



Locomotion Art Studio marketing communications in maintaining loyalty with clients

Ismawati Kurniasari^{1*}, Eka Anisa Sari²

¹Communication studies, Ahmad Dahlan University, 55166, Yogyakarta, Indonesia

*Corresponding author's email: ismawati1900030038@webmail.uad.ac.id, eka.sari@comm.uad.ac.id

ABSTRACT

Keywords

Locomotion Art Studio
Clients
Marketing Communication
Loyalty

Marketing communication activities are essential for stimulating sales transactions. The emphasis in marketing communication should provide a clear and directed overview of the company's activities in maximizing opportunities across various target markets. Marketing communication is carried out with the purpose of promotion. Marketing agencies promoting services or products compete in applying marketing communication strategies to attract clients and maintain the loyalty of existing customers. This research utilizes marketing communication and customer loyalty theories. The research approach employed is qualitative descriptive, using a case study research method, and data collection techniques involve interviews, observations, literature reviews, and documentation. The findings of this research indicate that Locomotion Art Studio implements a marketing communication mix comprising Advertising, Sales Promotion, Public Relations, Personal Selling, Interactive Marketing, and Word of Mouth, with Word of Mouth being the dominant promotional element. The strong interest between Locomotion and their clients is evident through high rates of repeat purchases. This relationship is driven by a close interdependence, high satisfaction levels, and positive impressions of the services provided by Locomotion, resulting in clients continuously choosing to collaborate with them on an ongoing basis.

1. Introduction

The current growth of the digital world has created a digital marketing strategy. This strategy is still evolving. Networking is very important for business progress and is also one of the keys to a company's progress. Business is an effort undertaken to seek profit by coordinating various activities. In order to build awareness or a brand to increase customer loyalty, a communication strategy is needed.

One of these strategies is marketing communication. For the business, marketing communication is very important. In line with research (Putri & Junaidi, 2020) which states that marketing communications are also used in the business world to maintain products with a consumer base, and to build relationships between consumers and suppliers or suppliers. Therefore, building awareness, brand image and increasing loyalty to the company is the goal of marketing communication. The activities carried out in marketing communications are useful for stimulating sales transactions (Sahuddin et al., 2023).

The emphasis placed on Marketing Communications is that it must be able to provide a clear and directed picture of the activities that the company is going to carry out in order to maximize every opportunity or chance in several targeted markets (Prathisara & Masduki, 2023). In line with research (Prabowo & Surwati, 2020) states that service marketing communication is needed by companies operating in the service sector. Without this communication, the public will not know about the

existence of services in the market. Therefore, business people are in need of an important part that can help and manage this. One of the ways is to make use of the services of a digital marketing agency.

Marketing communications are conducted with the goal of promotion. Marketing agency companies that promote services or products compete with each other in applying marketing communication strategies so that customers feel interested and they want to maintain the loyalty of customers who have become regular customers. The agency marketing company itself will be responsible for planning and implementing marketing programs for the business it works on. Apart from that, the agency marketing company will try to build good relationships with the business owner's clients with the aim that the agency can gain the client's trust (Fadillah et al., 2022).

A digital marketing agency is a third party that helps in the process of transmission of messages from clients or business owners to the social media platforms being used. In retaining clients, in order for the client to achieve satisfaction, which is the highest award for an agency firm, the agency firm must have a good marketing communications strategy in carrying out the tasks required by the client. Marketing communications play an important role in supporting high levels of repeat purchases, reciprocity, and client satisfaction in using the services of Kennedy, Voice & Bernier, referring to a previous study by (Annabell et al., 2019).

Therefore, in order to have a good relationship with the company, customer loyalty is something important. Clients will have a sense of loyalty if they see the company as a good company. Locomotion art studio is the digital marketing agency of interest in this research. In the field of digital marketing Locomotion Art Studio works. Where digital marketing is a marketing or advertising activity for a brand or product through the use of digital media or the Internet. Locomotion has its own characteristics among the various creative agencies in Yogyakarta. This agency can be said to have become a top level agency. Other agencies, most of which only focus on one service area, such as social media targeting small sectors such as MSMEs, are different from locomotion.

