

Integrated Marketing Communication Strategy in Small Medium Enterprises (SMEs) Fashion Painted Surabaya

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Abstract— An integrated marketing strategy is very necessary to carry out sales promotions, especially painted fashion products because consumers cannot decide to buy these products before seeing and groping directly the products sold by fashion painted. This study aims to analyze the integrated marketing communication strategy at SME's Fashion Painted Surabaya. The research method in this study is descriptive qualitative with a post positivistic paradigm. Data collection is carried out through observation, interviews and documentation. Data analysis techniques are guided by Miles and Huberman which consists of data collection, data reduction, data presentation and drawing conclusions. The results of research on planning activities of Fashion painted by analyzing problems with the SWOT method, analyzing audiences, formulating communication goals, selecting media and communication channels and developing messages. In the implementation activities, namely through Advertising activities, Sales promotion, personal sales, public relation, and direct selling.

Keywords— Integrated marketing communication strategy, marketing promotion, personal selling.

I. INTRODUCTION

The business world in various fields continues to increase, one of which is the business in the field of painted fashion. It is undeniable that the painted fashion industry has certain market segments that business actors must pay attention to. This business is quite promising for profits, because SMEs that have a painted fashion business are not too much so that the competition is not too fierce. Business competition that occurs between business actors so that every business actor needs an appropriate strategic planning to make business products still accepted by the wider community. One of the company's goals in making a strategy in marketing the company's products or services is to make the public aware of the products offered and arouse people's desire to buy these products. The more people who know and realize the presence of the company's products, it will increase sales and increase profits for the company. Marketing communication strategy is the right thing to design a company's strategic planning in maintaining public trust in the company's products offered. In addition, the implementation of marketing communication strategies by the company is also an effort to increase the number of sales. Integrated marketing communication or Integrated Marketing Communication (IMC) is the most effective marketing communication that companies need to implement as a strategy to increase profits. The IMC has elements that can increase public awareness of the company and the products it has. Combining elements of communication and marketing in it, such as advertising, promotion, events and sponsorships, public relations, personal selling, and direct marketing. In surviving in the business world, especially businesses in the painted fashion industry, a company certainly needs to increase their market segmentation by introducing these products to the wider community who have the potential to become buyers of painted fashion products, especially through social media. This effort is a fairly

good effort to better introduce products widely to the public, then implement an integrated communication strategy to provide an emotional influence of consumers on the company's products. Research by Keke, Yulianti (2016) integrated marketing communication consisting of advertising, sales promotion, personal selling and direct marketing does not have a significant effect on brand awareness, while public relations has a significant effect on brand awareness. Deaf coffee shops use SWOT strategies to determine the strategies used and integrated marketing, namely personal selling, public relations and publicity (Putri, Adinda and Dini Salmiyah, 2020). Researchers want to know and analyse the integrated communication strategy which is used by Yuliart fashion painted products.

II. OVERVIEW OF REFERENCES

Overview of the Marketing Communication Library Marketing communication is a new study in continuous marketing. Marketing communication is a marketing activity using means of communication aimed at providing company information to its target market (Priansa, 2017). Marketing Communication Strategy The company in carrying out marketing activities has its own strategy, and to achieve good goals, a good marketing communication strategy is needed. In this study, marketing communication strategies are an important study because in achieving the established marketing communication goals, it is necessary to go through several stages. The stages that can be done to carry out a marketing communication strategy are as follows: Planning There are several steps that must be done at the stage of communication planning according to French & Assifi dalam (Abidin, 2015) namely:

- Analyze problems using the SWOT method SWOT analysis (SWOT analysis) which includes efforts to recognize the strengths, weaknesses, opportunities, and threats that determine

the company's performance. External information about opportunities and threats can be obtained from many sources, including customers, government documents, suppliers, banking circles, other company partners. The SWOT analysis compares external factors of opportunity (opportunity) and threats (threats) with internal factors of strength (strength) and weakness (weakness).

- Analyzing Audiences Audiences is synonymous with communication activities according to (Atwari, B & Widjanto, 2013). In determining the audience or target audience, the thing to do is to determine market segmentation. The target audience of consumption habits is those who like to buy painted fashion products. setting target audiences that are in accordance with the concept of the IMC Model that establishes market segmentation with similar characteristics, this is in terms of geo-demographic, psychography, sociography and consumption behavior (Watono, A, Adji & Watono, Maya, 2011) and also in accordance with those offered by the IMC RABOSTIC Planning Model (Pickton, 2005) on the aspect of audience determination

- Formulating Communication Objectives

Formulation of communication goals (Alo, 2011) that there are at least five main objectives, the first is to influence others, build relationships, find different types of bullying, and play or joke. - Selection of Media and Communication Channels Communicators in marketing communication activities establish the communication channels that have the greatest impact in conveying company goals (Sulaksana, 2010). Implementation of Amirullah (2015) implementation is a process in managing organizational resources and management through a strategy that has been chosen. The implementation of the strategy needs to be carried out in order to see how the execution has been planned. Evaluation In the evaluation step, checking the strategies that have been selected have been carried out regularly, appropriately and can be used for input as planning a new strategy. Based on this one frequency with the opinions according to Lawrence and William in (Amirullah) that means evaluation is the right strategy for implementing the goals of the company as a whole that is determined previously.

