

Analysis of PT Fokus Kualitas Utama Digital Marketing Strategy to Increase Client Attraction

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ABSTRACT

This research analyzes the implementation of digital marketing strategies by PT. Primary Quality Focus in increasing client attraction. Qualitative descriptive methods with the AIDA (Attention Interest, Desire, Action) analysis model are used to expand digital marketing strategies. Focus on Attention emphasizes quality, providing a superior experience, high-quality service, and engaging digital content. On Interests, the company drives interaction and engagement through quizzes, polls, and periodic content, building interest and two-way relationships. Desire is stimulated through content that highlights service excellence and client testimonials. The Action stage encourages the audience to utilize the service after going through the Attention, Interest and Desire process. The results of this research indicate that the digital marketing strategy implemented by PT The Main Quality Focus provides a significant positive impact on business growth, so that it is able to attract the attention of clients every year. However, companies need to optimize consistency in LinkedIn and Websites in order to get more effective improvements to increase the attractiveness of service company clients in the digital era.

INTRODUCTION

Technological advances in the era of globalization bring various new impulses in changing times. The emergence of technology can make it easier for humans to manage responsibilities, especially in terms of communication. According to (Huda Irkhan Abdaul 2020) Information and Communication Technology is related to the processing, manipulation, management, and transfer of information between media. Technology is a major pillar in transforming the way companies interact with clients. In his book entitled "Marketing Insight from A to Z: 80 Concepts Every Manager Needs To Know" (in Putri, et al, 2019), Kotler explains that promotion is part of communication that includes company messages designed to stimulate awareness, interest, and ultimately purchase actions, which customers take against the company's products or services. Therefore, it can be concluded that the development of technology cannot be separated from the activities of human needs as a means of communication and promotion.

The emergence of new challenges for marketers in today's digital era, so that conventional marketing is considered less effective in attracting client interest. Especially for service companies that must have a wide range, so that the services provided can be easily known by the public. The existence of a marketing strategy that is in accordance with the times, aims to attract the attention of new clients and retain existing clients. Given that today, platform-based startup companies continue to grow along with market trends. These challenges can be overcome by utilizing the role of information technology, which is now a trend in carrying out marketing communication activities. The shift towards digitalization in the realm of technology has changed the way businesses adapt more quickly. Digital marketing according to Kleindl and Burrow (in Nurina, et al, 2020) is the implementation and planning of concepts, ideas, pricing, promotion, and distribution through digital media. In this development, social media has emerged as one of the most popular technologies and a clear example of how technology has changed the world. Platforms like Facebook, TikTok and Instagram have changed the way people communicate, share information and connect globally. Indeed, they provide greater access to news, opinions and culture from different parts of the world, shaping new social dynamics that evolve over time. This will encourage promotional organizations and suppliers to compete to showcase their services on digital marketing-based entertainment platforms.

Marketing experts have decided to utilize social media as a means of promoting services, hoping to contribute to clients. The implication is that social media is used effectively by offering services through online communication. According to We Are Social research, in 2022 Indonesia will be among the top 5 countries with the highest number of online grocery purchases in the world. With a population of 276 million people, Indonesia ranks fourth as the most populous country in the world. In utilizing the internet, Indonesians show significant activeness, especially in social media usage activities.



Fiffigure 1 Sosio-Demografi Indonesia in 2023

Source : Slice id, 2023

According to statistics, 213 million Indonesians are connected to the internet and every individual owns at least one mobile device. Social media usage in Indonesia also reaches a high level, reaching 60% of the total population, which means there are three social media users for every 5 residents.