The specialty of Locomotion Art Studio is that it is able to provide more services to clients, for example it can provide complete packages such as creative organizers, digital marketing, branding services, community development, photography services, videography, and many more. With the privileges that Locomotion Art Studio has. Locomotion Art Studio was able to join the UNESCO program called We are creative youth and Locomotion became one of the implementing partners. Every month Locomotion makes a contract with UNESCO to carry out events that UNESCO will carry out.

One of the collaborations that has been implemented by Locomotion with UNESCO is in the form of a competition on making creative products called "UNESCO WH50 COMPETITION", a competition activity as well as educational messages that invite young entrepreneurs to create creative products to preserve world heritage as well as efforts to understand universal great values that will be held in 2022 which is divided into activities in several sessions with UNESCO Jakarta's Youth Creative Camp. The briefing session for the competition was held on Thursday, July 14, 2022 with presenters Mrs. Siti Rachmania as Senior Program Assistant from UNESCO and Fabian Pamor as Director from Locomotion Art Studio. Where the implementation will be supported by the kitamudakreatif team.

Fig 1. Photo of the Locomotion and the collaboration with UNESCO



Source: Instagram profile @Kitamudakreatif

Within the framework of the described marketing communication strategy, the specifics of Locomotion Art Studio Digital Agency are a very important factor. Aspects such as the wide range of services and the international dimension of the company are of undeniable relevance. This makes it possible to stand out in a highly competitive environment. At the same time, it significantly enhances the company's reputation. The success of the collaboration with UNESCO is also concrete evidence of Locomotion's credibility on a global scale. These aspects have a strong appeal to potential clients looking for a partner with international experience, and also have a positive impact on the loyalty of existing clients. Moreover, this privilege not only serves as a milestone, but also becomes a resource that can be used to produce highly engaging marketing content, open up future expansion opportunities, and deepen the emotional bond with customers.

Based on the research of (Abdurohman et al., 2023), the research results indicate that several small businesses that focus on knitting have succeeded in building and maintaining positive relationships with customers and other parties through both online platforms and direct interaction. They have also been able to build a sense of trust in various activities. This is done with the aim of increasing customer satisfaction, maintaining loyalty, and achieving predetermined sales goals. This understanding is in line with the findings expressed by (Naili et al., 2017), who concluded that the implementation of a customer relationship-based marketing strategy has a positive and significant impact on marketing performance in the micro, small, and medium enterprises (MSME) sector. This type of strategy has the potential to strengthen customer loyalty, serve as the most effective marketing measure in retaining the most valuable customers, optimize efficiency, reduce costs, and is also considered an efficient investment in improving both internal and external business processes. The above research, which is consistent with the author's research, focuses on "customer retention" rather than "customer loyalty". Although the two are often used interchangeably, the nuanced differences between the two words can be important in some contexts.

Thus, a research focus on customer loyalty is a novelty in this research. Based on the explanation of the background, researchers are interested in researching marketing communications at Locomotion Art Studio. The increasingly fierce competition for agencies today requires Locomotion Art Studios to improve in order to maintain customer loyalty. Because as marketing media develops and there is still a lot of agency competition with different strengths and weaknesses, it makes it difficult to identify the right strategy to grow customer loyalty. The author wants to conduct research with the title "Locomotion Art Studio Marketing Communication Strategy in Building Loyalty with Clients" based on the above background.

2. Method

The research approach used in this study is a descriptive qualitative approach. According to Creswell (2008) cited (Semiawan & R., 2010) defines qualitative as an approach or search to explore and understand a central phenomenon. To understand these central symptoms, researchers interviewed research participants or participants by asking general and rather broad questions. Qualitative research was used to describe and analyze more deeply the marketing communication of Locomotion Art Studio Digital agency in the maintenance of customer loyalty. This is in line with (Haerah, 2022) that the aim of descriptive qualitative research is because it seeks to describe and also interpret research according to accurate and reliable information about the research being studied. The data collection techniques used were observation, interviews and documentation.

