

## MARKETING MANAGEMENT'S VIEW OF INTEGRATED MARKETING COMMUNICATIONS

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### ABSTRACT

Regardless of the value of the products sold, marketing activities are an integral part of running a business. Without proper marketing, the business will not be able to achieve optimal sales. Today's businesses must incorporate marketing and business activities into their overall strategy for success. This is due to the fact that modern business attaches great importance to integrated marketing communications. Some businesses use a combination of ineffective and inefficient marketing communications that do not communicate their message properly to potential buyers or consumers. This results in a constant need for remarketing efforts by businesses to reach their intended audience. This study used a case study approach to collect data. It uses interviews with medium and small business owners to gather information regarding the importance of integrated marketing communications. In addition, he took inspiration from other research to gather information on the advertising strategies and approaches of Whole Milk SMEs. Upon completion, this study demonstrates the important role of integrated marketing communications in Whole Milk SMEs. It also reveals what marketing strategies Pure Milk SMEs are using and how they plan to further promote their brands.

**Keywords:** *Integrated Marketing Communications, Case Studies, Marketing Management*

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### INTRODUCTION

Regardless of the value of a product, any business needs a well-executed marketing plan to maximize sales. Without proper marketing, it is impossible to achieve optimal sales figures. This is why Sudirman et al (2020) state marketing as an essential part of any business success.

When selling products, companies need to develop messages that convey the function or usefulness of their products to consumers. This message includes information about the target market — the people who can use the product — the price, where to buy the product, and any other messages the company wants to convey. In addition, the message should include how the product benefits consumers (Indah & Maulida, 2017). Effective and efficient marketing campaign management is referred to as marketing management. This process seeks to achieve organizational goals effectively and efficiently through the implementation of marketing communications. This campaign is a message aimed at increasing sales; They are governed by marketing communications.

Since the creation of the internet, modern marketing has begun an era that continues to grow rapidly. This change is largely due to the mass adoption of social media. With this technology, consumers can more easily express their views on a brand through instant live broadcasts (Smith & Zook, 2019).

Companies must use well-integrated marketing communications to prove the value of the product. They should follow the specific marketing strategy outlined by Princess et al. for each company (2020). Several steps must be taken to create this strategy, and these are listed below.

1. Planning

There are several steps in planning according to French & Asifi in (Abidin, 2015) namely:

- a. Analyzing the problem
- b. Analyzing the audience
- c. Formulating the problem
- d. Selection of media and communication channels

2. Implementation

Before launching a planned strategy, implementation is the act of directing resources and administration through a cohesive plan (Amirullah & Strategi, 2015a).

3. Evaluation

Evaluating the plan once again reaffirms the chosen route, which is tested against the intended strategy. Doing this leads to the creation of the next strategic choice (Amirullah & Strategi, 2015b).

Some businesses have not integrated their marketing communications to avoid reaching their customers. This includes small, medium, and micro enterprises known as MSMEs. Since MSMEs do not use unified communication methods, researchers want to learn more about their need to always remind their consumers to buy back their products. This is because they did not implement cross-platform communication "Marketing Management's View of Integrated Marketing Communication on Whole Milk MSMEs".

## **METHOD**

Case studies are used in this research as a form of qualitative research with an approach that combines several integrated marketing communication approaches. This is because the study examines the perspectives of marketing management in including various forms of marketing communication in their plans. explained that qualitative descriptive research methods are a way for researchers to explore or photograph social situations. It involves collecting data by interviewing Whole Milk Small Business owners and exploring journals and other relevant information. In addition, this method helps researchers formulate problems that will guide them through their research.

## **RESULTS AND DISCUSSION**

Mass media advertising is the most commonly used form of promotion in recent decades. This belief comes from past marketing theories that concluded that gaining public attention through advertising campaigns is the most effective method. However, other forms of promotion such as sales promotion and direct marketing are only used in certain circumstances.

Big American businesses in the 1980s realized the need to combine their marketing and promotional efforts to increase sales. This encourages them to use an approach called integrated marketing communications. It combines various promotional methods and other business practices into a single process.

Marketing communications provide a wide range of functions. They can remind people about the products they sell, provide information about the products, persuade buyers to buy

the products, explain how the products are used and who the products are for. They can also perform many other functions related to the value of a product

Companies can use integrated marketing communications to promote their products and increase sales. This effect can be seen by both the buyer and the company itself. Companies can use this approach to help them explain the products and services they provide as well as remind customers of them. It can also help in communicating with potential buyers about the company's offerings (Widodo & Zulianto, 2022).

Data presented by the Ministry of Cooperatives and SMEs shows that 16% of all small businesses in Indonesia use digital marketing methods. This means that marketing methods are not yet integrated among all small businesses.

