

Marketing Communication Strategy of Rani Creative House in Promoting Knitting Products

Rani Creative House Marketing Communication Strategy in Promoting Knitting Products

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ABSTRACT

This study aims to find out more about marketing communication strategies in promoting Rani Creative House knitting products as well as the supporting and inhibiting factors in promoting Rani Creative House knitting products. This research use descriptive qualitative approach. The data obtained from the results of interviews and documentation. The theory used is integrated marketing communication (integrated marketing communication). The results show that in promoting their products, Rumah Kreatif Rani carries out a communication process by implementing a communication strategy that includes communication components, namely sources, messages, media, recipients, effects and feedback. In addition, Rani Creative House also uses the IMC (Integrated Marketing Communication) theory which shows that advertising activities (advertising), direct marketing and sales promotion are effective and efficient marketing communication activities for Rani Creative House in promoting products. Some of the activities carried out by Rani Creative House in promoting their products are taking product photos, using social media WhatsApp, Facebook and Instagram as promotional media and giving discounts to consumers. Factors supporting Rani Creative House in promoting its knitting products are affordable promotional costs, easy internet access, and a broad target market. While the inhibiting factors are the limited staff to take product photos, limited staff to promote and store locations that are difficult to reach are taking product photos, using social media WhatsApp, Facebook and Instagram as promotional media and giving discounts to consumers. Factors supporting Rani Creative House in promoting its knitting products are affordable promotional costs, easy internet access, and a broad target market. While the inhibiting factors are limited personnel to take product photos, limited personnel to promote and store locations that are difficult to reach are taking product photos, using social media WhatsApp, Facebook and Instagram as promotional media and giving discounts to consumers. Factors supporting Rani Creative House in promoting its knitting products are affordable promotional costs, easy internet access, and a broad target market. While the inhibiting factors are limited personnel to take product photos, limited personnel to promote and store locations that are difficult to reach.

Keywords: Strategy, Communication, Marketing

ABSTRAK

Penelitian ini bertujuan untuk mengetahui lebih dalam strategi komunikasi pemasaran dalam mempromosikan produk rajut Rumah Kreatif Rani serta faktor pendukung dan penghambat dalam mempromosikan produk rajut Rumah Kreatif Rani. Penelitian ini menggunakan pendekatan kualitatif deskriptif. Data diperoleh dari hasil wawancara dan dokumentasi. Teori yang digunakan adalah komunikasi pemasaran terpadu (integrated marketing communication). Hasil penelitian menunjukkan bahwa dalam mempromosikan produknya, Rumah Kreatif Rani melakukan proses komunikasi dengan menerapkan strategi komunikasi yang meliputi komponen komunikasi yaitu sumber, pesan, media, penerima, efek dan umpan balik. Selain itu Rani Creative House juga menggunakan teori IMC (Integrated Marketing Communication) yang menunjukkan bahwa kegiatan periklanan (advertising), direct marketing dan sales promotion

merupakan kegiatan komunikasi pemasaran yang efektif dan efisien bagi Rani Creative House dalam mempromosikan produk. Beberapa kegiatan yang dilakukan Rani Creative House dalam mempromosikan produknya adalah foto produk, menggunakan media sosial WhatsApp, Facebook dan Instagram sebagai media promosi dan memberikan potongan harga kepada konsumen. Faktor pendukung Rumah Kreatif Rani dalam mempromosikan produk rajutannya adalah biaya promosi yang terjangkau, akses internet yang mudah, dan target pasar yang luas. Sedangkan faktor penghambatnya adalah keterbatasan petugas untuk mengambil foto produk, keterbatasan petugas untuk melakukan promosi dan lokasi toko yang sulit dijangkau yaitu pengambilan foto produk, penggunaan media sosial whatsapp, facebook dan instagram sebagai media promosi dan pemberian diskon kepada konsumen. Faktor pendukung Rumah Kreatif Rani dalam mempromosikan produk rajutannya adalah biaya promosi yang terjangkau, akses internet yang mudah, dan target pasar yang luas. Sedangkan faktor penghambatnya adalah keterbatasan tenaga untuk mengambil foto produk, keterbatasan tenaga untuk melakukan promosi dan lokasi toko yang sulit dijangkau adalah pengambilan foto produk, penggunaan media sosial WhatsApp, Facebook dan Instagram sebagai media promosi dan pemberian potongan harga kepada konsumen. Faktor pendukung Rumah Kreatif Rani dalam mempromosikan produk rajutannya adalah biaya promosi yang terjangkau, akses internet yang mudah, dan target pasar yang luas. Sedangkan faktor penghambatnya adalah keterbatasan tenaga untuk mengambil foto produk, keterbatasan tenaga untuk mempromosikan dan menyimpan lokasi yang sulit dijangkau.