There are four types of activities in qualitative data analysis, namely: Data collection, in order to obtain data, researchers conducted interviews with multiple informants. with several informants. Data reduction, which is a process of selection, simplification, and abstraction. Presenting the data, that is, collecting and organizing information so that it provides to draw conclusions and take action. Drawing conclusions: The data validity technique used by the author is the triangulation technique. This means that researchers use different data collection techniques to obtain data from the same source.

3. Result and Discussion

For the sake of data validity in this research, the researchers conducted interviews with five selected informants. These informants included.

Table 1. Research Informants

No.	Name	Position
1.	Febian Pamor Putranto	Owner Locomotion Art Studio
2.	Muhammad Akbar	Content manager Locomotion Art Studio
3.	Suli Kusniati	Account manager Locomotion Art Studio
4.	Mitha	Team marcom Margaria Batik klien Locomotion Art Studio
5.	Wawan	Supervisor Marketing Cafe Kita by Innessya klien Locomotion Art Studio

The results of this research will include several interview findings as well as the results of observations and documentation that were conducted. According to the research needs, the researchers have also coordinated interviews with internal parties of Locomotion Art Studio and several clients and informants. Research results obtained by the author. Marketing communications can be an aid to companies in the achievement of sales goals and the maintenance of customer loyalty. From marketing communications, a company must also be astute in determining its market strategy, where the company must be able to group its markets so that the market strategy it implements can be exactly what is expected. The marketing communication strategy used by Locomotion Art Studio to build customer loyalty is through the provision of the best service through various promotions to Locomotion Art Studio customers. Providing good service, always responsive, always open with clients, always accepting criticism and suggestions from clients so that clients also feel comfortable, satisfied with the results the client wants.

Building customer trust is not an easy thing to do. It takes a long process for customers to trust a company, especially companies in the agency marketing sector. In this case, Locomotion Art Studio is in a position to do the building of trust and thus the building of customer loyalty. The proof of this is the fact that Locomotion Art Studio has been able to provide its clients with a full range of quality services that have contributed to the success of each client's business.

One of the reasons why clients continue to use the services of Locomotion Art Studio is the complete service with good quality. Innesya is one of Locomotion's clients. They claim that almost all the companies that Innesya owns have been worked on by Locomotion to help each Innesya business succeed.

To understand the process that Locomotion Art Studio carries out in maintaining customer loyalty, the following table of results is provided:

Fig 2. Implementation of marketing communication activities as a customer retention strategy



The communication strategy used by Locomotion Art Studio to build loyalty with customers, Locomotion uses three market strategies. The first is segmentation. Demographic, psychographic and behavioral segmentation are used in the segmentation of Locomotion. The second is targeting to determine the marketing target of Locomotion. The last one is positioning.

1. Segmentation

Different stages from the planning of Locomotion to the implementation of a segmentation strategy. The results obtained by the researchers were that what Locomotion chose was demographic, psychological segmentation and finally behavioral segmentation. The use of segmentation in companies, especially in companies operating in the service sector such as Locomotion, can help Locomotion to better understand customer needs and behavior in more depth. Here are some of the market segmentations used by Locomotion:

a. Demographic segmentation

Locomotion has used demographic segmentation where this segment is based on age which may be mature and based on the upper level of the economy owned by the people entrepreneurs who are in grades B+ to A. Demographic segmentation divides the market into groups based on variables such as age, gender, family size, family life cycle, income, occupation, education, religion, race, generation and nationality. For its customers, Locomotion offers a fairly complete package. This also influences the prices offered by Locomotion. These prices depend on what Locomotion offers. At the highest level, Locomotion Art Studio chooses market segmentation. The use of demographic segmentation in Locomotion makes it easier for Locomotion to determine the target of its choice of segmentation.