Grafik 2 Monthly Active User (MAU) Social Media Platforms in Indonesia in 2023

Source : Slice id, 2023

In addition, from the chart data, Youtube and Facebook still dominate as the most used social media platforms in Indonesia. TikTok, which occupies the third position, managed to surpass Instagram in popularity. It is followed by Facebook Messenger, Twitter, LinkedIn, and Snapchat, but the latter four platforms are not as popular as the other four main platforms. Nevertheless, the existence of the general public is considered to have freedom and openness to interact. In addition, the number of status updates and posts shared is one way

to create a widely recognized presence. The utilization of technology obtained from digital marketing is considered a channel that has great potential to achieve the effectiveness of the company's goals in meeting client needs. Through targeted advertising campaigns, promotions, and direct interaction with clients, so that social media becomes an effective tool in marketing strategies to build brand awareness, increase engagement, and support business growth. The existence of social media can facilitate company marketing by providing an interactive platform that allows companies to communicate directly with their audiences, increase brand visibility, and facilitate the effective dissemination of promotional content.

Undeniably, of the many service companies engaged in business consulting, Improvement Focus is one of the companies under the auspices of PT Fokus Kualitas Utama as one of them. Where this company has been operating and experienced in the field of business consulting for more than 10 years with more than 100 clients from all kinds of businesses. Starting from the level of MSMEs, Institutions, Government, Banking, Educational Institutions to PMA. In running the business, the company utilizes social media as a means of digital marketing involving various types and formats of media. With approximately 5,233 followers on Instagram and 4,412 friends on Facebook accounts, so it can be said to have a fairly broad scope. However, the breadth of business competition in the field of service consulting, so companies must further improve marketing strategies in order to increase client attractiveness.

The purpose of this research is to analyze the implementation of digital marketing strategies at the company PT Fokus Kualitas Utama, and identify factors that hinder the company's growth. In addition, another goal is to evaluate proposed marketing strategies that can effectively increase the company's digital marketing reach. This research focuses more on efforts to increase clients for the services offered by the company through digital marketing strategies. Social media as a promotional medium that can certainly attract and influence audience behavior, so this examination was carried out by raising the title "Analysis of PT Fokus Kualitas Utama's Digital Marketing Strategy to Increase Client Attraction". Through the AIDA model (Attention, Interest, Desire, and Action), as an analysis of the research used to identify effective methods or strategies from the implementation of digital marketing strategies. Based on the foundation of these problems, the problem plan to be studied is about how digital marketing strategies through the use of social media, and what is the impact of digital marketing strategies in the use of social media as a promotional medium for PT. Fokus Kualitas Utama on increasing client attractiveness.

THEORETICAL REVIEW

Digital Marketing Strategy

Digital marketing strategy according to Heinze and Huertas (in Indrapura, et al., 2023) covers the planning, development, and execution of marketing activities that use digital technology and social media platforms with the aim of achieving specific business results, such as increased sales and brand awareness. A set of plans designed to increase business presence in the digital

or internet realm, by utilizing various digital channels, such as social media, PPC, SEO, and other elements. Digital marketing is a crucial element in a company's marketing strategy in today's digital era. By utilizing digital platforms and technology, companies can reach a larger target audience, while increasing conversion rates and attraction to their services. Expert views on digital marketing strategies show that the utilization of digital technology and social media plays a very significant role in achieving business goals and promoting products or services.

Promotion

Promotion is a form of communication between sellers and buyers based on the delivery of accurate information, aiming to change audience attitudes and behavior. Through this process, audiences who previously did not recognize a service are expected to recognize and eventually become clients who remember the service by Laksana (in Khairunnisa and Wulandari, 2022). By referring to the expert's explanation, it can be concluded that promotion is a method to convey the advantages of services with the aim of building client loyalty and increasing awareness of a service. There are two categories of promotional strategies that can be distinguished, namely promotional strategies for services and promotional strategies for goods. Although both have different characteristics, both have similar goals, namely increasing the number of sales by attracting the attention of the audience, especially in the process of making purchasing decisions.

