

DENARA BALI OFFICIAL MARKETING COMMUNICATION STRATEGY THROUGH THE SHOPEE APPLICATION IN SELLING HAND & BODY LOTION PRODUCTS

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ABSTRACT

Currently, online shopping has become a common habit among the society. Sales on e-commerce platforms such as Shopee are continuously growing rapidly and the competition within it is getting tighter. The purpose of this research is to understand the marketing communication strategies of Denara Bali Official in selling Hand & Body Lotion Products through the Shopee application. The type of research conducted is qualitative research with two subjects, namely the Owner and the Chief Marketing Officer. Data collection techniques used are interviews and observations. Data analysis uses the Miles and Huberman Model, which includes data collection, data reduction, data presentation, as well as drawing conclusions and verification. From the research conducted, it can be concluded that Denara Bali focuses on product quality and pays attention to consumer needs. They implement various marketing strategies, such as promotions on Shopee, the use of keywords, similar product advertisements, as well as collaboration with content creators or influencers to expand their brand reach. Denara Bali also pays attention to consumer feedback and complaints, as well as strives to maintain good relations with the community and the media. They use sales data to evaluate the effectiveness of their marketing strategies and continuously improve and adjust their approaches according to market needs. Overall, Denara Bali shows a strong commitment to providing added value to customers through quality products, affordable prices, and responsive services.

Keywords: *Marketing Communication Strategy, Shopee Application*

1. INTRODUCTION

At this time technology is advancing rapidly, especially in the advancement of digital platforms. The impact of technological advances is felt by people in various areas of life, one of which is online shopping. Currently, online shopping has become a habit among people. The industry in online shopping habits is web-based business. Internet business is an activity of buying and selling goods carried out electronically (Philipus, 2018). This of course gives rise to increasingly fierce competition between business people to dominate the market and attract more buyers in order to increase sales

According to Yustiani & Yunanto (2017), business processes carried out through information technology and the internet are known as e-commerce. Ecommerce is a website that markets its own products to the general public and there is no communication space between sellers and buyers to make price offers, such as Zalora, BliBli and so on. The existence of e-commerce creates an electronic market that connects sellers and buyers, known as a marketplace, and so on (Kumala, 2023). Sales on e-commerce platforms such as shoppe are growing rapidly and competition within them is getting tougher. In an effort to be successful and increase sales at Shopee, it is necessary to have an effective business communication strategy and business communication strategy is the key to building a strong brand image, reaching the target market and ensuring satisfied

customers. Current business development has developed very rapidly, even on the internet (online media). This kind of business has been widely used by multinational companies to small retail traders. The buying and selling business system is the main commodity that uses this kind of method, where a sales system like this makes it very easy to target the required buyer market without having to visit a shop or shop. shopee has become one of the largest e-commerce platforms in Southeast Asia and effective strategies can increase sales on the shopee platform.

Based on the results of We are social Hootsuite research in (Fauziah, 2020), which was released in January 2019, online media users in Indonesia reached 150 million or 56% of the total users. This number is up 20% from the previous survey. The large number of internet users in Indonesia is a potential for the national digital economy, resulting in the emergence of e-commerce, online shops and other businesses based on communications technology or the internet. This will become a digital economic force in the Southeast Asia region. Even e-commerce parties have developed special online shopping applications that can be downloaded and installed via smartphone. This special application makes online shopping activities easier for anyone and anywhere, so it is hoped that it can increase sales. The internet is an effective and ideal marketing tool for online shop business people, because it reaches millions of people and can be used to pursue target markets consisting of a particular group of individuals. This is because the activity of using the internet which is usually carried out 24 hours a day is very attractive for online business people and there are no geographical restrictions. More and more online shop competitors are involved in it, so the right business communication strategy is needed so that producers and consumers both benefit, in addition to increasing online shop sales. Safe and comfortable payments. So it makes online shopping easy, both for sellers and buyers.