b. Psychographic Segmentation

The second segmentation used by Locomotion is psychographic segmentation. This segmentation divides the market into groups based on social class, lifestyle, or personality traits. People within the same geographic group can have very different psychographic compositions. Locomotion uses existing trends to manage its business in this segmentation. Locomotion is a service company that follows trends such as existing lifestyles. Locomotion develops and tries to be more creative in its service business by utilizing existing trends from time to time. Locomotion always tries to provide comfort to each customer who has different characteristics.

c. Behavioral Segmentation

Locomotion, the researchers have found a good response from the customers of Locomotion. It is not surprising that Locomotion uses behavioral segmentation for its service companies. This can encourage Locomotion to build market segments. Locomotion sees the customer's response to the services they provide from this segmentation. The customer's sense of satisfaction can help Locomotion continue to provide more relevant services.

2. Targeting

After determining the market segmentation, Locomotion chooses three segmentations to determine the target market or the target market for Locomotion.

3. Positioning

Locomotion Art Studio Locomotion uses the positioning according to the price or the quality. This choice of price and quality positioning helps Locomotion to increase the volume of its business. In addition, the choice of price positioning also helps Locomotion to be more competitive. Researchers also concluded that choosing this positioning makes it easier for Locomotion to increase its capacity and resources to accommodate faster business growth. By offering the best value in terms of both price and quality, Locomotion can better compete. In line with its uniqueness, namely the completeness of the services offered by Locomotion to clients, so that clients do not need to bother looking for other digital agencies, making it easier for clients to run their business.

In addition to planning, Locomotion is also responsible for the implementation of seven promotion mixes. Of the seven promotional mixes, Locomotion places more emphasis on the word of mouth promotional mix. The word of mouth promotional mix is considered more effective to implement and has an impact on the growth of new customers, even though the rest of the promotional mix has been implemented.

According to (Griffin, 2005) there are four types of loyalty, namely no loyalty, weak loyalty, hidden loyalty and premium loyalty. From the grouping of customer loyalty, almost 90% of Locomotion's customers have premium loyalty, where there are repeat purchases from customers, such as interest in further cooperation with Locomotion through the addition of cooperation contracts.

Apart from repeat purchases, it can be seen from the response and feedback from clients who are satisfied with the services provided by Locomotion.

Locomotion Art Studio carries out various promotional mixes as a form of marketing communication, where in some of the existing communication mixes, Locomotion carries out only seven promotional mixes, namely advertising, sales promotion, public relations, personal selling, events and experiential, interactive, and word of mouth. In some of the existing communication mixes, Locomotion has only seven promotion mixes, namely advertising, sales promotion, public relations, interactive marketing, events and experiences, and word of mouth marketing, where the seven mixes that are most often used are the word of mouth promotion mix and the one that is no longer used is personal selling, because this mix is considered to be less effective to be used.

1. Advertising

Locomotion has been carrying out a marketing communication strategy by means of advertising, but over the time the marketing communication strategy by means of advertising media has not been optimal. Advertising is a form of non-personal presentation and promotion of ideas by a particular sponsor who must be paid to influence the target market. The objects consumed can be ideas, goods, services or other things carried out by companies, institutions, organizations or anyone else. There are various forms of advertising, such as advertisements on television, radio, newspapers, magazines, banners, billboards, even on the Internet.

Fig 3. Locomotion Art Studio advertisement



Source: Storyt Instagram @locomotionart

Locomotion as a digital agency rarely advertises on social media, especially Instagram, but these efforts are still made by locomotion as an agency service. Apart from the existence of Locomotion's advertising, it is only introductory because it has no impact on potential new clients. Locomotion's clients are also aware of the fact that locomotion rarely creates advertising on their social media. Most of the clients of Locomotion are interested in using the services of Locomotion because of the interest of the client when looking at the portfolio on the social media of Locomotion. The way in which Locomotion Art Studio advertises on Locomotion's social media is not like the agencies in general, which carry out informational advertising in terms of marketing, trends, branding methods and so on. Locomotion's advertising is done by uploading a portfolio or the results of collaboration with clients. This is to ensure that potential new clients can see a small picture through the portfolio. This method is quite unique. Locomotion is an attempt to do advertising in a different way. Although advertising is rarely used, Locomotion has its own way of attracting potential clients.