Integrated Marketing Communication According to the Taskforce of the American Association of Advertising Agencies (AAA) in Schults (1993), Ogden & Ogden fan Belch & Belch (2010). The IMC is an approach to achieving the company's campaign objectives, which uses well-coordinated methods of promotion that reinforce each other and have the value of a comprehensive plan as an evaluation tool for the role of various communicative disciplines. (Kotler, P. & Keller, 2012) the mix of communicative communications or integrated marketing communications is a tool used by companies as an effort to inform, persuade and remind consumers directly or indirectly regarding the products and brands sold. According to Suryanto (Suryanto, 2015) said that integrated marketing communication is a mix of marketing communication that is unified so that it becomes a new synergistic force in building and maintaining relationships that are long-term in profitable relationship for the branding and the customers.

Integrated Marketing Communication Model (IMC Model Dwi Saptia) which is depicted with three circles including, Discovery Circle (left circle), Intent Circle (Middle circle), Strategy Circle (right circle) (Watono, A, Adji & Watono, Maya, 2011). The first process in developing a marketing communication strategy (Integrated Marketing Communication) is to explore various conditions of the business environment, which aims to find valuable ideas (insight discovery) to develop brand conditions derived from the internal and external environment of the business, which includes analysis of the market analysis of various aspects of trends and changes in the market from economic and industrial trends (market review), competitor analyzes competitors for facing competition in the market in the form of strategies and steps that must be carried out by the company (competitor review), consumer analysis (consumer review), and its own brand analysis analysis related to external products / brands

Intent Circle (Middle Circle) Intent circle to find out the problems (problems) and advantages (advantages) that a product / brand has based on the results of analysis in the external and internal environment. (Watono, A, Adji & Watono, Maya, 2011). All forms of negative influences that exist on the external and internal environment in the form of ancaman (threat) and weakness (weakness) are problems (problems). On the contrary, with all positive influences in the form of opportunities (opportunity) and strength (strength) of an advantage (advantage). The analysis at the stage of the intent circle aims to sort out the problems and advantages faced by the brand. Strategy Circle (Right Circle) Strategy making looks from the inside to the outside of the company's circle, the inside starts with the target you want to target. After determining the target audience, the next step is to determine the brand soul or which can be a differentiator from the brand, after that, compile a selling idea based on the predetermined brand soul, message, customer contact point and the most important result is in the form of a marketing mix (Watono and Watono 2011: 124). (a) Target audience (b) Brand soul. (c) Selling idea (d) Message (e) Contact point is a meeting point with consumers. (f) Marcom mix is an integrated marketing activity in the form of a communication approach using advertising, sales promotion, direct sales. All communication approaches must be based on "red thread" i.e. selling ideas and also through communication approaches can activate contact points to be on target and effective (Watono and Watono 2011: 153)

III. METHOD

This research uses a post positivistic paradigm. This paradigm as the basis of research because of the phenomena that occur and see the reality that arises plurally, this is in accordance with the opinion (Salim, 2006) which says that post positively are schools that appear to correct the weaknesses of positivism that only observe observations of the object under study. This type of research is descriptive qualitative, since what the researcher focuses on is the marketing communication strategy of painted fashion. The analysis methods used are the SWOT method and integrated marketing communication. The object of the study was Yuliant's fashion painted products by

conducting an interview with the owner of Yuliart's fashion painted.

IV. RESULT AND DISCUSSION

Planning is a process to determine where the direction should go by identifying what conditions must be met to be able to go to that goal, in the most efficient and effective way, in other words planning can be interpreted as determining what ways are used to be able to achieve the desired goal. At the stage of planning a painted fashion performs several activities as follows: Analyzing the problem In planning and analyzing the problem is an important thing that must be done in order to find a solution. Yuliart's Fashion painted started the planning stage, namely by assessing the problem, by looking at market conditions outside of the company that affects the business, in terms of the economic trends that are now occurring, namely the rise of painted fashion products that are developing in society, namely painting clothes, painting bags, painting headscarves and so on. This condition is used by Yuliart's fashion painted to see as a business chance that has good prospect for develop. By looking at the trend by the customers want to have the different product comparing to the others so that yuliart see this as a good integrated marketing communication strategy.