Social Media

According to Hidayatullah (in Sutrisno and Mayangsari, 2021) social media is an online platform or service that allows users to access, follow, or participate in the creation, commentary, and distribution of various types of content, including text, images, videos, and photos. According to Chris Heuer (in Sutrisno and Mayangsari, 2021) the utilization of social media has four main elements referred to as 4C, which can be described as follows:

- a) Context is a way to shape or frame a message or story.
- b) Communication is the process of sharing a story and involves interactive activities, which include listening, responding and developing.
- c) Collaboration refers to the facilitation and gathering of co-generated actions through interaction, conversation, co-creation and collective action.
- d) Connection refers to efforts to maintain relationships that are built and maintained on an ongoing basis, with the aim of making media users feel closer to the platform or media.

AIDA Model Analysis

The AIDA model is a decision-making process that consists of four stages, namely attention, interest, desire, and action. In this context, the AIDA model can be considered as an effective promotional tool through these stages,

where this process is the key to the success of online advertising by increasing audience attention and purchase interest. According to Kotler and Keller (in Kurniawati, et al, 2022) state that the AIDA Theory (Attention, Interest, Desire, and Action) describes a message that needs to achieve attention, attract interest, arouse desire, and produce action. This theory emphasizes the quality of effective messages. AIDA is a model used to achieve promotional objectives, which are efforts to encourage individuals or certain parties to buy products or services. The AIDA concept describes a model that explains the process of achieving promotional objectives in relation to the steps the audience takes in responding to the information.

METHODOLOGY

This research focuses on the company's strategy in increasing client attraction through digital marketing. In processing data, researchers use a qualitative descriptive approach with the AIDA (Attention, Interest, Desire, Action) analysis method to analyze the results of the collected data mapping. This research was conducted at Jl. Royal Residence, Babatan, Kec. Lakarsantri, Surabaya, East Java, precisely at the office of PT Fokus Kualitas Utama. Before conducting interviews, researchers determined the sample as a source of research data. The purposive sampling technique was applied because researchers chose informants based on special considerations, namely identifying informants who had the best understanding of the research topic. The party is the President director and General Manager, who help more in-depth about how the digital marketing strategy implemented by the company to increase client attraction in the company.

Primary data collection was conducted through field research methods with participatory observation and in-depth interviews by (Zuchri Abdussamad 2021). In its efforts to carry out daily operations and adapt to changing markets and conditions, PT Fokus Kualitas Utama relies on digital marketing strategies as its main focus. The data sources used in the research are primary and secondary data. Researchers try to improve and complete information that may be lacking during interviews or observations. In addition, by collecting accurate secondary data, including from journals, books, news articles, or other important documents to support the research focus.

RESULTS AND DISCUSSION

Digital marketing has become a crucial aspect of modern business strategy, especially for service companies that seek to expand their reach and build connections with their audience. A strong online media presence is an important factor in digital marketing strategy. As one of the companies engaged in the service sector, PT Fokus Kualitas Utama focuses on increasing company productivity. Where the services provided are in the form of assessment, training, management consulting, and mentoring. Through the implementation of digital marketing strategies, companies can introduce services to the public at large. But it cannot be denied, online competition in the business world is very real, so companies must build effective strategies to increase attractiveness to clients.

A more in-depth look at marketing in the modern era is not only dependent on technology alone, but also influenced by client perception. One modern marketing model that emphasizes the importance of client perception is the AIDA model. AIDA is a marketing theory rooted in an understanding of how clients perceive a product or service. The main focus of AIDA is to attract the attention of potential clients (attention), increase their interest and desire, and finally encourage them to make a purchase (action).