The promotions carried out at Locomotion are more about networking, but the advertising promotions carried out by Locomotion are only gimmicks and sometimes don't really have an effect on increasing someone's interest in joining Locomotion, so the promotions given are usually more about discounts for Locomotion clients only.

Fig 4. Promotion of Locomotion Art Studio



Source: Instagram Highlights @locomotionart

Advertising promotions, which are usually carried out by other agency services, are not regularly carried out by Locomotion. This is because Locomotion believes that advertising promotions used on social media are felt to have less influence in attracting potential new customers to Locomotion. Sales Promotion Locomotion carries out sales promotion in various ways. Locomotion first delivers to Locomotion customers. This promotion is usually given to customers through the observation of big moments such as Hari Raya, New Year and other moments. Locomotion takes advantage of this moment to offer a series of promotions. Usually, real promotions are given by customers by offering them directly to customers through chat features such as WhatsApp. In addition to discounts, Locomotion usually gives each of its customers bonuses in the form of additional bonus services such as photo packages.

This promotional mix is effectively carried out by Locomotion so that it can help Locomotion to support their business growth. Public Relations is a variety of programs designed to promote or protect the image of a company or its individual products. The important role of Public Relations is to build good relationships with various groups to get the desired publicity, build a good company image, and handle or deal with rumors, news and unpleasant events. Building good relationships with other teams, clients and other agencies is Locomotion art studio's way of this promotional mix. This is proven by the fact that Locomotion always participates in every event with other agencies. As we know, it's important to maintain relationships.

2. Personal Selling

Personal selling was done by Locomotion art studio by offering services to small MSMEs to help them create advertisements, videos and branding. In the end, personal selling was no longer done by Locomotion. Personal selling is the ability to have a verbal conversation with one or more potential buyers for the purpose of making a sale. In essence, personal selling is a promotional activity. It is carried out through direct interaction with potential buyers. Face-to-face sales activities have many advantages for companies and potential consumers.

3. Events and Experiences (Event & Experience)

Event activities and experiences are very beneficial to the company. Event activities themselves are able to attract new customers, strengthen relationships with existing customers and introduce services to more people so that they know what the company can offer. In this promotional mix, Locomotion organizes various events. However, Locomotion rarely organizes its own events. Events are held when one of Locomotion's clients hosts one or more events, and then Locomotion becomes the implementation team. Although Locomotion rarely organizes its own events, Locomotion often participates in events with large companies such as UNESCO.

Fig 5. Locomotion Art Studio event activities



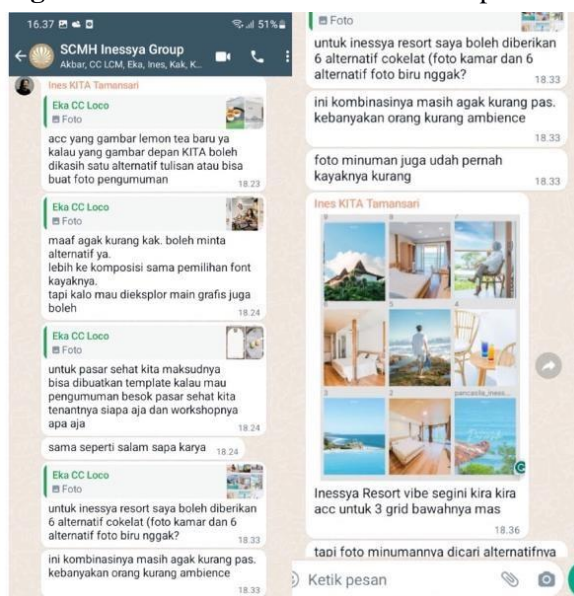
Source: Instagram Highlights @locomotionart

In addition to holding events with Locomotion, they have also held workshops. Branding consulting events, education on social media headlines, and education on logos are some of the activities conducted.

