



ANALYSIS OF BRANDING STRATEGY IN INTEGRATED MARKETING COMMUNICATIONS FOR UMKM IN KLAMBIR 5 KEBON, HAMPARAN PERAK, DELI SERDANG, NORTH SUMATERA

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ARTICLE INFO	ABSTRACT
Date received : 17 Oct 2022 Revision date : 22 Nov 2022 Date received : 29 Nov 2022	<i>Marketing communication has a key role in shaping the brand image and in increasing the sales of a brand. The tight competition situation, technological developments, and changes in consumer behavior make marketers have to implement integrated marketing communications. Brand placement strategy is one of the strategies in integrated marketing communications. This strategy is considered more effective than advertising communication strategies through television media. The concept of brand placement strategy has existed for a long time and continues to develop along with the development of human civilization. By studying, understanding and implementing these strategies, companies can maximize their resources to achieve marketing communication goals effectively and efficiently.</i>
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INTRODUCTION

Marketing communications carried out by companies in communicating various kinds of products, generally use the media. This condition is in accordance with the conditions of Indonesian society where Indonesia's territory is vast and the target audience is spread across various islands. Changes in the characteristics of consumer behavior where currently consumers do not like to be "forced" to see advertisements and the ineffective use of advertising media creates the concept of Integrated Marketing Communication (IMC) or what is known as the term in Indonesian is Integrated Marketing Communication. The IMC concept emerged since 1980 where Theodore Levitt (1982) in his book "Innovation in Marketing" introduced the words coordination and integration in various promotional activities. Business actors see the importance of coordination and integration of various promotional elements and other marketing activities to communicate with their customers.

To get a big effect, the company develops a total marketing communication strategy by implementing all marketing activities, not just promotion but also communicating with its customers. Marketers are aware that consumer perceptions of a company or product brand are a synthesis of a set of contacts that consumers experience and messages received by consumers. So that all marketing elements starting from the marketing mix which includes product, price, distribution and promotion, marketing events, publicity, website and other elements are coordinated and integrated into one unified integrated communication strategy.

For your marketing communications strategy to be successful, the three elements must complement each other. The Public Relations (PR) team is usually responsible for a company's marketing communications strategy as it falls under the Promotion category in 4P marketing. Often, however, the Marketing and Communications departments are seen as two separate entities, which can create a disconnect between messaging and media. This can lead to confusion – or worse, disinterest on the part of consumers. UMKM must create consistent messaging, branding, advertising and sales promotions for consumers across channels, and this requires solid collaboration. Aligning team members at UMKM with integrated marketing and communication plans can help businesses achieve this type of collaboration.



Entrepreneurship is needed in people's lives to encourage people to be able to take advantage of the potential that exists within them, because the nature of entrepreneurship is basically trying to create added value by managing existing resources in new and different ways. In addition, entrepreneurship also forms the character of independence because entrepreneurship teaches to be able to maximize every potential that exists without waiting for encouragement or assistance from other parties. Entrepreneurship is an attitude, soul and ability to create something new that is very valuable and useful for himself and others.

Entrepreneurs are people who are skilled at taking advantage of opportunities in developing their businesses with the aim of improving their lives. In essence, everyone is an entrepreneur in the sense of being able to stand alone in running his business and work in order to achieve his personal, family, community, nation and country goals. However, many of us do not work and have the initiative to achieve better achievements for the future, and they become dependent on other people, other groups and even other nations and countries.

Indonesia is a country that is developing towards an industrialized country, in general the role of MSMEs in this is as the most important component in the economy of a nation that has a strategic value that can give in the form of large alms, if we look at the economic structure of our nation, namely the nation. Indonesia is a developing country which is experiencing a period of transition to an industrialized economy. Therefore, the Indonesian people will be enough to help reduce the problems that are being faced by Indonesia itself. North Sumatra is known to have various types of UMKM which are a fairly high attraction, so this is very influential on the development of UMKM.

UMKM development is a process of analytical preparation of potential growth opportunities by utilizing expertise, technology, intellectual property and direction from outsiders to improve quality as an effort aimed at expanding the business. UMKM business activities can be started from starting a business, building partnerships or buying other people's businesses. But what needs to be considered is where the business direction will be taken. Therefore, a development is needed to maintain the business so that it can run well. To carry out UMKM business development, support from various aspects is needed, one of which is product, price, location and promotion.

