

Integrated marketing communication (IMC) strategies of RBS Gadget to increase the number of buyers

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ABSTRACT

Keywords

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The study's focus is on "strategic integrated marketing communication RBS gadget Regarding increasing the number of buyers " to inform the public about RBS gadgets, which use social media platforms like Twitter to promote their products. RBS, or Rumah Bersama Seluler, is a company that specializes in selling various types of electronic devices, including smartphones, laptops, tablets, and other electronic products. This study's type of research employs descriptively conducted qualitative research. This study aims to identify existing research studies by data analysis and systematic observation to facilitate researchers in identifying research findings (Purwanti 2018).

1. Introduction

Terence Teori A. Shimp, IMC is the process of developing and implementing various persuasive communication programs for customers and potential customers methodically. IMC is direct marketing communication, which is a process of developing a communication strategy that highlights the existence of a product or brand by utilizing various forms of advertising that are used in the current digital era, such as direct response, promotions, sales, and human resources to achieve maximum clarity, consistency, and communication impact through interviewing people. The concept of participatory communication recognizes the need for comprehensive listening and evaluates each strategy's relative merit in communication format.

interesting concepts are becoming increasingly important in the digital age that is dominated by images. Research by RBS indicates that visually striking content can influence a user's decision to buy. Due to this area, they must develop their ability to recognize content that has an attractiveness from content created by other content creators. To achieve this goal, RBS may need to devote time, resources, and creativity. They may also need to adopt innovative techniques to ensure that their products are more creatively engineered.

According to Rowley (2008), content marketing, also known as content curation, can be defined as a business process in which a company identifies, evaluates, and satisfies customer desire to obtain some benefit from using digital information by contributing through electronic means. RBS Gadget is one company that sells cell phones at competitive prices, offering a variety of phone types. As of right now, the RBS gadget social media account has 44,2k followers, totaling over 1,3 million. This social media is particularly important because many users learn about RBS gadgets through social media TikTok.



Figure 1. Tiktok RBS Gadget

Source: RBS Gadget documentation.

Before using RBS Gadget social media, the general public was unaware of or did not understand RBS Gadget. As an example, RBS Gadget uses social media platforms like Twitter to promote the products that the company sells. The first content created by the company has a total of 52,6k views, and it is easy to use with frequent updates. Over time, the total number of views on the RBS Gadget account has increased to reach the highest point at 7,8 million views. Following the social media campaign, a large portion of the public has become aware of RBS gadgets, increasing the number of purchases.

The use of TikTok as a media platform by RBS company to promote its products and increase the number of purchases. Before using social media platforms, the general public is unaware of or does not understand the RBS gadget in question. Generally speaking, RBS Gadget uses social media platforms as a means of promoting the products that the company sells. The first set of questions the company creates has 32.1k answers, and over time, the number of questions on the RBS gadget account steadily increases to reach the highest point at 7.8 million answers. Every time a promotion is conducted through a social media account, a large number of the general public is aware of RBS gadgets, increasing the number of purchases.

Two entities that are related to one company are RBS Gadget and Appelhouse Store. During the ongoing research process, RBS Gadget encountered a problem that required them to transfer their TikTok social media account to the TikTok Appelhouse Store social media account. This is done to ensure that customers receive accurate information and communication.

Appelhouse Store is an electronic retail business that specializes in providing internet-connected devices such as smartphones, laptops, iPads, and other devices. The company is committed to providing high-quality products at competitive prices and first-rate customer service to meet the needs and expectations of its customers.

2. Method

This study employed a qualitative approach using a descriptive methodology as its research methodology. Interviews, documentation, and observation are the methods of data collecting that are employed. To provide a more comprehensive explanation of the Integrated Marketing Communication strategy, which uses Tiktok from the Appelhouse shop to attract more customers, a qualitative technique is employed. Because this study does not employ numbers and instead gathers data in the form of words and images, the author employs descriptive qualitative research (Moleong 2014). The Appelhouse store Jogja served as the research site. The research methodology employed

in this instance is qualitative research, which generates descriptive data in the form of data and observed behaviors.

