

COMMUNICATION STRATEGY THROUGH THE PROMOTION MIX IN PRODUCT MARKETING

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ABSTRACT

Intense competition in product marketing, the difficulty of building a market, the high cost of promotion, requires an appropriate strategy in informing the company's products to consumers. The form of promotion is an activity that needs to be carried out as a marketing communication activity which will be able to realize customer loyalty. The problem formulated in this study is how to determine various promotional tools (Tools Of Promotion) in the form of a promotion mix through determining the right marketing communication strategy. The conceptual foundation in this study uses several concepts related to the communication mix related to marketing communication strategies. The research method is determined using descriptive analysis through literature studies by taking references from various sources. The results of the research were analyzed through several model approaches, AIDA, Hierarchy Of Effect Model, and the DAGMAR Model approach, which are oriented towards promotion objectives. The conclusion of the study, the establishment of a communication strategy through promotional mix is an activity that is not usually avoided for product marketing

Keywords: *Communication strategy, promotion mix, marketing*

1. INTRODUCTION

Communication strategies determine a lot of success in communication activities, to develop a communication strategy one must understand the function of a communication strategy which includes two things, disseminating communication messages that are informative, persuasive, and systematic instructions to targets to obtain optimal results, bridging phenomena, namely conditions that occurs due to the ease of obtaining and operationalizing such powerful media.

Companies both engaged in services and goods in their activities have the same goal to make a profit, as the main goal of their activities. In this era of globalization, this goal is not easy to achieve. Intense competition for the products produced will make it difficult to achieve the company's goals. For that we need a certain way how company goals can be achieved through the communication strategy that will be carried out.

Promotion is essentially a form of marketing communication, in the sense that it is an activity of a company that seeks to provide information in order to influence or persuade and remind targets of the company and its products so that consumers are willing to accept, buy and be loyal to the products offered. To carry out these promotional activities for companies is not easy, as we know that high costs are required.

To build market share, to face very tight competition, as well as the high cost of promotion required, it is necessary to establish the right form of marketing communication strategy, so that we can achieve marketing goals.

The promotion mix as a combination of several promotional tools is a marketing communication strategy that we really need to pay attention to in order to build a market for a company's product. The selection of the promotion mix as a form of

marketing strategy aims to be able to realize the company's goals that will be expected later. This is not an exaggeration, because using good *promotion tools*, even a new product can play beautifully in the market, even when facing established opponents. And also if the strategy designed and implemented is effective, then it is possible that the product will become a *Market Leader* where Kotler (1997) also stated that the existence of promotion and marketing communication strategies is inevitable for a company that really wants to be successful in their business activities.

Product marketing is the core of the company's activities, meaning that a company will usually run as expected if the company is able to realize market share for the products it produces. So that in this study the problem that can be formulated is how the communication strategy through the promotion mix in marketing the product.

2. CONCEPTUAL BASIS

Communication Strategy

The communication strategy is a guide for *communication planning* and *communication management* to achieve a goal.

According to Joseph Devito (2013) a communication strategy is the implementation of several plans to control other people through communication interactions, usually by manipulating and encouraging defensive attitudes.

The steps for identifying audiences and targets according to Suprpto, (2011) are as follows:

1. Know the Audience

Knowing the audience must be the first step for the communicator in an effort to communicate effectively. Audiences are not passive but active so that between the communicator and the communicant there is not only a relationship, but also mutual influence.

2. Composing Messages

After getting to know the audience and the situation, the next step in formulating the strategy is compiling the message, namely determining the theme and material. The main requirement in influencing audiences is being able to arouse attention.

3. Set Method

In the world of communication, the method of delivery can be seen from two aspects, namely: according to the method of implementation and according to the form of the content. This is explained further that the first, solely looks at the communication itself in terms of its implementation by releasing attention from the contents of the message. While the second is to see the communication in terms of the form of the statement or message and the intent contained.