The next step taken by Yuliart's fashion painted is to analyze the SWOT owned namely.

1. Strength

- Product innovation follows in accordance with the demands and desires of consumers actively see the status in Whats up.
- Providing jobs for sewing SMEs, batik smes Supported by government policies in the form of SME exhibition events which are often held for free.

2. Weakness

- a. Consumers have to see and feel the painted fashion product.
- b. The price follows the quality of the product The product cannot be done by employees
- c. employees are only the sewing part so that the time it takes longer for each product.
- d. Not always able to meet consumer demands according to the desired time due to limited resources

3. Opportunities

- Competitors are not many so that the opportunity to add consumers is getting bigger Exclusive products have a certain segment Consumers who want custom products can be served - Recommendations from friends or relatives to buy painted fashion products.

4. Threat

Prices cannot be cheap because they are not mass production, while competitors can provide low prices because they use digital printing.

Competitors' prices are cheaper because they use cheap raw materials (paints).

- a. Analyzing audiences is an identical thing in communication activities

In determining the audience or target audience, it is done by conducting an interview with the owner of Yuliart's fashion painted as a key informant. The data provided by the owner of the painted fashion is about the target market, product quality, integrated marketing communication strategies.

b. Formulating Communication Objectives.

From what Stanto stated in (Alo, 2011) that there are at least five main goals are to influence others, build relationships, find different types of bullying, and play or joke.

c. Selection of Media and Communication Channels Communicators in marketing communication activities establish communication channels that have the greatest impact in conveying company goals according to Sulaksana (2010). In disseminating information related to the message conveyed by Yuliart's fashion painted, it focuses on sending fashion painted products on WA status. The selection of WA carried out by Yulia's fashion painted is as a medium for conveying messages from Yuliart's fashion painted as a communicator, the existence of messages conveyed, using media, and received by the communicant or audience they want to go to, this process is in accordance with the activities carried out in the IMC Process Mix.

d. Message Development Message development is the content or intention that will be conveyed to the communicant through the media according to Hermawan (2012). The development of the message carried out by Yuliart's fashion painted departs from the uniqueness of Yuliart's fashion painted products where to determine the quality of Yuliart's products, s fashion painted by looking and groping. this is in accordance with the concept of strategy circle in the aspect of brands soul which consists of the point of differentiation and unique value proposition offered by the IMC Model. so Duncan (2008) explained that several elements of integrated marketing communication consist of, among others: 1. Advertising; 2. Sales promotion; 3. Personal sales; 4. Public relation and 5. Direct selling

Implementation In this stage of implementation Yuliart's fashion painted carries out marketing communication activities, several steps that need to be considered so that the process of Integrated Marketing Communication runs effectively (Kotler, 2000), including:

1. Recognizing the target audience;
2. Determine the purpose of communication;
3. Determine the purpose of communication;
4. Designing the message;
5. Selecting communication channels;
6. Choosing a communication channel;
7. Determine the amount of the marketing communication budget;
8. Make decisions on the marketing communication mix.

In this regard, the IMC places more emphasis on the harmony achieved in the implementation of marketing communication programs. Therefore, the purpose of integrated marketing communication or IMC is not only as a promotion to consumers, but also serves to invite Integrated marketing communication elements, namely advertising, Yuliart's fashion painted products.

- (1) It does not carry out advertisements in the form of brochures, newspapers or social media.
- (2) the Sales promotion, sales promotion of Yuliart's fashion painted by taking advantage of UKM product exhibition events and participating in fashion shows.
- (3) Personal selling, Yuliart's fashion painted carries out personal selling activities, namely interacting directly with consumers and explaining Yuliart's fashion painted products through participating activities at various events every month, at least Yuliart's fashion painted participates in one to three activities that exhibit fashion products and other SME products.
- (4) Public Relations and Publicity, Yuliart's fashion painted has no public relations and does not do publicity.
- (5) Direct marketing, Yuliart's fashion painted conducts direct marketing to consumers who use painted fashion products and communicate with consumers.

V. CONCLUSION

At the planning stage Yuliart's fashion painted using SWOT analysis, namely Strength in the form of product innovation, products can follow the wishes and demands of consumers. Weaknesses (weaknesses) namely, consumers have to see and feel fashion painted products, products cannot be done by employees, employees only sewing parts so that the time it takes longer for each product. Opportunity (opportunity) i.e. Competitors are not many so that the opportunity to add consumers is getting bigger and exclusive products have certain segments, while Threats (threats) in the form of prices cannot be cheap because they are not mass production, while competitors can provide low prices because they use digital printing, competitor prices are cheaper because they use cheap raw materials (paint).

Elements of integrated marketing communication include: 1. Advertising; 2. Sales promotion; 3. Personal sales; 4. Public relations; and 5. Direct marketing.

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