Since its initial launch as Shoppe and becoming an online shop platform that has a well-known brand, Shoppe now has business partners with more than 70 of the best courier service providers throughout the country and provides various logistical support for all its users. Shopee has also increased its collaboration with various Local logistics services and well-known online transportation service providers from various countries, including Indonesia. This is a form of progress for Shopee which always strives to provide the best impression for all users in various countries, including Indonesia. Shopee is quite aggressive in promoting its services in Indonesia, especially free shipping services, so there is a lot of consumer interest. Apart from that, Shopee has made many efforts to narrow the gap with other e-commerce that has been playing for a long time in Indonesia (Fauziah, 2020).

Even though marketing via the Internet is happening everywhere, not all online shops use business communication via the Internet in the same way and on target. Marketing strategies through online media businesses are actually quite difficult to penetrate the market in Indonesia. This is because there are so many differences between consumers in Indonesia, starting from the way they shop, appreciating a product, sales promotions, economic conditions, cultural differences and technological developments which are challenges for online shops, especially Shoppe, in reaching all levels of consumers and increasing sales at Shopee. can involve several aspects. Tough competition shopee is a highly competitive e-commerce platform with online stores competing for customer attention. Online stores need to develop effective communication strategies to differentiate themselves from competitors. Shopee's algorithm often makes changes that can affect the way products are displayed to potential buyers.

2. RESEARCH METODOLOGY

Jenis penelitian yang digunakan dalam penelitian ini adalah penelitian kualitatif yaitu penelitian yang menganalisa hubungan antara variabel-variabel penelitian dan hipotesis yang harus di buktikan. Subjek dalam penelitian ini adalah 2 orang yaitu owner dan chief marketing officer. Owner memiliki visi dan tanggung jawab utama dalam arah strategis perusahaan. Penelitian terhadap owner memberikan wawasan tentang tujuan jangka panjang dan filosofi bisnis. Sumber data dalam penelitian ini terdiri dari data primer dan data sekunder. Peneliti menggunakan hasil wawancara yang didapatkan dari informan mengenai topik penelitian sebagai data primer. Data sekunder yaitu sumber data yang tidak langsung memberikan data kepada pengumpul data, misalnya lewat orang lain atau lewat dokumen. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data dalam penelitian kualitatif dilakukan pada saat pengumpulan data berlangsung, dan setelah selesai pengumpulan data dalam periode tertentu. Aktivitas dalam analisis data, yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan dan verifikasi, yang disebut dengan Analisis Data Model Miles and Huberman.

3. LITERATUR REVIEW

Kotler and Armstrong (2019), apply the 4P (Marketing mix) strategy in running their business so that they are able to attract the interest of their target market. From the results of the researcher's observations and interviews that the researcher conducted with the Denara Bali marketing team and owner, it is clear that the marketing communication strategy carried out by Denara Bali is in accordance with the Marketing mix concept. The 4Ps carried out by Denara Bali have a very significant role in running a business. In doing business, the thing you need to pay attention to is the product that the company itself will sell. Denara Bali is a company that provides skin care brands from Bali which was founded in 2008.

The products provided by Denara Bali include various types of products, one of which is Hand & Body lotion products, so consumers buy according to their needs or desired capacity. Products sold must have a guarantee to avoid damage in transit or other problems. By having a guarantee, consumers will also put their trust in the company to buy the products offered or sold. In a company, there is something called running out of product stock or selling out, usually caused by several factors such as a long product production period and even the product being sold out so that when there are consumers who want to buy the product the stock is no longer available. Denara Bali prioritizes undoubted product quality. The quality of the products is tailored to Indonesian skin types, with a focus on providing long-lasting moisture and calm. Denara hand & body lotion products are designed to provide moisture that lasts for more than just a few hours, so that consumers can feel moisture and freshness throughout the day, both before and after activities. Denara's main goal is to create products that do more than just moisturize the skin. Payments on the Shopee application are available in two forms, namely transfer and Shopee Pay. Shopee Pay can accept transfers via bank and also cash payments when goods are received (COD). Although previously Denara Bali accepted COD payments, now this service has been disabled due to incidents in the past, where several Denara products were lost during delivery by JNT couriers, even though consumers had paid, there were a number of cases where the products had arrived but the payment was not received. by Denara Team. To reduce risks, Denara chose to deactivate the COD service. We prefer payment via Shopee Pay letter, ShopeePay, and bank transfer. So consumers will feel satisfied not only because the price is affordable but also because the product quality is good so that Denara Bali provides prices that match the quality of the product.

