

MARKETING COMMUNICATION STRATEGY IN SALES OF WE COFFEE ROASTER PRODUCTS

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ABSTRACT

The process of marketing products cannot be separated from the strategy that every company has so that its goals are achieved. Of course, it requires an effective marketing communication strategy to market its products. The purpose of this research is to analyze and develop marketing communication strategies used in the sale of WE Coffee Roaster products. This study used a qualitative descriptive method with the subject of the study, namely the Marketing & Communication Manager of WE Coffee Lab. In this study, researchers used data collection techniques in the form of observation, direct interviews with resource persons and documentation. The findings in research at PT Wilindo Jaya Utama WE Coffee Lab show that supporting marketing communication strategies in selling WE Coffee Lab products is the 7P marketing mix, namely: 1) The products offered have varied; 2) The price offered is affordable to the public; 3) Promotional media used are Instagram and Facebook social media and events in the coffee industry; 4) The distribution location is strategic so that it is easy to reach; 5) The company selects employees according to the required requirements; 6) Physical evidence that can be seen is the results of lab tests in the form of machines suitable for use and user friendly machine designs; 7) The process of presenting the product is that the customer places an order, after which the payment and product are ready to be shipped.

Keywords : *Strategy, Marketing Mix, Product Sales*

1. INTRODUCTION

Strategy is a large-scale plan, with a future orientation, to interact with competitive conditions to achieve company goals (Pearce II & Robinson, 2008), it can be concluded that the understanding of strategy is an action planning process to achieve goals that have been set, by doing things that are continuous according to mutual decisions and based on the point of view of customer needs. In developing a strategy, of course, communication is needed so that the planning prepared can be achieved. Communication is a process that involves many factors or elements, factors or elements in question, among others: can include actors or participants, messages (including forms, content and ways of delivery) channels or tools used to convey messages, time, place, results or consequences that occur and situations or conditions during the communication process (Effendy, 2003). Communication becomes one of the determining factors and also as a driver to realize the goals of the business that will and has been carried out.

The process of marketing products cannot be separated from the strategy that each company has in order to achieve the goal of marketing its products, companies also need communication. So that a communication strategy process is formed to market trade products. Marketing communication is an activity that seeks to disseminate information, influence and persuade or increase the target market of

the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned (Djaslim Saladin, 2001). To increase competitiveness in the current era, the way that companies use to carry out marketing communication strategies. Marketing communication strategy is an informative or persuasive communication activity to build understanding and support for an idea, idea or case, product or service planned by an organization, both for-profit and non-profit, with goals, plans, and various alternatives based on research and evaluation (Smith, 2005).

A good marketing communication strategy can help companies promote their products and services effectively, build a strong brand image, increase sales, and maintain customer loyalty. In this case, companies must consider various factors, such as target markets, competitors, and market trends, to develop the right marketing communication strategy. In introducing products to the market, brand awareness is very important. Marketing communication strategies should be designed to increase brand awareness, by conveying consistent and compelling messages to target customers. In the marketing communication strategy, the company must reflect brand values, product uniqueness, product benefits, and differences from the product with competitors.

In addition to increasing brand awareness, marketing communication strategies also play an important role in increasing sales. When a product is launched into the market, companies must provide customers with enough information for them to make an informed purchasing decision. In this case, the marketing communication strategy should be designed to motivate and convince customers to buy the product. The messages conveyed in the marketing communication strategy must be clear, interesting, and easy to understand by customers. In addition, companies must also target the right audience, by understanding the needs and preferences of potential customers.

Furthermore, marketing communication strategies can also play a role in increasing customer loyalty. After successfully selling products to customers, the company must constantly communicate with them to maintain a good relationship. Continuous and effective marketing communications can help companies maintain close relationships with customers, provide information regarding new products, send special offers, or provide satisfactory customer service. In this case, the marketing communication strategy should be designed to build trust, meet customer expectations, and create a positive experience.

PT. Wilindo Jaya Utama *WE Coffee Lab* is a company that has only been running for the last 10 years but has many enthusiasts. This is also inseparable from the marketing strategy owned by PT. Wilindo Jaya Utama *WE Coffee Lab*. Along with the times, if you do not participate in the latest selling/promoting goods and services that often change from time to time, the company will be left behind with other companies. Until now, many companies use social media to promote the goods sold. Likewise with PT. Wilindo Jaya Utama *WE Coffee Lab* is also one of the companies that participates in promoting/marketing their products through the internet, especially on social media (Instagram, Facebook, WhatsApp, and YouTube) so that *WE Coffee Lab* products are well known by the public, through online *shops* (tokopedia and shopee) for consumers who are far from *WE Coffee Lab* outlets can be through online *shops* to buy products that are of interest and can also visit the *WE Coffee Lab offline store* directly to find items that are in demand by consumers.

