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Digital Marketing Communication Strategy to Increase Brand Awareness of Products at Mulyosari Group

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ABSTRACT

In the development of the business world, it is very important to be able to implement effective communication strategies, especially in the digital world era where product marketing is now all online. Because now consumers really see a product from its brand, in this case, brand awareness becomes important so that a business can compete in the market. To be able to increase brand awareness of a product, an effective communication strategy is needed so that it can be well received by consumers who will buy the product. The purpose to be achieved in this study is to be able to find out how to introduce or increase brand awareness to customers by using effective communication strategies in order to increase sales in the online market or marketplace. This research uses a descriptive qualitative method by conducting interview techniques with sources as well as field observations and documentation which will later be described in detail as the results of this research

INTRODUCTION

Communication strategy is at the core of success in interacting with audiences, whether in the context of business, marketing, organizational, or other communication projects. In an era where information flows quickly and business competition for attention is fierce, the success of a message depends on how well the communication strategy is designed and implemented. In an ever-evolving business environment, the ability to communicate effectively is key to marketing success. Marketing communication strategies play a central role in shaping consumer perceptions, building brands, and driving purchase actions. Along with constant changes in consumer behavior and developments in communication technology, companies need to continuously develop adaptive and innovative communication strategies. Marketing communication aims to offer, inform, and convey messages about values in the form of company products or services so that consumers can know, in marketing communication there is a concept that combines two sciences, between communication science and marketing science (Kangean & Rusdi, 2020). Marketing communication today is not only done directly, but now it can be done through digital media.

In the current era of society 5.0 where humans coexist with technology, digital transformation has brought about fundamental changes in the way companies interact with consumers. In the past, marketing was mainly done through traditional channels such as television, radio, and print. However, along with the development of technology, digital media including websites, social media, and marketplaces, have become the main focus in marketing today. Social media acts as a marketing communication platform in facilitating social engagement in today's digital era (Mulyana, 2020). Through digital media, marketing communication is carried out to be a must. With the existence of digital media, marketing communication strategies can be delivered faster so that they are more efficient.

In the growing landscape of e-commerce, marketplace platforms play a crucial role as a

platform for sellers and buyers to transact online. Among the various options available, Shopee has emerged as a trusted and popular selling platform. In the ecosystem of e-commerce in Southeast Asia, Shopee has emerged as a major player. Founded in 2015, Shopee has grown rapidly and managed to build a reputation as a platform that provides a safe, easy, and varied online shopping experience. The achievement that Shopee has through its marketplace is that through promotions within a short period of time, shoppe users are not less than other online shop competitors. Chris Feng is an important figure behind the history of Shopee as well as the CEO who is the best graduate of the University in Singapore (Fauziah, 2020).

Currently, many companies offering products make it difficult for people to choose a brand, this is an opportunity for a company to introduce its products. therefore the importance of approaching the community as an effort to form public awareness (Herdana, 2015). Public awareness of a brand is important for business people to increase profits. Brand awareness is consumer knowledge about products from a company that will spark consumer awareness of a brand (Pranata & Pramudana, 2018). To be able to instill brand awareness to consumers, an effective communication strategy in digital marketing is needed so that it can reduce costs and can maximize profits for business owners. With the current digital era, and sales have been widely through marketplaces such as shopee, introducing products can be easier, cheaper, and faster to consumers, especially for Gen Z people who often play gadgets.

Mulyosari Group is an individual company engaged in digital business and business consulting. Mulyosari group itself has only been established for about a year and has several products under its auspices, some of these products that have quite a lot of followers are shore shoes & care and tuxedo autocare. Both of these products are sold through online shops such as shopee and Tokopedia, but the marketing is more inclined to the shopee marketplace. Shore shoes & care is a product for shoe care so that shoes look clean and smell like new,

while tuxedo autocare is a product for vehicle maintenance such as vehicle body blackening. Both brands have successfully sold more than 50 thousand pcs in shopee, and can sell more than 350 pcs in a period of one month. The most sales themselves occur when there are events in shopee such as events 10.10, 11.11, at events like that sales can increase dramatically and can reach more than 150 pcs per event.

This research is interesting to study because in selling its products online through marketplaces, one of which is shopee, it applies several digital marketing communication strategies. This research focuses on how the digital marketing communication strategy carried out by Mulyosari Group on its shade brand so that it can generate quite a lot of sales per month. Also for novice traders who are just starting a business in an online shop who feel difficulty and confusion in finding a market or customer. So that novice traders need information and education regarding what kind of marketing strategies are used to get success in building a business in shopee e-commerce, and what marketing to convince customers to come back to shop even though they don't communicate directly.