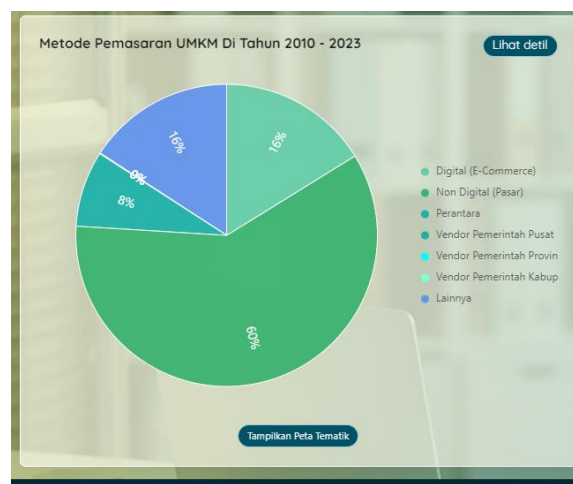


Figure 1. Data on MSME Marketing Methods in Indonesia in 2023

Even small companies like mom-and-pop stores can use integrated marketing communications to promote their products. This is because this program applies to all businesses, large or small. Customers are often exposed to integrated marketing communications through materials such as brochures, banners, discounts, and samples. Online marketing can also be used to promote the products of low-budget companies. Although MSMEs have limited capabilities for integrated marketing communications, they can still use certain tactics. Some of the most effective methods for MSMEs are sales promotion, publicity, advertising, and direct marketing. Due to limited funds, most of these activities are not possible—with only a few exceptions. This is because most MSMEs do not have enough money to carry out these other tactics (Chrismardani, 2014).

Since 1987, Whole Milk MSMEs have been run by the second generation. It is an individual business located in Arjasari, Bandung, West Java. The business sells cow's milk in one-and-a-half-liter packages. In addition, it provides a place for people to drink on the spot.

Whole Milk MSMEs use word-of-mouth and face-to-face marketing between sellers and buyers. They also use marketers, such as salespeople, to market products to potential consumers. Without the marketing communications of Pure Milk Small and Medium Enterprises (or SMEs), these companies cannot compete with other competitors due to more integrated marketing communications. Their competitors use advertising, sales promotion, events, public relations, mail marketing, and interactive marketing. As a result, without effective integrated marketing communication, many Whole Milk SMEs are experiencing a decline in sales.

Whole Milk only uses a few methods in marketing its products. This includes word-of-mouth marketing, personnel sales, and interactive marketing through Google maps. One way is word-of-mouth marketing on Facebook Pages – users create these pages to show the availability of their products – and through WhatsApp Business Contacts. With decades of word-of-mouth marketing, people's continuous sales continue to grow. This is because people share their personal experiences with the new purchase of MSME Pure Milk products. Many also encourage their family, friends, and neighbors to buy the product.

Martabak's In-law Company applies the concept of a 4P marketing communication mix, covering venues, promotions, prices, and products. They also use various marketing instruments such as advertising, sales promotion, public relations, and personal sales. The study was conducted by the university for other small businesses.

Sambal Pecel Tanding Roso from Madiun uses a marketing strategy through social media only. They use Instagram and Facebook to promote their products, which consumers value for the speed of their responses. In addition, many MSMEs use this strategy to market their products by replying to comments in the customer writing column.

By using integrated marketing communications, Whole Milk MSMEs can enhance their marketing efforts by adding social media promotions to their ranks. This method helps them increase brand awareness and sales by providing additional benefits.

It would be beneficial to use digital marketing tools such as e-commerce and social media in conjunction with a unified marketing communications strategy. It will allow for optimal results only by focusing on sales (Dermawansyah & Rizqi, 2021).

Digital marketing provides many advantages. It can be used by businesses of any size and even by mom and small pop stores. No other form of advertising has the same broad appeal as digital marketing. Anyone and anywhere can browse the site quickly and easily. Moreover, searching for this site is quick and easy. Finally, buying products is much faster and easier without having to go to the store physically. This was stated by (Adha & SE, 2022).

Using integrated marketing communications, a company builds a brand image. One way to achieve this is to use personal branding that combines online and offline activities—and this affects how people see the products they sell (Fazri, 2022).

Marketing plays an important role in describing the image of the company. Consumers usually don't know anything about the company's products or services unless they are exposed to marketing materials. This resulted in increased consumer awareness and familiarity with the product, which led to sales (Tambunan & Wijaksana, 2019).

Consumers perceive the company's brand equity as an asset with monetary value. This effect can last long after the company ends its production. When a company increases its brand equity, it benefits both the company and its customers. This increases the trust in the program and attracts new customers while maintaining the engagement of existing customers (Ramdani, 2022). Increased consumer loyalty also results from brand awareness—positive results confirmed by (Pranata & Mayliza, 2019).

## **CONCLUSION**

The above discussion leads to the conclusion that integrated marketing communications are an important aspect of marketing management. There are many different strategies for each type of business; however, Whole Milk MSMEs do not have the ability to apply all these methods.

Without effective integration of marketing communications, many buyers do not understand what MSMEs want to convey to them. This has resulted in conventional sales methods that only use physical stores. Currently, Whole Milk MSMEs have difficulty understanding the benefits of integrated marketing communications. This is largely due to financial limitations and a lack of understanding of integrated marketing communications by its founders.

Free marketing materials are easily accessible in today's digital age. This is because many businesses do not have the initiative to use alternative methods for their marketing campaigns. Instead, they choose to pay with conventional marketing methods

### **Suggestion**

1. This information will help you understand what MESE will deliver when implementing a marketing strategy.
2. Make existing marketing campaigns even better by increasing the scope of their integrated marketing efforts.

Future Dairy MSMEs need to increase their entrepreneurial spirit and positive thinking. This will cause Pure Milk MSMEs to grow and develop in the future to meet the needs of Cow's Milk.

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