There are various ways that can be used by marketers in implementing IMC. One of the surefire ways that marketers are starting to use frequently is to use a brand placement strategy. Brand placement strategy is the activity of placing a certain brand name, product, product packaging, symbol or logo in a film, television show or other mobile media to increase the audience's memory of the brand and to stimulate purchases.

LITERATURE REVIEW

Communication Process

The important thing that must be considered and studied by producers or marketers in the marketing communication process is the process of creating a communication. With this basic and initial understanding, marketers can develop marketing communication concepts well.

The following are steps that can be taken by producers or marketers in creating and developing effective communication with consumers, namely (Kotler & Armstrong, 2005):

1. Identify the company's target audience.

The first step that needs to be done is to identify who is the company's target audience. The company's target audience can be potential customers

2. Setting the goals of communication to be achieved.

To be able to set the right communication goals, marketers must understand the normal stages that a consumer goes through before deciding to make a purchase. This stage consists of six stages known as the buyer readiness stage. The following are the stages of the buyer readiness stage, namely:

- a. Awareness is consumer awareness of a particular product or brand.
- b. Knowledge is consumer knowledge of a particular product or brand.
- c. Liking is the feeling of consumer liking for a particular product or brand.
- d. Preference is a consumer preference for a particular product or brand
- e. Conviction is consumer belief in a particular product or brand.
- f. Purchase is a consumer purchase of a particular product or brand

3. Designing the message to be communicated.

Things to consider in designing a message to be communicated are:

- a. Message Content

The content of a message is divided into three types, namely: rational appeals, emotional appeals, and moral appeals. Rational appeals mean that the content of the message conveyed is related to what is of interest to the target audience. Emotional appeal means the content of the message



conveyed is related to the mix of emotions from the target audience. Meanwhile, moral appeals mean that the content of the message conveyed is related to the values of the target audience.

b. Message Structure

A message that will be conveyed to the target audience has three choices of message structure, namely: (1) Provide a conclusion at the end of the message conveyed or provide an opportunity for the target audience to make their own conclusions. (2) Put a strong opinion at the beginning of the message or at the end of the message. (3) Showing only the advantages of a product or in addition to displaying the advantages of the product and also displaying the limitations of a product.

c. Message Format

The format of a message relates to the creation and use of headlines, copy, illustrations, and colors. Marketers must be able to combine well the elements that can be used in composing a good message format to be able to attract the attention of the target audience and increase the effectiveness of a message.

4. Selecting the media in message communication.

Marketers can choose two types of communication channels, namely personal communication and non-personal communication. Personal communication involves conversations between two or more people, which can be face to face, telephone, mail, and the internet. While non-personal communication can be done through print media (newspapers, magazines, brochures), broadcast media (television, radio), display media (billboards, signs, posters), and online media (internet).

5. Select the message source

The source of the message is the party that is used as a source in delivering the message. Errors in choosing the source of the message will have an impact on the results of the marketing communications carried out. Marketers can use opinion leaders and even cartoon movie characters to become message sources.

6. Gather feedback from the target audience.

The final stage that must be carried out by marketers is to collect feedback from the target audience for the communication activities that have been carried out. This feedback is very important because if the consumer's response to a marketing communication is negative, the marketer can immediately change the product communication program strategy.

Marketing Communication Mix

The marketing communication mix (Marketing Communication Mix) or also known as the promotion mix is a specific mix used by companies by combining marketing communication elements. The following is a taxonomy of elements in marketing communications. The combination of marketing communication elements that make up the marketing communications mix. Each element can stand alone separately but also relate to each other and support and complement each other to form an effective marketing communication mix.

There are four basic elements in marketing communication, namely Advertising, Public Relations, Sales Promotion, and Personal Selling.

1. Advertising

Advertising or advertising is any form of commercial delivery of messages. There are several forms of advertising, namely:

a. Ambient advertising. Messages that are installed in certain forms in the environment of people's lives. Example: advertising messages in bus tickets, payment receipts, etc.

b. Press advertising. Advertising messages that appear in print media.

c. TV advertising. Advertising messages that appear on the sidelines of a television broadcast program pause.

d. Radio advertising. Advertising messages that appear on the sidelines of a radio broadcast program pause.

e. Outdoor advertising. Advertising messages in open spaces such as billboards, bus stops, etc.

f. Transport advertising (inside and outside). Advertising messages on tools and means of public transportation both inside and outside public transportation. Example: advertisements on bus bodies and advertisements in bus halls

2. Public Relations

Public relations, also known as public relations, is a form of business or activity that is sustainable and planned with the aim of building and maintaining goodwill and mutually beneficial understanding between the company and the public.