3. Result and Discussion

3.1. Presenting the Results

Direct Marketing. The Appelhouse store can benefit from a number of exclusive deals and promotions through direct marketing techniques to draw in new clients and boost sales. In this instance, business actors will use tiktok social media or deliver directly (offline) to customers who visit the store in an effort to meet their goals for direct marketing. The results of the interviews indicated that social media marketing will be used at the direct marketing stage. This approach uses social media to do direct marketing in building relationships with customers by sharing content that consumers can readily share on their social media. Buyers can also provide comments on the stuff we produce.

Sales Promotion. Sales promotion, commonly known as sales promotion, is an efficient and attractive marketing strategy to increase the number of sales. This strategy is carried out to take advantage of various attractive offers used by the Appelhouse store to provide gift vouchers to encourage buyer interest in products specifically at the Appelhouse store.

To face market competition, competitors in the same business scope PT Rumah Bersama Seluler (Appelhouse store) carry out sales promotions by giving gift vouchers of Rp. 20,000,000 for 40 people where this voucher is given directly to the buyer, when making transactions at Appelhouse with a predetermined minimum shopping. Well this voucher is also valid in online stores and offline stores. This statement is based on the results of interviews in which the marketing concept used by the Appelhouse store is no longer about price competition, but rather increasing the value of a company, therefore giving shopping discount vouchers with a predetermined minimum shopping is more efficient than having to compete in price.

Public Relation. The Appelhouse store uses public relations to host Q&A sessions with content designed specifically to answer inquiries from customers about issues like satisfaction and areas for improvement. This is to ascertain the level of satisfaction and deficiencies that customers require. Two times a month or every two weeks, the applause makes efforts such as these. in order for the business to comprehend and assess the grievances and feedback that customers require. **Personal selling.** A tactic known as "personal selling" depends on interactions with prospective customers to draw clients and sway their decisions. In this instance, the applause business decides to use soft selling, or personal selling, by producing lessons, advice, and instructional materials. Such information can help consumers become more knowledgeable before making an electronic purchase, particularly when it comes to the availability of internet-connected gadgets like tablets, laptops, cell phones, and the like.

Advertising. The Appelhouse store makes use of a variety of internet advertising networks, including Shopee, TikTok, and Meta adverts. This kind of online advertising is carried out in order to increase the reach of the products that the Appelhouse store sells or provides. Since using data from online advertising is more effective than using offline advertising methods like handing out pamphlets and the like. The applause business uses web advertising to convey detailed and understandable promotional messages about the goods it is selling. Careless use of web advertising might result in significant operational expenditures and be ineffective.

Word of Mouth Marketing. In this instance, the applause store employs Q&A as previously discussed in public relations because other businesses typically only consider the positive aspects of the customer. Word-of-mouth marketing is a tactic that makes use of the power of customer recommendations to build trust and business success in order to build a positive image and increase sales.

Event and Experiences. A tactic known as "events and experiences" aims to produce unique, brand-relevant moments that benefit the intended audience. In order to propel the accomplishment of company objectives, the strategy draws in the target audience and creates enduring relationships. The

Appelhouse shop sponsored and participated in a seminar event organized by PT Global Danapati Niaga and the Pedia store. Assuming that the applause store contributed to higher sales.

Interactive Marketing. The goal of this tactic is to create a captivating exchange between purchasers and business players. Because comprehensive data is necessary for interactive marketing to comprehend and forecast consumer behavior, the Appelhouse store typically requests permission from customers to share their positive experiences and satisfaction with the store. These comments are then packaged into a video that is posted to the TikTok appelhouse store, also known as a testimonial.

3.2. Discussion

Direct Marketing. The Appelhouse store employs a range of promotions and discounts, particularly through marketing techniques, in an effort to draw clients and boost sales. The Appelhouse store uses both offline and online methods to carry out this strategy. By producing content like product tutorial videos, advice articles, and freebies, Applehouse uses TikTok social media to connect with a large audience and cultivate a relationship with consumers. In addition, the IAppelhouse store offers an offline platform by bringing deals and discounts straight to clients upon their arrival, all while facilitating a pleasurable and easy-to-find purchasing experience.