Aspects of AIDA include:

1. Attention, as an initial focus on efforts to attract the attention of the audience by creating an attractive headline on the visual media used. The focus of attention can be directed generally or specifically to prospective clients or clients who are targeted.
2. Interest, as the next stage, tries to build scenarios related to the situation or psychological condition of the audience. Where the services offered can be considered as a solution to the problems faced by the audience. The emergence of interest from clients occurs when they are interested in an object introduced by a marketer. These aspects include the effectiveness of the media used, the client's view of the product after the advertisement is aired, and the clarity of the message conveyed.
3. Desire, this stage is aimed at stimulating the audience's desire to use the service. This desire can be instilled by offering various benefits and uniqueness of the service. Regarding the reasons and encouragement of clients in purchasing services, there are two types of purchasing motives, namely rational and emotional motives. Rational buying motives, also known as rational buying motives, refer to the economic reasons or considerations that form the basis of purchasing decisions. On the other hand, emotional buying motives, known as emotional buying motives, are reasons for buying that are not based on economic considerations.
4. Action, as the last and most crucial step, aims to direct the audience to take action, be it the purchase of products or the use of services offered. AIDA is applied with the intention of attracting attention (to attract) and converting (to convert). Action occurs when the client has a strong urge, to make a decision to purchase the services offered. Every form of visual communication media developed has the potential to attract the attention of the audience and, ultimately, be interested in using the services.

Attention on PT Fokus Kualitas Utama Digital Marketing Strategy to Increase Client Attraction

In a digital marketing strategy, the main emphasis is placed on the attention aspect, with a very strong focus on quality. This approach aims to increase client attraction, where efforts are focused on providing superior experiences, high-quality services, and engaging and relevant digital content. By highlighting quality, the company seeks to create a positive impression on potential clients, encouraging audiences to be more interested and engaged

with the brand or service offered through digital platforms. Social media used in promotional activities by the company, namely through Instagram, Facebook, TikTok, LinkedIn, and WhatsApp as the main communication media with clients. In addition to social media, the website is also a promotional channel that is still actively used today.



Figure 1 Improvement Focus social media

Source: Instagram Improvement Focus @improvementfokus.training, 2023



Figure 2 Improvement Focus social media

Source: Facebook Fokus Kualitas Utama, 2023



Figure 3 Improvement Focus social media

Source: TikTok Improvement Focus @improvementfokus, 2023



Figure 4 Improvement Focus social media

Source: LinkedIn Improvement Focus, 2023

When viewed from a visual point of view, the content uploaded on several social media accounts varies greatly. Starting from training activities, webinars, even tips that are very useful in the business field and of course can motivate, so that the audience can clearly know what services are offered by the company. Therefore, the attention aspect in this strategy plays a key role in attracting attention and creating a positive impression on potential clients. But for now, the Website and LinkedIn are still disabled and the company is working to improve TikTok media to be more active such as Instagram and

Facebook.

Interest in PT. Fokus Kualitas Utama Digital Marketing Strategy to Increase Client Attraction

Interest is the second aspect of the AIDA model that focuses on efforts to attract the attention of potential clients, by creating a situation based on the psychological condition of the audience. Especially related to offering solutions to the problem needs faced by the audience. Interaction and engagement become an important focus in the company's interest strategy creating opportunities for the audience to participate through quizzes, polls, and direct interaction. This not only builds interest, but also forms a two-way relationship that strengthens the bond between the company and potential clients. In the analysis, companies use data analytics to understand the extent to which interest has developed. Responses and feedback from the audience become the basis for adjustments to the marketing strategy, ensuring that the company continues to adapt to the changing needs and expectations of the audience.

Analysis in the context of interest is carried out through an approach to the psychological condition of PT Fokus Kualitas Utama's audience, which consists of business people, especially in the perception and formation of business-related concepts. The company consistently uploads documentation of services that include assessments, training, management consulting, and mentoring. The content is uploaded consistently on a regular basis, so that the audience gets information that the services owned by the company are very effective for business needs. This consistency attracts users' interest to dig deeper into the company's services.



Figure 5 Promotional content through Instagram social media

Source: Instagram Improvement Focus @improvementfokus.training, 2023



Figure 6 Promotional content through Instagram social media

Source: TikTok Improvement Focus @improvementfocus, 2023

Consistency in uploading content can also increase brand awareness among the audience for a service. Increased brand awareness through consistency in content distribution can trigger audience interest in the service. By doing so, companies holistically design digital marketing strategies that not

only attract attention but also build long-lasting interest. By aligning the company's solutions with the audience's needs, the company hopes to form a solid relationship and strengthen its appeal in the competitive digital market.