The public relations function is used through press releases, namely exposing stories or information relating to activities, achievements, and other matters of the company. This activity is useful in building, developing, and maintaining corporate identity (corporate identity).

3. Sales promotions

Sales promotion or sales promotion is all kinds of activities designed to increase short-term sales through sales promotion programs such as giving discounts, product samples, etc.

These activities can be carried out through organizing an event or exhibition (exhibition) or through telephone offers (telemarketing and sales calls) with data sources from databases (database marketing).

4. Personal Selling (Direct Marketing)

Personal selling or personal selling and direct selling are product sales activities by face to face, via telemarketing, or the internet to specific or certain target consumers.

Integrated Marketing Communication

Integrated marketing communications or Integrated Marketing Communication (IMC) is a concept by which a company integrates and coordinates various communication channels to send clear, consistent, and convincing messages regarding the company and its products. (Kotler and Armstrong; 2005). While the definition of IMC according to the American Association of Advertising Agencies is a marketing communication planning concept that adds value to the company. an in-depth planning by evaluating the strategic roles of various kinds of communication sciences and combining them to produce maximum accuracy, consistency, and communication effect through the integration of separate messages.

Marketing Communication Activities Integration Process

The process of integrating marketing communication activities is briefly summarized by Chriss Fill (1995) in a model contained in his book, Marketing Communication.

The effectiveness of the integration process of marketing communication activities can be maximized by considering the goals and objectives of marketing communications, product brand positioning and or company brands, the company's budget, research and evaluation results, and factors that affect the effectiveness of marketing communications activities. These things must be considered carefully in integrating the elements of marketing communications.

Petrison and Wang (1996), stated several barriers in the process of integrating elements of marketing communication, namely:

- a. Availability of a marketing database that allows marketers to design specific communications for certain types of consumers.
- b. Development of niche marketing and micro marketing concepts, where these concepts apply different and separate messages to each consumer segment.
- c. The specific methods used by advertising practitioners in each of the various marketing communication tools affect the message conveyed.
- d. There is a diversification of businesses or departments within the company.
- e. There are cultural differences nationally and internationally so that a message cannot be digested properly for different cultures.

METHOD

This research is a causal research (causal), Umar (2008) mentions causal design is useful for analyzing how a variable affects other variables, and is also useful in experimental research where the independent variable is treated in a controlled manner by the researcher to see its impact on the dependent variable directly.

The research was carried out in several stages, namely the preliminary stage, data analysis, in-depth interviews and observations and drawing conclusions, as follows:

1. The preliminary stage is carried out by collecting data and then knowing the phenomena in the study.
2. The second stage is the stage of data analysis through a descriptive, qualitative approach.
3. The third stage is in-depth interviews and observations
4. The fourth stage provides conclusions and suggestions on research

The parameters observed in this study were to look through the economic, social aspects related to product brand strategies implemented by businesses as part of marketing communication efforts. Data analysis was adjusted through a quantitative approach, using direct observation methods and in-depth interviews with business actors in Klambir 5, Kebon, hampanan perak, deliserdang, sumatera utara.



RESULTS AND DISCUSSION

Results

Therefore, in doing Marketing communications entrepreneurs make decisions about marketing communications mix, which prioritizes marketing on the internet, because the cost is cheap In practice, communication activities. Entrepreneur marketing using social media, when building a brand for business actors in Klambier 5 Kebon, prioritizes themes that are local wisdom, the purpose of which is to introduce regional potential. communication tools used are still not professional. because they only produce according to food demand, entrepreneurs in klambir 5 often take advantage of relationships

Discussion

It is hoped that entrepreneurs in Klambir 5 will be consistent in using social media in carrying out promotions to be able to adapt to current conditions. Promotional activities through social media Instagram many kinds and varieties, such as frequent uploads instastory by holding quizzes soadd Instagram engagement, make a schedule details about when is the right time to post a content, product promotion is more intense again so that people know what products will be traded. Apart from that for interactive media should admin social media Instagram entrepreneurs in klambir 5 invite users more intimate, by replying comments and direct messages on Instagram. In addition, researchers suggest to establish division of public relations and publicity, so it will be more effective when compared to just the presence of division marketing. Therefore, marketing activities will be more good and quality.

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