METHODS

This research method uses a qualitative approach, in qualitative research it is developed on the basis of "events" obtained when the activity takes place. The research method used in this research is descriptive qualitative method, descriptive qualitative research also develops questions through interviews through sources about what, how things really happened, who was involved in the incident. According to Sugiyono (2017), qualitative research is a research work mechanism that is guided by non-statistical or nonmathematical subjective assessments, where the measure of value used in this study is not score numbers, but rather a categorization of value or quality. In descriptive qualitative research, the research subject is a source that provides information and data to researchers regarding the matter under study. The object of this research is the mulyosari group which has a brand on the shopee e-commerce platform. Primary data sources are data directly obtained from respondents,

by conducting interview techniques by conducting questions and answers with informants in collecting data and information related to this research. Secondary data sources carried out in this study are procedures, literature studies by obtaining various literature references related to marketing communication through digital, it aims to get theories from concepts related to this research.

RESULTS AND DISCUSSION

Results

After researchers analyzed the brands in the brand in the mulyosari group with observation, interview, and documentation techniques, this illustrates that the brand is a solution to a problem such as shore shoes & care is a solution to the problem of self-care for dirty shoes to be clean without having to go to a shoe laundry and for tuxedo autocare is one of the solutions to restore the color of the vehicle body which began to fade back to black. With sales conducted online or digitally, brand owners in the mulyosari group provide concepts in their sales promotions to reach their target consumers, but this makes researchers choose the concept of Integrated Communication Marketing in the promotion mix which according to (Goerge & Blech, 2018) has six elements as follows: Advertising, Public Relations, Direct Marketing, Internet Marketing, Sales Promotion, Personal Selling. Researchers use these promotional baruan that are implemented to brands in the mulyosari group to increase brand awareness by looking at how the mulyosari group creates advertising content related to its brand, how the owner of this brand builds relationships with consumers, how to sell its products, what networks are used in its sales, what is offered when promoting its products, and what kind of context is done when offering its products directly.

Advertising

When introducing a new brand to consumers, brand owners can implement an advertising strategy that is part of the promotion mix. Advertising serves as the main tool to introduce products to consumers widely, good advertising will certainly attract consumers and can make consumers remember it, that's because at the first level of brand

awareness consumers clearly will not be aware of the existence of the brand if the brand owner does not use advertising in marketing his brand. Based on the explanation above, it is in accordance with the statements from the sources that have been interviewed by researchers.

"For advertising, we are temporarily through marketplaces such as shopee and tokopedia or marketing usually through Instagram and in the future we will use cepas media, which is media in meta ads and later it can be connected on Instagram, WhatsApp, and Facebook. There are many things about advertising, but for now the advertisements are still through that media" (bagas, 25 years old).

"I first learned about the advertisement from shopee, I saw that the advertisement was quite informative about how to use the product, and there were also testimonials from previous customers who were satisfied" (dinda, 20 years old).

As quoted in the interview above from two different sources with Bagas as COO in Mulyosari Group and Dinda as one of the consumers of products in Mulyosari Group, namely Shore Shoes & Care products. As COO Mulyosari Group gave a statement that he advertised through the marketplace and social media in order to reach more people and advertise through the marketplace or social media does not need to spend a lot of money and advertise through social media or the marketplace can describe the product in more detail so that consumers can know it better.

Direct Marketing

In promoting the brand, direct marketing activities are also needed in order to influence consumers to be more confident in the products of the brand offered. By doing direct marketing, the owner is easier to get a direct response or response from consumers and this can be a measure of success in marketing from brand owners. When conducting an interview with one of the stakeholders of the Mulyosari Group and also its consumers, the interviewees provided an explanation of the direct

sales strategy either through the social media they have or through live on the shopee marketplace and responses from consumers about marketing carried out by brands under the auspices of the Mulyosari Group.

"As for directly, we still don't have an offline store either, but as for whether or not we have, there have been several times customers who bought through Instagram, then we have also done what is called a maklon, so for example there are customers who want to sell autocare but don't know where to buy the ingredients, they can buy it from us, so we sell it in the form of bottles, and we have already run and sold, for example from Shore" (Bagas, 25 years old).

As quoted from the interview above with COO Mulyosari Group said that he only sells online through Instagram and marketplace media because he still does not have an offline store. If there are customers who want to sell, for example, autocare and do not know where to buy the raw materials, Mulyosari provides the ingredients and sells them in the form of bottles or the term sells semi-finished goods to consumers so that customers can sell or market them again.