According to Kotler and Armstrong (2019), distribution places or channels are company activities that make products available for consumption by consumers. In ensuring the availability of products in various regions or areas by adopting distribution strategies that are appropriate to shipping factors, careful and strategic consideration is required so that a product can be available in various regions, making it easier for consumers. Location selection requires more consideration in selecting the place. The product distribution system is able to establish competitive prices which can influence consumer buying interest. To display Denara Bali hand and body lotion products on the Shopee application, we use sales data from the largest cities. Determination of target cities is based on the latest consumer footprint reports, with the main focus on Bali, Jakarta, Bogor, Bekasi and Bandung.

Denara Bali plans and tracks data from two periods, namely the previous month and the previous three months, which are then combined into quarters for concrete evaluation. In addition, Denara has a monthly evaluation program to ensure the continuation or termination of the program, which is then decided based on quarterly evaluations. Denara Bali identifies types of sales promotions. Denara Bali collects sales data and consumer feedback during and after the implementation of various types of promotions. This data includes information on sales volume, frequency of purchases, types of products purchased, to compare the effectiveness of different types of promotions. Denara Bali analyzes consumer behavior trends before, during and after promotional campaigns. Denara Bali also collects qualitative data through surveys and direct feedback from consumers.

On the Shopee platform, there is a dashboard that provides reports that can be accessed by Shopee account users. The report includes advertising effectiveness and other indicators, such as the number of clicks, views and product purchases. Evaluation is carried out based on the number of buyers, visitors and products included in the shopping basket as indicators of the success of the advertising campaign. Advertising campaigns designed and implemented by the marketing team are usually focused on strategic promotions, such as exhibitions or special promos such as Galungan Kuningan promos or other major holidays. These ads are placed on various platforms, including Meta Ads and search ads. Apart from that, we also use content creators or social media teams to create short videos or product reviews by influencers, who then direct their viewers or followers to shop via the Shopee platform or other marketplaces. Denara Bali identifies types of sales promotions.

Strategy is the basis for building a brand, a strategy for keeping advertising and marketing elements on the right track and building a brand personality clearly and consistently. Strategy represents the soul of a brand and is an important element for success. Denara Bali identified the most potential market segment for hand & body lotion products. The advertising message is designed to attract the attention of the target segment by highlighting the superior features of hand & body lotion, such as quality, ease of use, and competitive price. Effective advertising on Shopee requires attractive and informative visuals. Denara Bali uses high-quality images and videos showing the product in real use, as well as gameplay footage to attract the attention of potential buyers. Denara Bali designs special promotions such as limited-time discounts, bundling with additional accessories, and exclusive offers only on Shopee. It is designed to create a sense of urgency and encourage consumers to make an immediate purchase.

Public relations and publicity activities have a significant impact in shaping public perception of the company or product being handled, by influencing opinion, image and public assessment of the brand. Training and motivating a personal sales team involves developing effective sales skills and providing motivating incentives to achieve sales targets, as well as ensuring the implementation of practices that positively enhance the customer experience. Approaches that have proven

effective in establishing personal relationships with customers and increasing retention include the use of personalized service strategies, open and responsive communication, as well as providing added value through loyalty programs and comprehensive customer experiences. Sumarmi and Soeprihanto (2018), explained, Marketing mix is a combination of variables or activities which are the core of the marketing system, namely product, price, promotion and distribution. In other words, the marketing mix is a collection of variables that can be used by a company to influence consumer responses. According to Wibisono (2012), advertisements can attract a lot of attention with attractive images and show the quality of the product being advertised. A form of communication for most people whose aim is to provide information by influencing consumers to create a buying impression and satisfy consumer desires in conveying communication to consumers to increase sales.