There are several factors to consider in developing an effective marketing communication strategy for *We Coffee Roaster products*, such as competition in the coffee market, consumer behavior in buying coffee products, and coffee industry market trends. Market competition in the increasingly competitive coffee industry requires *We Coffee Lab* to develop a strong and consistent brand to differentiate themselves from competitors. In addition, consumer behavior in buying coffee products also needs to be considered, such as taste preferences, lifestyle, and preferences for how to present the product.

A proper marketing communication strategy is essential for *WE Coffee Lab* to *introduce* its brand and products to potential consumers, build brand awareness and influence purchasing decisions, as well as retain loyal customers and attract new ones. In this case, the *7-P marketing mix* can be used as a framework for developing an effective marketing communication strategy.

Based on the discussion above, researchers are interested in conducting research related to the phenomenon of marketing communication strategies in the sale of *WE Coffee Roaster* products so that it can be a reference for researchers and readers about the importance of marketing communication strategies that will be used by a company / business actor to increase sales and also maintain consumer attraction for the sustainability of a company.

2. RESEARCH METODOLOGY

This research was conducted at PT. Wilindo Jaya Utama *WE Coffee Lab* Bali Branch located at Ikat Plaza Building, Jalan Bypass Ngurah Rai No.505, Pemogan Village, South Denpasar District, Denpasar City, Bali Province, this company is engaged in the production of coffee drinks, coffee beans, coffee roasting machines and *coffee machine spare parts* to be sent to domestic areas and even abroad. The approach used in this study is a qualitative approach.

The approach in this study is qualitative research, qualitative research is an effort by researchers to collect data based on natural settings (David Williams, 1995). Of course, because it is done naturally or naturally, the results of the research are also scientific and can be accounted for. Therefore, this research is a direct interview with the resource persons and provides questions about the research. So that the results of the research to be researched can be accounted for. And can make observations at the research location to add insight into the subject to be studied. Researchers use a qualitative approach with a descriptive case study method. Researchers use this type of research with the aim of attaching data that has been found systematically, actually and factually. This research focuses on how marketing communication strategies in selling *WE Coffee Lab* products.

The informants in this study are staff who are directly involved with the marketing of PT. Wilindo Jaya Utama *WE Coffee Lab* Bali branch, which aims to obtain accurate and factual research results in this study. The research subjects who will provide information related to marketing communication strategies in selling *WE Coffee Roaster* products in this study are the Manager of *Business Marketing & Communication WE Coffee Lab*.

Data generated through two sources, namely the first data data, namely data collected by the researcher himself directly from the first source or place where the object of research is carried out. Researchers use the results of interviews obtained from informants regarding research topics as primary data and second data, secondary data are data collected by researchers indirectly so that in this study the secondary data sources are e-books, journals, articles related to

research topics regarding marketing communication strategies. Researchers use data collection techniques in the form of observation, direct interviews with sources and documentation. Data analysis techniques in this study are qualitative descriptions by summarizing, choosing the main things, focusing on important things that are in accordance with the research topic, then presenting data in the form of a brief description of the relationship between categories and the like but what is often used to present data in qualitative research is with narrative text, after that conclusions about findings can be in the form of descriptions or descriptions of an object the previous one is still unclear so that after research it becomes clear (Sugiyono, 2018).

3. RESULTS AND DISCUSSION

Marketing communication plays an important role in a company's ability and capacity to innovate. Successful marketing communications fully provide a competitive response through offering added value to their customers. And now marketing communication is a major need and not just an option for institutions in the world.

Marketing communications allow companies to connect their brands to people, places, events, experiences, feelings, and other things. Marketers can contribute to brand equity by embedding brands in consumers' memories and creating their image, as well as increasing sales while influencing stock value (Keller and Kotler, 2005). The main task of a market-oriented company is to build and maintain relationships or relationships with consumers, therefore the company needs marketing communications.

One strategy related to a company's marketing activities is the *marketing mix strategy* defined by Kotler and Armstrong (1997) which states that *marketing mix as the set of controllable marketing variables that the firm bleads to produce the response it wants in the target market*"It can be interpreted that the marketing mix is considered as a combination of variables that can be regulated by the company to achieve certain goals in the intended market and marketing uran is considered as a combination of variables that can be arranged by the company to achieve certain goals in the intended market. And for service / product businesses there are 7 elements of *marketing mix*, namely: *Product, Price, Promotion, Place, Participation/People, Process, and Physical Evidence*.

In developing a marketing communication strategy, companies must consider various factors, such as marketing objectives, target markets, competitors, market trends, and available budgets. Companies should also use a variety of effective communication tools, such as advertising, public relations, direct selling, and online marketing. By understanding the background and needs of the market, companies can develop appropriate marketing communication strategies, which can help them achieve their goals.