4. Interactive marketing

As part of the implementation of this advertising mix, Locomotion art studio will engage in interactive marketing with customers, especially when dealing with customer complaints regarding project results carried out by Locomotion that are not optimal or do not meet the customer's expectations, namely by responding directly or through the chat function available on social media. Locomotion Art Studio. Locomotion is always open with its clients.

Fig 6. Locomotion Art Studio client complaints



Source: Locomotion Art Studio account manager document

Locomotion will make more efforts to accept criticism and suggestions from clients, so that clients also feel comfortable and satisfied with the results the client wants.

5. Word of Mouth Marketing

Word of mouth marketing of Locomotion is very common and is an advantage of Locomotion, because it happens very often, because Locomotion always maintains good relationships with clients or former clients, which can then have a good impact on Locomotion. It is clear from the client's testimony that the use of Locomotion Art Studio's services was the result of recommendations from other clients. Locomotion Art Studio believes that word-of-mouth marketing is currently very influential for Locomotion because the team, which works professionally, is always casual with clients and former clients, making them believe in Locomotion. It is not uncommon for clients or former clients to recommend other clients to use Locomotion Art Studio's services. Locomotion recognizes this marketing as the promotional mix that most often dominates Locomotion. Word of mouth becomes a Locomotion funnel for attracting new clients and retaining their clients.

4.1. Create a Discussion

Segmentation

Segmentation is very necessary, especially in the current era, because consumers are very diverse in of the needs and desires that need to be fulfilled. (Maulana et al., 2021). If companies are successful in identifying the segments in the market they are facing, their products have a greater chance of success because they are in line with what consumers expect. Segmentation, is an activity performed through the process of grouping markets as a whole, which are heterogeneous in nature, and into specific groups or segments that have similarities in terms of specific needs, desires, behaviors and responses to marketing (Sudirman et al., 2020).

Locomotion uses three segmentations, namely demographic segmentation, psychographic segmentation, and finally behavioral segmentation. The third segmentation is behavioral segmentation, where according to (Sudirman et al., 2020), this segmentation divides buyers into groups based on knowledge, attitudes, use or response to a product. In summary, Locomotion's use of demographic, psychographic and behavioral segmentation demonstrates a comprehensive approach to understanding and meeting diverse consumer needs. This segmentation strategy allows Locomotion Art Studio to develop targeted marketing efforts, tailor services to customer expectations, and build long-term customer loyalty.

Targeting

Targeting is the process of evaluating the attractiveness of market segments generated by market segmentation activities, according to (Maulana et al., 2021). A market is said to be attractive if it has a market size and growth rate that is large enough and can provide attractive profits to the company. Locomotion chooses three segmentations to determine the target market or the target market for Locomotion. Evaluation of segment attractiveness must be followed by an assessment of the company's capabilities in the form of capital, technology, human resources and also no less important to ensure fit between the target market (the market segment chosen to be served by the company) and the vision it has.

Positioning

The company from the beginning must think about how its product has uniqueness/special characteristics that are valuable in the eyes of consumers, for example by using a positioning strategy based on product attributes, benefits, products, prices with the best quality, users, competitors or product categories (Maulana et al., 2021). This is in line with (Kasali, 2007) who states: "Positioning is basically a strategy to enter the consumer's brain window

1. Advertising

Advertising media in companies is really needed, especially for companies operating in the digital marketing agency sector, such as Locomotion Art Studio. Locomotion uses various media to carry out advertising, but so far Locomotion has not been optimal in using advertising as its promotional media. According to (Aransyah, 2020), advertising is one of the marketing communication media usually used in economic activities to introduce products to consumers. Locomotion uses Instagram, Facebook, and Tik Tok accounts as its promotional media. Locomotion's Instagram account name is @locomotionart with 6,524 followers. As far as advertising on Locomotion Art Studio is concerned, Locomotion has not used it very much so far, as it is considered to be less effective in attracting potential customers. The use of advertising on Locomotion is rare. However, as a service company, they still try to advertise on Locomotion's accounts like other agencies. Although Locomotion also feels that there are not too many clients coming from advertising media.