Internet Marketing

Internet marketing or online marketing has become a force driving transformation in the way companies build brands, interact with customers, and develop market share. marketing strategies carried out through the internet network with various online platforms, such as marketplaces and social media connected to the internet network. Mulyosari group chooses to build a brand and sell its products through internet marketing by using content marketing where the owner describes his product as a solution product such as for shoe care and vehicle body care, clearly and informatively, which is then disseminated through social media and marketplaces that he owns. Mulyosari Group stakeholders said so when researchers conducted interviews.

"With internet marketing, of course it is very easy because we are based in Surabaya but our market can reach one Indonesia from

Sabang to Merauke, we can take the market from there, so our market is not only in Surabaya, but with internet marketing we can do brand awareness to everyone at all points where we can get it" (Bagas, 25 years old).

Based on the interview excerpt above with COO Mulyosari Group, it states that the existence of internet marketing is certainly very easy to market products and increase brand awareness to consumers not only in Surabaya but throughout Indonesia. So the market reach is very broad not limited by distance and time so that it can get a variety of consumers.

Sales Promotion

In an increasingly competitive business dynamic, sales promotion is an important instrument to generate competitive advantage, increase brand awareness, and encourage purchase actions. In selling their products, Mulyosari Group carries out a sales promotion strategy, because they consider that there are so many things that must be promoted from their product brands because they have many advantages over other products. The following are excerpts from interviews conducted with Mulyosari Group stakeholders.

"Sales promotion while we are still the same through online such as e-commerce but some are already direct through whatsapp chat for regular customers so we already have our own data base, such as shore shoes cleaner, we also had time to supply to several shoe laundries, because they need cheap shoe washing soap and of course quite a lot, so we can sell in the form of 1 liter or 5 liters" (bagas, 25 years old).

Related to the interview above with COO Mulyosari Group, it is explained that for sales promotion that is carried out now is still using online media such as in e-commerce or usually chat directly via whatsapp for its regular customers. For the off-line, there are still a few, such as those carried out to supply shoe care product equipment to the shoe laundry from the shore shoes & care brand.

Public Relation

In a business ecosystem filled with competition and fast dynamics, the role of Public Relations is becoming increasingly crucial, especially in the context of marketplace ventures. Public Relations is not only about building a brand image, but also about maintaining positive relationships with various parties, such as customers, sellers, partners, and the general public. Mulyosari group uses public relations for its brand with service methods through social media, chat and live features in shopee to explain its products through written messages and videos so that consumers are interested. When the researcher asked about the relations carried out to consumers, the stakeholder gave the following statement.

"Public relations are very important because it is included in marketing too, it is as sales, sales must be smart to explain what your product is like and then also, offer other products that you must know too, so public relations are very important in all aspects of business, whether in e-commerce or directly, because how someone can be interested in your product" (bagas, 25 years old).

Based on the interview excerpt above with COO Mulyosari Group, it states that the use of public relations is currently very important in business aspects. Because public relations are useful so that someone can be interested in the products we offer to them, with us explaining the product in detail and interestingly to consumers.

Discussion

Advertising makes it easy to introduce brands, describe brands, and provide information about their sales. By advertising through online media, it can increase sales, because by installing advertising media it can have an effect on increasing product usage and strengthening product images in consumers' memories (Rahmawati, 2013). Many benefits are obtained from the advertising strategy which is an element of integrated marketing communication implemented by Mulyosari Group. By using online media as advertising in Mulyosari

Group, the reach obtained is also quite wide, covering all circles in Indonesia, and can minimize costs and have an influence on brand awareness of Mulyosari Group.

In building the brand and sales of products in Mulyosari group, it is not only focused on advertising, but in accordance with the integrated marketing communication strategy in addition to the advertising element, the next is the element of direct marketing strategy. However, Mulyosari Group focuses on marketing to support the sale of its products, where the more the number of products sold, it can be interpreted that not a few consumers have become aware of the existence of the brand.

Direct marketing in marketing products and brands has an important role to be right on target and a predetermined target market. Because direct marketing is directly related to individual consumers who are targeted carefully in order to get a response and reach lasting customer relationships (Kotler & Armstrong, 2014). Direct marketing also makes brand owners more loyal to consumers and makes brand owners also increasingly understand what their consumers need so that they can provide attractive offers to consumers directly to buy these products. This can be a measure of the success of marketing Mulyosari Group and it can also be a reference that the brand owned or in Mulyosari Group is able to meet the needs of consumers.

