2,197 were declared cured (Ministry of Health, 2020).

With the occurrence of this Corona outbreak, the government has determined how to deal with it by holding physical distancing and PSBB (large-scale social restrictions) to reduce social activities in order to reduce the level of the spread of this virus. The occurrence of this pandemic of course results in changes in consumer patterns in buying or consuming a product, either goods or services. One of the businesses affected by the pandemic is the AM Production House. Namely, businesses engaged in photography, videography and design services experienced unstable sales.

At the beginning of the pandemic, this business experienced a decline in sales. However, over the passage of time because all the activities of the event either seminars or other events is not running properly. So with a good marketing strategy and promotion results in increased consumer demand for an AM Production House product. A research needs to be done to analyze the Communication Strategy in increasing sales volume.

The output of this research is a communication strategy in increasing sales volume at the AM Production House business.

2. METHOD

The research used in this case is qualitative experimental research, that is, research that does not use calculations or is termed scientific research that emphasizes the natural character of the data source. And qualitative research is a study aimed at describing and analyzing phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts of people individually or in groups. Which aims to research and analyze things that rarely happen, such as the

A.M Production House's marketing communication strategy in the era of the Covid-19 pandemic to increase sales volume. The sampling method used was nonprobability sampling method, namely purposive sampling. Samples are taken based on certain predetermined criteria. Data collected in the study is comprised of the data of primary and secondary data. Primary data were obtained by means of guided interviews (Guide Interview) with the owner (Owner) A.M Production House and direct observation in the form of unstructured observations. 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 are written in the form of field observation notes. Sales reports for the last five months and owner's personal records are written in descriptive form. The data and information that have been obtained and collected are then analyzed exploratively with textbooks and literature studies as a research and analysis guide.

2.1 Marketing Communication Strategy

Strategy is a tool to purpose company in relation to the long- term goals, follow-up programs, as well as the priority source of power (Takdir et al., 2022). The statement is supported by David (2006) who defines the strategy is a means to achieve long-term goals, an action potential that require a decision management level above and the source power company / organization in large numbers". However, according to Private and Irawan (2008) marketing strategy is the analysis of planning, implementation and monitoring of program programs aimed at making exchanges with the intended market with the aim of achieving organizational goals, this really depends on the organization's offer in meeting the needs and desires. markets are and determine pricing, conduct effective communication and distribution to serve the market. to grow, and make a profit".

Consumers have a central role in achieving company goals so that marketing strategies must be consumer-oriented (Budiman et al., 2019). According to Tjiptono (2001) "defines marketing communication as a marketing activity that seeks to spread information, ie or persuade, and or remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned ". Types of Marketing Strategies In relation strategies of marketing, according to Sofyan Assauri

(2008) "that the marketing strategy can generally be divided into three types of marketing strategies that can be done by the company, namely:

- 1) The marketing strategy that does not discriminate distinguish market (differentiated marketing).

- 2) Strategy pemasaran yang membedakan pasar (Differentiated marketing).

- 3) Concentrated marketing strategies.

Marketing communication mix provides an explanation of what marketing tools should be used in marketing an item to consumers (Mardiyanto & Giarti, 2019). The elements in marketing communication are as follows:

1. Advertising.

Advertising according to Setiadi (2003), the form of communication that is paid for and is non-personal. In advertising, there is a process of identifying sponsors who seek to persuade and influence consumers. Advertising requires elements of the mass media as a means of conveying messages to the target audience, in this case the consumers (Ali, 2017). Advertising is an effective way to reach a large number of geographically dispersed buyers at a low cost per display. Advertising can be used to build a long-term image of A.M Production House products so as to accelerate sales.

2. Sales Promotion

Sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of goods purchased by customers (Santoso & Sambro, 2017). Through sales promotions, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (purchases without prior plans) or seek closer cooperation with retailers. So, in this sales promotion short-term impact takes precedence. After determining what

sales promotion tools to use, marketers must decide about the size of the incentive, the terms of participation, and the length of the sales promotion period.

Marketers must also think about how to promote and distribute the promotional program itself. Lastly, evaluate the sales promotion program. The method commonly used is to compare sales before, during and after a promotion. In addition, Kotler & Armstrong (2004) says "promotions can also be evaluated through experiments that vary several factors such as the value of incentives, long promotion and distribution methods personal selling." Personal selling or personal selling Kotler (1998) says "personal presentations by company salespeople with the aim of selling and building relationships with customers." For companies that sell through distribution channels, this activity is directed at wholesalers, retailers, distributors, agents and so on. For those who sell directly, this activity is aimed at customers such as factories, other businesses (for example offices, experts, doctors and so on) or household consumers (door-to-door sales). According to

Terence (2003) "personal selling can create a relatively high level of customer attention because in face-to-face situations it is difficult for prospective customers to avoid the role of salesperson." Personal selling allows the salesperson to communicate a greater amount of technical and complex information than any other method.