Based on the results of interviews with the owner and marketing director of Denara Bali, Denara Bali uses marketing communication strategies through the Shopee application to promote their Hand & Body Lotion products. They offer a variety of quality beauty products, including other products such as Body Scrub Cream, Natural Soap, Body Butter, Body Scrub Powder, and Bath Salt. Denara Bali hand & body lotion products are focused on quality that attracts customer interest with a texture that is easily absorbed and long-lasting moisturizing for the skin. Denara also offers a guarantee for their products and tries to ensure product availability in every region. Denara's promotional strategy includes the use of advertising tailored to keywords and similar product recommendations, as well as identifying the most successful types of sales promotions. The marketing mix is a group of marketing components consisting of 4Ps: product, price, place and promotion which are interrelated with each other, with the aim of meeting consumer needs and satisfaction and achieving Denara Bali company goals. Denara Bali uses a marketing communication strategy through the Shopee application to promote Hand & Body Lotion products and offers a variety of quality beauty products. Denara Bali is focused on quality that attracts customer interest with a texture that is easily absorbed and long-lasting moisturizing for the skin. Denara also offers a guarantee for their products and tries to ensure product availability in every region. In carrying out personal sales, Denara Bali focuses on providing a positive customer experience and communicating personally with consumers to increase retention.

4. RESULTS AND DISCUSSION

Denara Bali focuses on product quality and pays attention to consumer needs. Denara Bali uses various marketing strategies, including promotions on Shopee, the use of keywords, advertising similar products, and collaboration with content creators or influencers to expand their brand reach. Apart from that, Denara Bali also pays attention to consumer responses and complaints, and tries to maintain good relations with the public and the media. They use sales data to evaluate the effectiveness of their marketing strategies and continually refine and adapt their approach according to market needs. Overall, Denara Bali shows a strong commitment to providing added value to customers through quality products, affordable prices and responsive service. The marketing mix is a series of marketing tools that are interrelated in an effort to form the right marketing program so that the company can achieve its goals. Denara Bali's product types show that this company offers a variety of body care products which aim to provide a complete choice for consumers who want to care for their skin with quality products from Bali. Denara Bali shows a good understanding of the importance of product variety, quality, effective design, and market segmentation in marketing strategy. the combination of various lotion variants, commitment to quality, strategic label design, and focus on a specific target demographic shows that Denara Bali strives to meet consumer needs and desires.

Denara Bali not only focuses on basic aspects such as moisture but also on additional benefits that are relevant to the needs of Indonesian consumers, emphasis on quality, adaptation to local skin types, and focus on long-lasting moisture and multifunctional benefits shows Denara Bali's commitment to being the first choice in skin care products in the Indonesian market. The warranty policy implemented by Denara Bali reflects the company's efforts to provide the best service to consumers, ensuring high protection and satisfaction. This is a strategic step to build customer trust and loyalty and strengthen the brand's position in the market. Denara Bali shows careful and strategic management in various operational and marketing aspects. A data-based approach, flexibility in facing challenges, and commitment to quality and consumer satisfaction are the keys to the company's success in maintaining and developing the market on e-commerce platforms such as Shopee.

According to Kotler (2019), the elements or elements of the marketing mix consist of "price, product, place and promotion". Denara Bali's product types show that this company offers a variety of body care products which aim to provide a complete choice for consumers who want to care for their skin with quality products from Bali. Denara Bali shows a good understanding of the importance of product variety, quality, effective design, and market segmentation in marketing strategy. the combination of various lotion variants, commitment to quality, strategic label design, and focus on a specific target demographic shows that Denara Bali strives to meet consumer needs and desires.

5. CONCLUSION

The conclusion of this research is that Denara Bali uses a mix of strategies to market its products and places more emphasis on the Shopee application. Apart from that, Denara Bali always maintains the quality of its products carefully so that their customers and customers are always satisfied with Denara Bali products. The suggestion in this research is that Denara Bali hopes to carry out a market analysis to better understand Denara Bali's competitors in the beauty industry, especially those that also operate on the Shopee platform. This can help Denara Bali find market gaps and differentiate itself from competitors. In consumer online purchases, including payment methods, trust in delivery methods, and other factors influence purchasing decisions. This can help Denara Bali improve their online purchasing process and reduce cancellation or return rates

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