4. Media Selection and Use

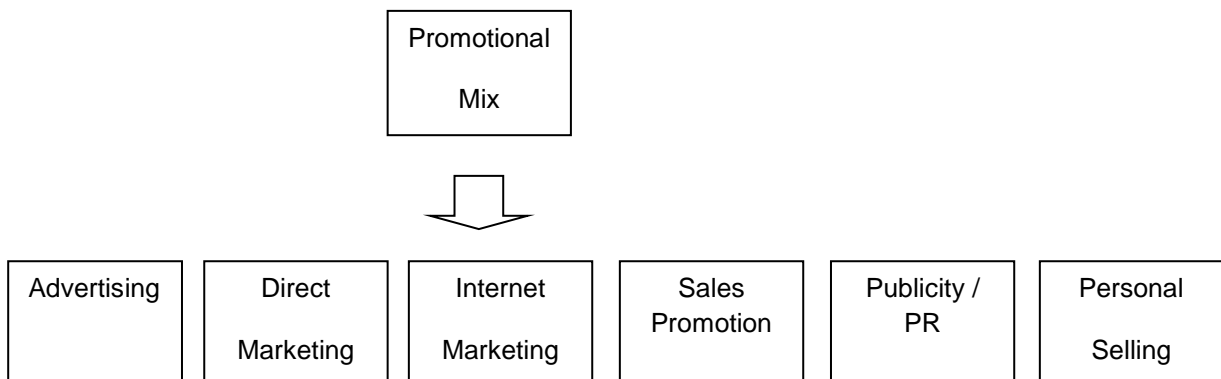
Selection of media use means that we must be able to determine the type of media to be used because each media has its own advantages

Promotion Mix :

The development of human civilization, thanks to the rapid pace of technological and scientific development, is indeed very amazing. Unlimited access to

information, thanks to the development of satellite, digital and internet technology and the variants of technology and knowledge derived from it, has implications for a highly accelerated mindset and lifestyle that must always respond to these changes, this situation also has implications for concepts and marketing communications practice.

To understand the concept of the promotion mix (*Tools Of Promotion*), it can be described by the following model: (George E. Blech and Michael A. Blech, 2001)



Marketing:

Marketing can be interpreted as an effort to socialize the company's production results in various ways so that these products are in great demand by the wider community (Sihite, 1996). Marketing as a process means that it is a stage where goods or services can reach the hands of consumers from producers, while the marketing process consists of:

- a. Product exists:
- b. Pricing
- c. Distribution channel
- d. Promotion
- e. Purchase

3. RESEARCH METODOLOGY

The research design used is descriptive research design, namely research that seeks to provide an overview by describing and interpreting the data obtained.

Data collection techniques using documentation techniques to collect information relevant to the problem to be studied. Information can be obtained through research reports, scientific essays, written sources, both print and electronic.

Data analysis uses descriptive analysis techniques, namely analytical techniques that describe, explain/describe the information obtained with logical thinking, so that a conclusion can be drawn.

4. RESULTS AND DISCUSSION

Referring to the thoughts of John R Rossiter and Larry Percy (1977) said that the results of a promotion that reaches consumers will cause changes in consumers, which include:

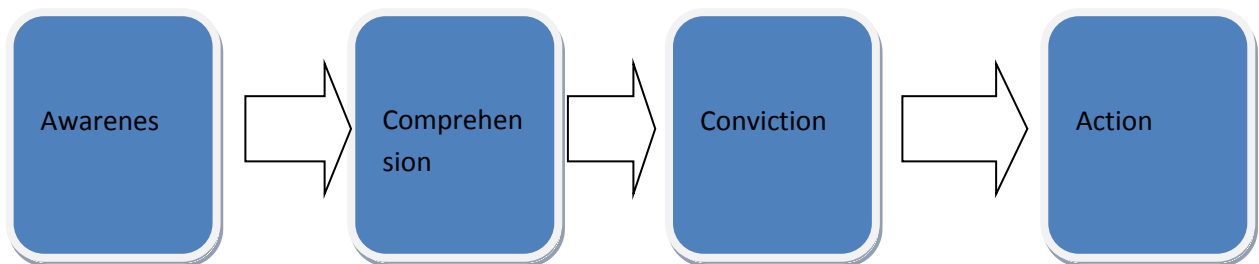
1. The emergence of category needs: means that before we buy a certain product because of the need for that product. The strategy we will use is using advertising to stimulate category needs in order to reach a wider audience. In addition to influencing the needs of the category to a certain degree, publicity and *personal selling can also be used* .
2. Formation of brand awareness: We will not buy a certain product brand, unless we know about the brand. For this strategy, advertising marketers have a high influence besides publicity, *personal selling* . Sales promotion can also build brand awareness although in a limited capacity.
3. Shaping brand attitudes: Consumers tend to have certain attitudes towards each brand they buy. Each promotion strategy can affect consumer brand attitudes. For new or unknown brands, the promotion objective here must be to create a brand, for brands that are already known, the promotion objective is to maintain a positive brand attitude. And consumer brand attitudes that are neutral for promotional purposes raise these consumer attitudes to a positive attitude. The general strategy undertaken by the company is to create a more positive belief in the consequences of the main characteristics of a product.
4. Forming a desire to buy a brand: As a promotional strategy aimed at increasing or maintaining the likelihood that consumers will buy a brand To develop an effective promotional strategy aimed at buying a brand, Building consumer awareness about the need for a product category Searching for a product tends to form an intention to buy a brand as they see in commercials. *Personal selling* and *sales promotion* are designed to influence purchase intentions in the event of exposure to promotional information. The goal is for consumers to quickly form a relationship between brands with important consequences and values.
5. Facilitate other consumer behavior: Consumers often engage in other behavior when buying a brand. This can be illustrated, for example, consumers buy certain brand products when faced with other behaviors, marketers usually use advertising and *personal selling strategies* to increase the likelihood of carrying out this behavior. For example, there are advertisements that encourage consumers to come to dealers and test new cars.

To design how the activities that must be carried out by the company in designing promotions in order to build promotional goals effectively can be done through several models that will be used:

1. *personal selling* was carried out . This model is carried out through several processes, beginning with the stages of *attention* , interest , desire and action .
2. The Hierarchy of Effects model was developed by Lavidge and Steiner (1961) who presented the process through advertising, the assumption is that there are a series of steps that must be passed in an order, from unconsciousness to purchase. It is assumed that advertising cannot immediately influence the response to consumer behavior, where a series of mental influences must be carried out through the fulfillment of each stage of a particular cognitive problem before the progress of the next stage is passed. Such as cognitive (learning), affective (feeling) and conative (doing) stages
3. Information Processing Model: Developed by McGuire (1978) who argues that the recipient's similar views about persuasive advertising are information processors or cognitive problem solvers. Marketing communication messages are designed to provide information that

potential buyers will use when purchasing decisions are made at some point in the future.

4. The DAGMAR (*Defining Advertising Goals For Measured Advertising Results*) model was developed by Colley (1961) whose purpose is to set advertising goals and measure results. Colley stated how to structure effective communication that is goal-oriented, advertising work communicates information that audiences can understand and creates a frame of mind that can stimulate action. Advertising succeeds or fails depending on how well or not it communicates the desired information and attitude to the right person, at the right time, at the right cost. The communication task is based on the communication process hierarchy as follows:



Awareness (Awareness) about the existence of a product or company is important before selling behavior occurs. Marketing strategies in the form of sales promotions and *personal selling* may be more effective for informing, persuading and encouraging consumption of a new car when advertisements are created to help raise awareness at a certain stage.

Comprehension (Understanding) Awareness is not enough to stimulate buying activity (Fill.1995). Knowledge about the product can be achieved by providing specific information, as information needs for consumers.

Conviction (Confidence) In this case the consumer believes in the product that is produced, this can be realized with a message that shows the superiority of the product over its main competitors. The strategy to be taken in this condition is strongly supported by *personal selling* and sales promotion activities in an effort to fulfill the belief.

Communication Action Programs are used to encourage buyers to engage in purchasing activities. The communication strategy is carried out by directing advertising to lead buyers into certain behaviors. For high-involvement decisions the most effective tool in the communication mix is *personal selling* , through the use of interpersonal skills, buyers will prefer to buy products rather than no interpersonal touch.

5. CONCLUSION

From the discussion, it can be concluded that the communication strategy through the promotion mix is one way to market the company's products.

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