2. Sales Promotion

Promotions are generally carried out to attract new clients or customers interested in using or buying their service products. This sales promotion is usually done by providing large discounts, giving direct gifts, giving shopping vouchers, and even giving free product samples (Armstrong, 2012). The purpose of promotion is to provide information, change attitudes and beliefs or feelings, and stimulate customers to make purchases. This is explained by (Rangkuti, 2009). The aim of providing this promotion is to build and maintain relationships with locomotion customers. The promotions carried out by Locomotion on social media are only to attract attention. This does not really have an effect on increasing potential new customers to join Locomotion.

3. Public Relations

The importance of public relations for service companies, because maintaining the image is very necessary. Locomotion maintains good relations with its clients. The aim is to maintain customer loyalty. However, there is no specific department in the Locomotion team that is responsible for public relations. Locomotion mobilizes the entire team to maintain a positive image in the eyes of customers, business partners and the general public. The aim is the strengthening of the trust and reputation of Locomotion.

4. Personal Selling

It allows the salesperson to directly demonstrate the product, provide instructions about the product, and explain various complaints of potential consumers. (Dr. M. Anang Firmansyah, 2020) Personal selling is the most effective tool in the advanced stages of the buying process, especially in building consumer preferences and beliefs and encouraging action. However, the current market segmentation of Locomotion is in the upper middle class, which is the reason why Locomotion does not use personal selling.

5. Events and Experiences (Event & Experience)

Dwi Astuti & W Kaligis (2021), which states that events and experiences are activities and programs sponsored by companies to create everyday or special brand-related interactions with consumers, including sports, arts, entertainment and informal activities. Locomotion has held events and provided booths for people to fill. In addition, Fabian, as the owner of Locomotion, often participates in events organized by clients. His goal is to build good relationships with clients while maintaining the loyalty of Locomotion's art studio clients Expectations.

6. Interactive marketing

This proves that LocomotionArt Studio does interactive marketing well. Locomotion treats clients well when they complain about the results they deliver and which do not meet the Client's The Locomotion team responds to client complaints in a friendly, open manner. They help to solve the client's problems until the client is satisfied.

7. Word of Mouth Marketing

The effectiveness of promotions can be seen in the level of customer loyalty, as the promotions conducted receive positive responses from customers. Different combinations of marketing communication strategies can influence customer satisfaction and trust. They can also measure the level of customer loyalty. Locomotion art studio said that almost 90% of Locomotion customers have premium loyalty, where there are repeat purchases from customers, such as interest in further cooperation with Locomotion through the addition of cooperation contracts. Apart from repeat purchases, it can be seen from the response and feedback from clients who are satisfied with the services provided by Locomotion. Premium loyalty is when there is loyalty that has high attachment, which is in line with repeated purchasing activities. All companies definitely want their customers or consumers to have premium loyalty (Griffin, 2005).

4. Conclusion

The researcher will present conclusions based on the results of the research and discussions conducted on marketing communication strategy. Marketing communications can help companies achieve sales goals and maintain customer loyalty. From marketing communications, a company must also be astute in determining its market strategy, where the company must be able to group its markets so that the market strategy it implements can be exactly what is expected. Locomotion offers a very complete service, so the chosen segmentation is companies that are at the top level with all genders. Locomotion uses three segmentations to run its business, namely demographic segmentation, psychographic segmentation and behavioral segmentation. Apart from segmentation, Locomotion also carries out other plans, namely targeting and positioning, which can help Locomotion run its business well.

Locomotion Art Studio implements a marketing communications mix consisting of advertising, sales promotion, public relations, personal selling, interactive marketing and word of mouth, with word of mouth being the dominant element. The promotions carried out are clearly given only to the clients. It is not surprising that the clients are increasingly satisfied, especially since the results of the services provided always satisfy the clients. The strategy used by Locomotion Art Studio to maintain customer loyalty is quite successful. And this has an effect on customer loyalty, where almost 90% of Locomotion customers have premium loyalty, where there are repeat purchases from customers, such as interest in continuing to work with Locomotion by adding cooperation contracts. In addition to repeat purchases, the response and feedback from customers who are satisfied with the services provided by Locomotion can be seen. The high rate of repeat purchases shows the strong interest between Locomotion and its customers. A close dependency drives this relationship. The level of satisfaction is high, and there is a positive impression of the services provided by Locomotion, so that clients continue to choose to work with them on an ongoing basis.