Kata Kunci: Strategi, Komunikasi, Pemasaran

1. Introduction

Humans are social creatures who always interact and communicate with other humans. Communication can be interpreted as a process of conveying information (messages, ideas, ideas) from one party to another. Human communication is the process through which individuals in relationships, groups, organizations, and society create and use information to relate to each other and to the environment (Ruben, 2013).

Currently the science of communication has grown and developed along with increasingly advanced technological developments. Technology that is increasingly easy to use, easy to obtain, affordable and has many users certainly has an impact on humans, starting from changes in lifestyle, behavior, to how to communicate. Communication that was previously only understood as conveying messages, but in this era communication is more associated with business. Technological advances accompanied by increasingly modern business developments also affect the development of communication, one of which is marketing communications.

In the digital era like today and with many businesses starting to stand up and operate, business competition between business actors looks quite tight, especially since not a few sell similar products. Therefore, today's business actors are required to be more creative and innovative in promoting and marketing their products, so that they are able to compete with other business actors, especially those with similar products. In addition, business actors must also be able to retain customers and find new customers for the continuity of their business. Marketing communication strategies have an important role in the business world, some of which are to introduce products, face business competition, communicate information about the products produced to consumers, build brands and build relationships with consumers, as well as to increase product sales in order to achieve maximum results. Thus, business actors need an effective and targeted marketing communication strategy.

The strategies used by business people or businesses also vary, such as offering products at affordable prices, leaving their products in large stores, packaging their products attractively,

providing good quality products and providing promos. In addition, there are also those who offer their products by placing advertisements, be it on radio, banners and pamphlets, there are also those who offer their products on social media and marketplaces such as WhatsApp, Instagram, Facebook, Shopee, Tokopedia, Buka Stalls, etc. All of these strategies intend to introduce the existence of a product and communicate product information to consumers, starting from its advantages and various detailed information about the product.

There are various business fields in the business world, including the fields of handicrafts, services, culinary, construction and so on. In the craft sector, there are several products that can be produced and traded, one of which is yarn-based knitting. One of them is Rani Creative House, which is a knitting product industry that was established on April 13, 2020. There are various kinds of knitting products produced by Rani Creative House, such as knitted brooches, knitted bags, knitted mini bags, knitted wallets, knitted flowers, knitted mask connectors, knitted drinking bottle bags, knitted cellphone cases, amigurumi, knitted key chains and knitted tablecloths. .

Rani Creative House produces various kinds of knitting products and promotes their products through social media, such as WhatsApp, Facebook and Instagram. Rani Creative House has a broad target market because it has a variety of products that can be used by all groups, from children to adults. In addition, from the data obtained from interviews with consumers, it shows that Rumah Kreatif Rani has effective communication activities in its marketing.

Literature Review

Communication Strategy

The definition of strategy according to Marthin Anderson is an art which involves the ability of intelligence or mind to bring all available resources in achieving goals by obtaining maximum and efficient profits. Meanwhile, according to Karl von Clausewitz, a retired Prussian general, in his book *On War*, formulating a strategy is an art of using combat means to achieve war goals (Cangara, 2017).

The concept of strategy according to Tjiptono can be defined based on two different perspectives, namely the first perspective, strategy can be defined as a program to determine and achieve organizational goals and implement its mission. The meaning contained in this strategy is that managers play an active, conscious and rational role in formulating organizational strategy. In an environment that is always changing, this strategy is more widely applied. While the second perspective, strategy is defined as a pattern of response or organizational response to its environment all the time. In this definition, every organization must have a strategy, even though the strategy has never been formulated explicitly. This view applies to managers who are reactive, that is, only passively responding and adapting to the environment when needed. Some of the benefits of this strategy are as follows; increase work motivation, be sensitive when threats come, be resilient to challenges, operate more effectively and efficiently, and quickly adapt to changes.

The definition of communication according to Effendy, the adjective of communication is *communis*, which means general or together, so if there are two people involved in communication it will occur or last as long as there is a similarity in meaning regarding what is being spoken. Meanwhile, according to Wursanto, communication is a process of activity in providing the transmission or delivery of information or news or information that contains meaning from one party (a person or place) to another party (a person or place) in an effort to gain mutual understanding.

From some of these understandings of communication, it can be concluded that communication between humans can only occur if there is someone who conveys a message to

another person with a specific purpose, meaning that communication can only occur if it is supported by sources, messages, media, recipients, and effects. Communication has four main functions, namely to inform (to inform), educate (to educate), entertain (to entertain), and influence (to persuade). Communication also has relationships and plays an important role in the business world. This relationship shows that the essence of communication activities is marketing, where in a marketing activity, effective and efficient communication is needed so that the expected goals can be achieved.