Based on the results of research that has been done and the discussion in the previous explanation, the author concludes the marketing communication strategy in the sale of *WE Coffee Roaster* products from the indicators used is the *7-P marketing mix* (product, price, place, promotion, people, process & physical evidence) as follows: 1) The products offered by *WE Coffee Lab* vary from: (a) Coffee roasting machine (from 120gram/*batch* to 12kg/*bacth capacity*); (b) Coffee Education Class, *Q-Processing Class* (introduction to the diversity of all types of coffee), *Roasting Class* (private class for coffee roasting), *Cupping Class* (introduction to the taste of various types of coffee); (c) Coffee accessories &

coffee roasting machine spare parts, so that for consumers who want to try products from WE Coffee Lab, various product options are available according to consumer needs; 2) WE Coffee Lab provides products at prices that are in accordance with the range of consumers so that when they want to try products from the company, consumers do not have to spend a very large cost; 3) Location selection is strategic enough because it is easily accessible to consumers and can expand the reach of marketing and product distribution; 4) Promotional media used by WE Coffee Lab through social media (Instagram & Facebook) and participating in exhibitions / events to introduce products widely to consumers; 5) WE Coffee Lab selects employees who behave well, the rest are able to be responsible for their duties and obligations, then able to communicate both ways well. Because the more positive the performance given to consumers, the better the impact in making purchasing decisions; 6) In general, the physical evidence that can be seen by consumers from our company is as follows: (a) Machine lab test results, in the form of reports that the machine is suitable for use; (b) User friendly product design; 7) In the process of preparing products, WE Coffee Lab has dexterous and reliable employees so that it is very necessary in an effort to be effective in providing products for consumers.

In general, the marketing communication strategy carried out by WE Coffee Lab in selling WE Coffee Roaster products is: 1) Promotional media used to introduce products to the audience is social media, the use of this media is good enough so that many consumers are interested especially young people who are just starting to start a business in the coffee industry can try machines or products from WE Coffee Lab. Because the impact of promoting products through social media sales are quite increasing but it is also undeniable that WE Coffee Lab is always consistent in maintaining service and product quality; 2) Product sales through *offline stores, online shops* and *marketplaces* make it very easy for consumers to buy goods provided by WE Coffee Lab, even though consumers are in a place that is quite far from the reach of the consumers themselves, can buy goods through an *online shop*, while consumers who are still in one area can visit the store directly to find products that suit consumer needs and can also go through the *marketplace*; 3) In terms of location, WE Coffee Lab is also quite strategic because of the location of the *store* It is in the urban area and close to the shopping center area in the Bypass area so it is easy to reach. In fact, location also affects the increase in sales of a product; 4) Service from WE Coffee Lab staff also affects sales, during interviews the service from WE Coffee Lab staff is very good, starting from receiving input from consumers, providing solutions when there are problems with shipping goods, when shipping goods the staff ensures the product will not be damaged in shipping. The CS staff is also very friendly so that people who want to know information about the products provided by WE Coffee Lab, with friendly service will make consumers enthusiastic to know the products in the WE Coffee Lab company; 5) With Coffee Education Class and Q-Processing Class, *Roasting Class, Cupping Class*, WE Coffee products Lab is increasingly known from Sabang to Merauke even abroad, by *touring* around Indonesia to do Q-Processing CEO / *Founder* of WE Coffee Lab does not forget to introduce and teach how to use the product, when there are consumers who may be interested in this field but previously did not have experience or basic knowledge about the field of WE *coffeeCoffee* Lab provides this Q-Processing to help coffee enthusiasts who are interested in learning. The CEO/*Founder* of WE Coffee Lab is very motivating for consumers or people who want to try new things and new experiences.

4. CONCLUSION

In this study, it was found that marketing communication strategies have an important role in the company's ability and capacity to innovate and provide competitive responses through value-added offerings to customers. Marketing communication strategies allow companies to connect brands with people, venues, events, experiences and other things, as well as contribute to brand equity by embedding the brand in consumers' memories and creating a corporate image.

In the context of selling *WE Coffee Roaster* products, marketing communication strategies include the 7-P *marketing communication mix*, namely (*product, price, place, promotion, people, process & physical evidence*). The products offered vary and there are coffee education classes, coffee accessories, and coffee roasting machines with different capacities. The price offered is in accordance with the reach of consumers and strategic locations are easily accessible to consumers. Promotional media used through social media and exhibitions / *events*. The selected employees are well-behaved, able to be responsible, communicate both ways well, and are reliable in preparing products. Physical evidence that can be seen by consumers includes machine lab test results, user-friendly product design, and dexterous employees. In order to build and maintain relationships with consumers, companies need to use effective marketing communications. Thus, the marketing communication strategy that has been prepared can help *WE Coffee Lab* to improve its corporate image and product sales.

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