3. Direct Marketing.

Direct marketing or direct marketing according to Tjiptono (1997), an interactive marketing system, which utilizes one or several advertising media to generate measurable responses or transactions in any location. Direct marketing activities in practice usually use face-to-face sales channels, direct mail marketing and online marketing (Edyansyah, 2018).

2.2 Sales Volume

Sales Volume is an achievement expressed quantitatively in terms of physical or volume or units of a product (Yunita et al., 2021). Sales volume is something that indicates the ups and downs of sales and can be expressed in terms of units, kilos, tonnes or liters (Goh et al., 2021).

So, it can be concluded that the marketing communication strategy is a dialogue process between the company and its market regarding the products the company produces with the needs and demands of the market.

2.3 A. M Production House

A.M Production House was founded on November 16, 2020, by Muhammad Tajul Muttaqin and Alya Khalisha Harumantaka with a background starting from a hobby that has developed into a photography, videography and design service business. The purpose of the AM Production House is to seek profit in doing business by channeling and developing hobbies.

The marketing strategy carried out by A.M Production house is by maximizing the social media that is currently developing in the community such as Instagram, WhatsApp, YouTube, line, and other social media. The development of A.M Production House is currently progressing both in terms of demand and in terms of branding to promote a product. However, experienced instability when the corona outbreak existed. In the future, AM Production House wants to create its own studio space to better serve consumers in terms of photographers, videographers and designs. The following is a picture of a research model on the AM Production House business.

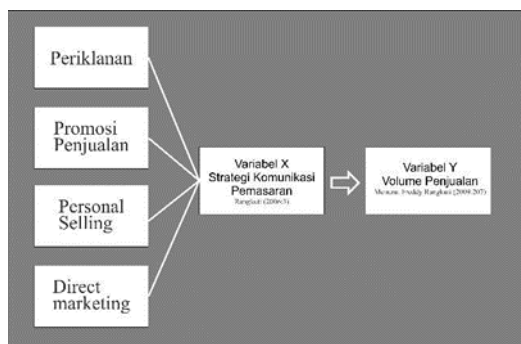


Figure 1. AM Production Hous research model

3. RESULT AND DISCUSSION

The advertisement made by A.M Production House is in the form of advertisements delivered through social media, be it WhatsApp or Instagram, which will later have a sponsor identification process that seeks to persuade and influence consumers in order to increase sales volume. Advertising requires media as a means of conveying messages to the public or target consumers, therefore A.M Production House uses social media for advertising. Sales promotion carried out by A.M Production House is to provide services, namely providing designs until consumers are satisfied and providing guarantees so that they can be repaired again if there are things you want to fix in terms of photos, videos, and designs.

Activities of personal selling is done by A.M Production House by way of offering and introduce products AM Production House. Personal selling is done when using door to door, mouth to mouth, and people to people. Door to door, mouth to mouth, and people to people are carried out when discussing with friends, community and family. Every time A.M Production House is doing personal selling, always notifies A.M Production House's Instagram account. Personal selling is done in order to increase sales volume by introducing products from the A.M

Production House to the public because in this way it will create a relatively high level of attention.

The form of direct marketing during Covid-19 by A.M Production House was in the form of telemarketing. This telemarketing activity is the use of the telephone to attract potential customers, offer to existing customers, and provide services by receiving messages and answering questions. Telemarketing carried out by A.M succeeded in increasing sales volume, increasing revenue, reducing sales costs, and increasing the satisfaction of A.M Production House products.

4. CONCLUSION

This study concludes that A.M Production House in increasing sales volume uses a marketing communication mix that includes advertising, sales promotion, personal selling, and direct marketing. This is all done for the sake of success in increasing the sales volume of A.M Production House products. This marketing communication strategy is effectively the right step taken by A.M Production House to increase sales volume and reach its target market or target market, namely social media users, especially millennials.

The results of this analysis and research indirectly complement and add to previous studies. So that the implications of this research are both in pandemic and non-pandemic situations, the sales volume of AM Production House products can still take place if the marketing communication strategy of advertising, sales promotion, personal selling, and direct marketing is carried out effectively and sustainably.

As for the suggestions that can be given in this study, the company AM Production House is advised to immediately open a photo and videostudio in order to make it easier to increase

sales volume and effective marketing communication to consumers. For further researchers, it is suggested to examine marketing communication strategies in increasing the brand image of a company.

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