Communication strategy is a concrete stage in a series of communication activities based on technical units for implementing communication goals, while technique is a choice of certain communication actions based on what has been previously determined. The definition of communication strategy according to a communication planning expert Middleton that communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), recipients to influences (effects) designed to achieve optimal communication goals. Communication strategy is a combination of communication planning and communication management to achieve a goal.

Marketing Communications

The ability to communicate will be increasingly prospective for advancing careers in any field. Because communication is omnipresent (present everywhere), we can enter any institution or company because each organization definitely needs people who are capable of communicating, both orally and in writing. Communication that was previously only understood as conveying messages, but in this era communication is more associated with business. Communication has an important role in the world of marketing, where in a marketing activity, effective and efficient communication is needed so that the expected goals can be achieved. The terms communication and marketing are often used to show all aspects of company marketing (Hamid, 2011)

Marketing communication is a management concept that designs all aspects of marketing communications (advertising, sales promotion, direct selling, marketing public relations) that work together as a combined force to achieve certain goals. Marketing communication can also be interpreted as a means used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. As for some functions of marketing communications, among others; consumers can be told or shown how and why a product is used by what kind of people, and where and when; consumers can learn about who makes products and what companies and brands stand for; and consumers can be given an incentive or reward for trial or best use to meet needs and satisfy consumers.

Integrated Marketing Communications (IMC)

The definition of marketing communications according to the Business Dictionary, are promotional messages that are coordinated and sent through one or more communication channels such as print, radio, television, mail, and personal selling. According to Olujimi Kayode in Marketing Communication, marketing communication is a targeted interaction with consumers and potential customers using one or more media such as letters, newspapers and magazines, television, radio, billboards, telemarketing and the internet. Then according to Philip Kotler and Kevin Lane Keller define marketing communications as a means used to inform, persuade, and remind consumers, either directly or indirectly, about the products and brands they sell (Shimp, 2014)

According to Morrison, companies are now starting to move towards a process called integrated marketing communication (IMC), which includes coordinating efforts from various promotional elements and other marketing activities. According to Shimp, IMC (Integrated Marketing Communication) is a process of developing and implementing persuasive programs for customers and prospects on an ongoing basis. Furthermore, the American Association of Advertising Agencies developed the definition of integrated marketing communications as a concept of marketing communications planning that evaluates strategic messages from various communication disciplines. Integrated Marketing Communication (IMC) is a communication process that requires the planning, creation, integration, and implementation of various forms of marketing communications (advertising, sales promotions, publicity releases, events, etc.).

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2. Methods

This study uses a qualitative research method, which is a scientific research that aims to understand a phenomenon in a natural social context by prioritizing a process of in-depth communication interaction between the researcher and the phenomenon being studied. This research uses a descriptive method. Descriptive research is intended to collect detailed actual information that describes existing symptoms, identify comparisons and evaluations, determine what other people have done in facing the same problem and learn from their experiences to make plans and decisions in the future

3. Results and Discussion

Data Analysis of Rani's Creative House Marketing Communication Strategy in Promoting Knitting Products.

Rani Creative House produces various kinds of knitting products and promotes their products through social media, such as WhatsApp, Facebook and Instagram. Rani Creative House has a broad target market because it has a variety of products that can be used by all groups, from children to adults. In addition, from the data obtained from interviews with consumers, it shows that Rumah Kreatif Rani has effective communication activities in its marketing.

1. Take product photos

Taking product photos is the first step that business owners need to take to promote their products, especially through social media, as is done by Rani Creative House. This product photo will later be uploaded on social media WhatsApp, Facebook and Instagram. By uploading product photos, of course Manjada Gallery intends to inform and attract potential customers and showcase their products. This activity is included in advertising or advertising in integrated marketing communications. Based on the data presented above, the researcher sees that this has

been going quite well. Judging from the posts on her social media, Rani Creative House has displayed good, detailed product photos and can show the shape of the product well.

2. Using social media WhatsApp

as a promotional medium Social media is an easy and affordable place to promote trade products. By using social media, the capital spent on promotions can be cheaper and the reach of buyers can also be wider. WhatsApp social media was the first to be chosen to promote its products. This step is an advertising and direct marketing activity in integrated marketing communications, because social media includes advertising media or product promotion that deals directly with consumers and is seen directly by consumers. Based on the data presented above, the researcher sees that this has been going quite well. Rani Creative House carries out several marketing communication activities on its WhatsApp account, including; create business profiles and catalogs, upload product photos on the WhatsApp Story feature, and provide interesting product descriptions or captions for each post on WhatsApp Story. From the several marketing communication activities carried out by Manjada Gallery, it is quite interesting for potential customers, because Rani Creative House always displays product descriptions in an attractive way and by using WhatsApp media it can reach many people using only a mobile phone.