Of the two stages, it cannot run smoothly if there is no connection or supporting network, or a network that we commonly refer to as the internet network. Through internet marketing, many people are helped and benefited such as sellers and buyers, with internet marketing, sellers do not need to have a physical store and vice versa, buyers can buy without having to come to the place. The internet allows consumers to access information from various locations, and advances in communication technology make marketing much cheaper, but have a considerable impact (low cost, high impact) on product competition in the market (Vinocaesa, 2016) in (Alberta & Wijaya, 2021). With internet marketing, Mulyosari Group does not need to bother to introduce the brand of its products, because it can

be done online more effectively and efficiently. All activities carried out by the Mulyosari group are entirely through internet networks such as the marketplace and social media. It looks practical and also more profitable because consumers can come from anywhere and anytime, through internet marketing it can also make it easier to penetrate brand awareness to consumers.

The important thing needed in the next sale is sales promotion, this sales promotion activity is to build interest, comfort, from consumers, so that they are not bored with the sales of product brands in Mulyosari Group. Many consumers make purchases after knowing there is a promo, so this kind of sales promotion can be used as one of several focuses of promotional strategies because it can encourage consumers to buy or make repurchases (Hedynata & Radianto, 2016). Sales promotion is something that is done to provide many attractive offers and not only that but also provide benefits to consumers, so that consumers feel happy with what we sell. Sales promotion carried out by the Mulyosari group even though it is through online media but is often carried out, it is in order to please consumers from the Mulyosari Group. By doing online promotions directly, you can find out the characteristics of consumers, promotions that are often carried out are discounts and usually large discounts occur at events such as 10.10, 11.11 and so on, with this making consumers feel satisfied shopping for products at Mulyosari Group.

From these several stages, being a trader must be able to build relationships with consumers because it is very important, with the aim of providing a good image for the product brand. In an integrated marketing communication strategy there is an element of public relations, where it provides an important role related to closeness to consumers. the entry of public relations into the marketing landscape, due to increased consumer needs and interests, increasingly competitive prices, the need to expand distribution, and the many promotions of similar products / services (Ardianto, 2009) in (Rahman, 2016). Public relations in marketing itself is intended to be able to explain the brand and its

products to everyone effectively, practically and certainly easy to understand. To be able to convince consumers not to hesitate about the products offered, public relations have an important role to provide the best and most appropriate service possible. The relationship built by Mulyosari group itself is already very good towards its consumers.

The next thing needed in marketing is personal selling, Personal Selling is needed as a form of direct two-way communication between sellers and prospective buyers with the aim of conveying product or service information, responding to questions, and, most importantly, achieving sales. But this is not easy to implement by Mulyosari Group, because where the sales are made through online media. However, without personal selling carried out by the Mulyosari Group, it also does not make them feel difficult in getting consumers, and does not hinder the sale of products, and still makes them closer to their consumers.

Integrated marketing communication provides many advantages in helping merchants in strategizing their steps to build brand awareness in a very wide community, with a lot of business competition outside, the effectiveness of implementing this strategy has a great influence on business actors, making them more focused and understand what actions they should take to trade. This can reduce the risk of casual neglect from customers. And integrated marketing communication has also made the message that traders want to convey can be conveyed well to its target. But there are weaknesses of integrated marketing communication systems such as barriers to understanding messages well from consumers, therefore this must be done as effectively as possible so that the application of integrated marketing communication can be right on target.

CONCLUSION

This research was conducted with the aim of knowing the results of the analysis related to brand awareness for products under the auspices of the mulyosari group such as shore shoes & care and tuxedo autocare from the implementation of

integrated marketing communication elements such as advertising, direct marketing, internet marketing, sales promotion, public relations, personal selling. Based on the results of data analysis and the description described in the previous chapter related to the formulation of the problem, several conclusions are obtained as follows.

Determination of marketing communication strategies on products in Mulyosari Group in increasing brand awareness using an integrated marketing communication strategy with 6 elements. But after analyzing the data above, it shows that there is one element that does not exist in the marketing strategy implemented by Mulyosari Group, namely the personal selling element, this happens because activities in Mulyosari group are carried out through digital, namely online media, with this online media, personal selling is difficult to do.

In implementing this Mulyosari Group presents a new concept and up-to-date content so that the strategy is carried out effectively and always makes consumers more interested and remember the existence of the brand of products in Mulyosari Group. With the new concept and the latest content, Mulyosari Group is determined to create an unforgettable experience for each of its customers. This is proof of Mulyosari Group's commitment to meeting the needs and expectations of consumers

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