Sales promotion. In order to enhance customers and product sales, the Appelhouse store in this instance uses sales promotion by providing eye-catching gift vouchers. Appelhouse Store is more concerned with boosting business value than it is with being caught up in a pricing war. The shopping discount gift voucher with a predetermined minimum shopping amount demonstrates this tactic. This demonstrates Appelhouse Store's faith in the caliber of its goods and services as well as its dedication to giving clients the best possible deal. Gift cards are seen to be more effective than price competition. By using this tactic, Appelhouse Store can draw clients without having to significantly lower the cost of its goods, maintaining business profitability.

Public relation. By regularly holding Q&A sessions, applause demonstrates that it is a firm that is interested in cultivating positive relationships with its consumers as well as increasing customer satisfaction. By ensuring that the products and the experience they offer fit customer expectations, this strategy can assist the Appelhouse store in creating a better overall customer experience.

Personal selling. The soft selling approach used by Appelhouse Store demonstrates the company's desire to gain consumers' confidence and credibility in addition to boosting revenue. The instructional and informative information produced by Appelhouse Store demonstrates their competence and authority in the electronics industry. By demonstrating that they are attentive to their clients' needs and desires, Appelhouse Store uses soft marketing to foster positive customer relationships.

Advertising. Appelhouse Store's online advertising strategy shows that the company has a good understanding of their target audience and uses technology effectively to reach them. This advertising helps appelhouse store to increase brand awareness among their target audience. Online advertising can drive website traffic to the Appelhouse Store online store, thus increasing the chances of sales conversion. The data obtained from online advertising can be used to analyze the effectiveness of Appelhouse Store's marketing strategy. This data can help Appelhouse Store to understand what is working and what is not, so that they can continuously improve their marketing strategy.

Word of mouth marketing. Word of mouth marketing adalah strategi pemasaran yang berbiaya rendah dan efektif. Appelhouse Store tidak perlu mengeluarkan banyak biaya untuk membangun Word of mouth marketing yang positif. Strategi WOMM Appelhouse Store menunjukkan bahwa perusahaan ini berfokus pada membangun hubungan yang baik dengan pelanggan dan memanfaatkan kekuatan media sosial untuk meningkatkan penjualan. Appelhouse Store mengemas testimoni pelanggan dalam bentuk video yang menarik dan relatable. Hal ini membuat testimoni lebih mudah diakses dan menarik untuk ditonton oleh calon pembeli.

Event and Experiences. Appelhouse Store participates in events such as seminars to increase brand awareness and reach new target audiences. This participation shows that Appelhouse Store is active in the community and wants to build relationships with the target audience. Positive Impact

on Sales: Appelhouse Store's participation in events has proven to have a positive impact on sales. This shows that the strategy is effective in attracting new customers and increasing brand awareness.

Interaktif marketing. Appelhouse Store understands the importance of customer testimonials in building trust and credibility. Therefore, they usually ask shoppers for permission to express their satisfaction and experience after shopping at Appelhouse Store. These testimonials are then packaged in an engaging video and uploaded on TikTok Appelhouse Store. The data used in interactive marketing must be comprehensive and accurate. This data can be obtained from various sources, such as websites, social media, and CRM systems. Comprehensive data allows Appelhouse Store to better understand and predict consumer behavior.

4. Conclusion

Based on the results of the discussion, it can be concluded that the IMC (integrated Marketing Communication) strategy set by the Appelhouse store, namely the existence of direct marketing strategies, sales promotion, public relations, personal selling, advertising, word of mouth marketing, events and experiences, interactive marketing can help in increasing the number of buyers and the Company's existence. Of the entire mix of strategies used, there are three strategies, namely advertising, sales promotion, and public relations. The thing that underlies this statement is because of the good quality of the Company and the services provided by the Company. One recommendation that may be made is to keep doing Q&A sessions to assess the company and learn more about the evolving needs of buyers and market interest. Consequently, the integrated marketing communication (IMC) strategy can aid in piqueing consumer attention.

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6. References

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