3. Using social media Facebook as a promotional medium

Rani Creative House chose Facebook as the second media used to promote and market their products with a wider range of potential customers compared to WhatsApp. Marketing communications in steps are advertising and direct marketing activities in integrated marketing communications, because social media includes advertising media or product promotions that relate directly to consumers and are seen directly by consumers. Rani Creative House carries out several marketing communication activities through Facebook social media, including sharing or uploading product photos on Facebook's Feeds feature, uploading photos on Facebook Story, and promoting products on Facebook Marketplace. It is quite interesting, because some of the activities carried out by Rani Creative House on Facebook social media can reach more people. The posts that are presented are also interesting, starting from detailed photos and clear captions or product descriptions.

4. Using social media Instagram as a media promotion

The third social media chosen by Manjada Gallery in promoting its products is Instagram, the aim is to further expand the reach of potential customers. On Instagram there are several features that help Rumah Creative Rani in promoting or showing off their products, including the use of hashtags in posts, the Instagram story feature and the highlight feature. This step includes advertising and direct marketing activities in integrated marketing communications because social media includes promotional media or product advertisements that relate directly to consumers and are seen directly by consumers.

Rani Creative House has several strategies in promoting its products through Instagram social media, namely; upload attractive product photos, provide detailed captions on posts, provide hashtags or hashtags on posts, upload product details, upload testimonials from consumers, display proof of delivery, and upload posts on Instagram Story. From the above data presentation, the researchers saw that the promotional activities of Rani's Creative House on Instagram media were going quite well and were also effective. Manjada Gallery has provided posts that can attract potential customers, besides that it also displays proof of delivery as well as testimonials to potential customers which can increase their confidence in Rani Creative House.

5. Give discounts to consumers

In promoting Rani Creative House products, they also provide discounts to customers and new customers. This was done to attract consumer interest, increase sales and increase the loyalty of old customers. Usually Rani Creative House provides discounts on Fridays, Rani Creative House birthdays, Republic of Indonesia birthdays, teacher's days and certain other holidays. This section is a sales promotion or sales promotion in a marketing communication strategy approach, because this step includes marketing activities that encourage the effectiveness of consumer purchases by providing discounts such as discounts and product purchases. Based on the data above, giving discounts to customers and new customers is the right thing to do by Rani Creative House.

Analysis of Supporting and Inhibiting Factors for Rani Creative House in Promoting Knitting Products

In the process of marketing communication there will always be supporting and inhibiting factors, as faced by Manjada Gall Rumah Kreatif Raniery in the process of promoting their products. According to the researcher's analysis, the supporting factors that Rani Creative House faces in promoting its products are affordable promotional costs, easy internet access and the right target market. Rani Creative House uses social media as an effective and efficient promotional medium, because in addition to affordable promotional costs, social media can also reach more potential consumers.

According to researchers, this is even more attractive because it has other support, such as easy internet access and a broad target market. Then the inhibiting factors that Rani Creative House faces in promoting their products are limited product photo staff, limited promotional staff from various social media, hard-to-reach store locations. According to the researcher's analysis, the promotion process for Rani's Creative House was carried out by the owner or owner of Rani's Creative House because of a shortage of people or labor in the process of promoting and marketing their products so that some of their marketing communication activities were limited. not crowded yet.

Marketing communication activities carried out by Rani Creative House in promoting knitting products have been well implemented which include taking product photos, using social media WhatsApp, Facebook and Instagram as promotional media and providing discounts to consumers. These marketing activities will be even better because they are supported by affordable promotional costs, easy internet access and have a broad target market. However, the inhibiting factors faced by Rani Creative House are the location of the shop which is difficult to reach and the lack of manpower in the marketing process so that some of its marketing communication activities are limited

4. Conclusions

In promoting its products, Rumah Kreatif Rani carries out a communication process by implementing a communication strategy that includes communication components, namely sources, messages, media, recipients, effects and feedback. In addition, Rani Creative House also uses IMC (Integrated Marketing Communication) theory which shows that advertising, direct marketing and sales promotion activities are effective and efficient marketing communication activities for Rani Creative House in promoting product. Some of the activities carried out by Rani Creative House in promoting their products are taking product photos, using social media WhatsApp, Facebook and Instagram as promotional media and giving discounts to consumers. Factors supporting Rani Creative House in promoting its knitting products are affordable

promotional costs, easy internet access, and a broad target market. While the inhibiting factors are limited personnel to take product photos, limited personnel to promote and store locations that are difficult to reach.

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