Desire in the Digital Marketing Strategy of PT. Fokus Kualitas Utama to Increase Client Attraction

Desire is the third aspect of the AIDA model which is focused on trying to stimulate the desire for the audience or prospective clients to consider whether or not to use the company's services. This stage occurs after the audience has gone through service evaluation, where the audience searches and studies the various information that has been obtained. Analysis of the desire aspect presented in PT Fokus Kualitas Utama's social media content is carried out through observation of each upload. After audiences show interest and search for information related to services, they can find various content in the form of photos and videos on the company's social media that emphasize service excellence. These advantages are explicitly shown through some of the services provided. Apart from being displayed in the form of images, information regarding the effectiveness of the service is also presented through testimonials from PT Fokus Kualitas Utama's clients. Clients are also given space by the company if there are suggestions or criticisms of the services that have been provided. This is done so that there is no space limitation between the company and the client. Given the principle of the company is to provide the best service, in order to provide excellent satisfaction from both parties.

Action on Digital Marketing Strategy PT. Fokus Kualitas Utama to Increase Client Attraction

The action stage is the last part of the AIDA model. At this stage, efforts are made to encourage the audience to use the services offered. The decision to utilize the service arises after the audience has successfully assessed the service through the process of attention, interest, and desire. Thus, the company also undergoes a similar process. After the audience is exposed to various photo and video content uploaded on several social media platforms, audience confidence is formed to utilize business consulting services. All aspects that the audience has gone through, starting from the status of "potential client candidate" to finally becoming a regular client of PT Fokus Kualitas Utama.

CONCLUSIONS AND RECOMMENDATIONS

Based on the entire analysis process, it can be concluded that the company uses social media platforms, such as Instagram, Facebook, and TikTok as the main digital marketing media. The three types of feeds that are regularly uploaded involve feeds about services, business tips, and education. Of course, each type of feed has a different purpose and function. Through the results of the AIDA (Attention, Interest, Desire, Action) analysis, it is revealed that the social media digital marketing strategy implemented by PT Fokus Kualitas Utama has a significant positive impact on business growth, so as to attract the attention of clients every year. The increase can be seen in the consistency of audience viewing on various social media content, such as Instagram,

Facebook, and TikTok. However, in order to get a more effective increase, companies must optimize the use of LinkedIn and Website. That is because LinkedIn and the Website have an important role in the promotion of services. Here are some of their functions in the context of marketing.

LinkedIn :

1. Networking
2. LinkedIn makes it possible to connect in related industries, expand your network of contacts, and build valuable relationships.
3. Personal and Corporate Branding,
4. LinkedIn profiles can be used to build a professional and corporate image, present a portfolio of services, and demonstrate expertise.
5. Groups and Discussions
6. Joining groups and participating in discussions can help establish authority in the industry and increase visibility of your services.

Website :

1. Information Center
The website serves as a complete information center about the services offered, including descriptions, features, and benefits.
1. Content Marketing
Blogs or news sections on websites can be used to publish quality content relevant to the service, increasing authority and attracting the attention of the target audience.
2. Portfolio and Testimonials
Presenting a portfolio of work, customer testimonials can build trust and provide evidence of the credibility of the service.

As such, companies see opportunities to interact directly with audiences, disseminate content quickly, and build closer relationships with clients. In addition, consistency from the company is also required for digital marketing to run effectively.

FURTHER STUDY

With a focus on analyzing the digital marketing strategy of PT Fokus Kualitas Utama, this research aims to investigate how the company can utilize digital marketing tools and techniques to increase client attraction. This approach is expected to provide deep insights into successful strategies and potential areas of improvement.

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