5. Acknowledgement

I would like to express my gratitude to the Ahmad Dahlan University Communication Studies Program for providing students with the opportunity to express themselves through writing. Also,

infinite thanks to my parents who always provide full support to me, as well as thanks to my thesis supervisor who has provided valuable guidance and direction in the process of preparing this journal.

6. References

- Abdurohim, D., Susila, Y., & Maula Novendra, A. (2023). Strategi Bertahan Dan Pemasaran Online Di Masa Pandemi Covid-19 Ukm Kota Bandung Studi Kasus Usaha Kecil Rajut. *Kebijakan : Jurnal Ilmu Administrasi*, 14(1), 56–72. <https://doi.org/10.23969/kebijakan.v14i1.5860>
- Annabell, J., Queline, Setyanto, Y., & Aulia, S. (2019). Komunikasi Pemasaran Kennedy, Voice & Berliner dalam Membangun Loyalitas dengan Klien. *Prologia*, 3(2), 350–357. <https://doi.org/10.24912/pr.v3i2.6357>
- Fadillah, D., Farihanto, M. N., & Setiawan, R. A. D. (2022). “Senggol Bestie” as Media Promotion Among Muhammadiyah Universities. *Komunikator*, 14(2), 148–158.
- Griffin, J. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Erlangga.
- Haerah. (2022). Strategi Komunikasi Pemasaran Dalam Peningkatan Penjualan Properti Di Kompleks Perumahan Nusa Harapan Permai (Studi Kasus pada PT Daya Prima Nusa Wasesa Makassar). *Skripsi*, 1–72.
- Kasali, R. (2007). *Membidik Pasar Indonesia: Segmentasi Targeting Positioning* (P. Utomo (ed.)). Gramedia Pustaka Utama.
- Maulana, H., Soepatini, M. dan, & PhD. (2021). *Segmeting Targeting Positioning*. Muhammadiyah University Press.
- Naili, F., Naryoso, A., & Yuniawan, A. (2017). Model Pemasaran Hubungan dan E-Commerce dalam Meningkatkan Kinerja Pemasaran UKM Batik. *Jurnal Dinamika Manajemen*, 8(1), 20–29. <https://doi.org/10.4018/IJSESD.2017100101>
- Prabowo, H. C., & Surwati, C. H. D. (2020). Strategi Komunikasi Pemasaraan Digital Agency Coconut Indonesia Dalam Meningkatkan Jumlah Pengguna Jasa. *Jurnal Skripsi*, 1, 1–12.
- Prathisara, G. P., & Masduki, A. M. (2023). Marketing strategy in “Bakpiapia Djogja” food product packaging design. *COMMICAST*, 4(1), 48–63. <https://doi.org/10.12928/commicast.v4i1.6823>
- Putri, Y. A., & Junaidi. (2020). Peran Komunikasi Pemasaran Dalam Mempertahankan Konsumen Di Sandang Mas Indonesia. *Jurnal Network Media*, 3(2), 2569–6446.
- Sahuddin, M. S., Cheng Jinkuan, C. J., & Verawati, V. (2023). Exploring the roles of Special Schools’ principals in Student quality improvement: A case study of Special Schools. *COMMICAST*, 4(1), 126–142. <https://doi.org/10.12928/commicast.v4i1.8281>
- Semiawan, & R., P. D. C. (2010). *Metode Penelitian Kualitatif: Jenis, Karakteristik dan Keunggulan*. Grasindo.
- Sudirman, A., Wardhana, A., & Hartini. (2020). *Manajemen Pemasaran (Era Revolusi Industri 4.0)* (H. F. Ningrum (ed.)). CV. Media Sains Indonesia.