

Integrated Marketing Communication For MSMEs In Jae Que

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Abstract

This article discusses the marketing communication strategy of the Jae Que Production House MSMEs in marketing their products. Marketing communication strategy is a strategic effort that must be carried out by producers in order to be able to attract the attention of the market as their target. Jae Que is an MSMEs engaged in herbal drinks made from rhizomes and medicinal plants which are packaged instantly. This article uses a qualitative research method approach by conducting observations, interviews, and documentation. The results of this study indicate that five elements of marketing communication are carried out continuously and integrated by Jae Que Production House MSMEs, namely direct marketing, interactive marketing, sales promotion, personal selling, public relations, except for advertising marketing communication elements which are no longer carried out at this time due to streamlining spending and use social media to disseminate and carry out marketing communications.

Keywords: *IMC, MSMEs, Social Media.*

Introduction

Indonesia is a country that is famous for its diversity of biological products. Based on data obtained from the Bogor Agricultural Institute website fmipa.ipb.ac.id, in 2020 Indonesia will have 143 million hectares of tropical forest and 80 percent medicinal plants, around 25,000 to 30,000 plants that have the potential to become medicinal plants. Herbal plants are plants that are used as traditional medicine (Tuldjanah, 2022: 30) Preserving herbal medicine in the midst of a modernizing lifestyle must innovate by making products that are more attractive. MSMEs in marketing their products must have a marketing communication strategy so that product messages are conveyed by consumers or potential customers. The Jae Que production house is a Small and Medium Micro Enterprise (MSMEs) engaged in the herbal drink industry, established in November 2020. The product sold by the Jae Que production house is Jae Que which is made from rhizome plants such as Ginger, Turmeric, Temu Lawak, and etc.

In doing marketing, it is very necessary to have marketing communications. Marketing communications assist business people in informing potential customers about the types of products, how to buy, and the benefits to be received. Marketing communication is a means for business people directly or indirectly in informing, persuading and reminding consumers of the products and brands being sold. Marketing communication is an important part of how companies use strategic planning, implementation and evaluation to maintain or develop companies in the business world (Reza, 2016: 66). Lifestyle changes require companies to carry out marketing strategies that are more than just developing the quality and price of products or services, but effective communication strategies in maintaining good

relationships with consumers. A good marketing condition is the existence of a good relationship between producers and consumers (Nugroho, et al 2013: 1).

IMC as a component that can direct marketers in developing and conducting consistent and effective marketing communications. IMC can create a product image, as well as drive sales figures and expand the goals of the company (Jatmiko, 2014: 3). Don Schultz in (Anugrah, 2014: 4) explains that IMC is process of managing sources of information about products or services offered to consumers or potential customers. (Keller, 2009) explains that IMC activities are a combination of five communication activities that are often used by companies, namely advertising, personal selling, sales promotion, public relations, and direct marketing.

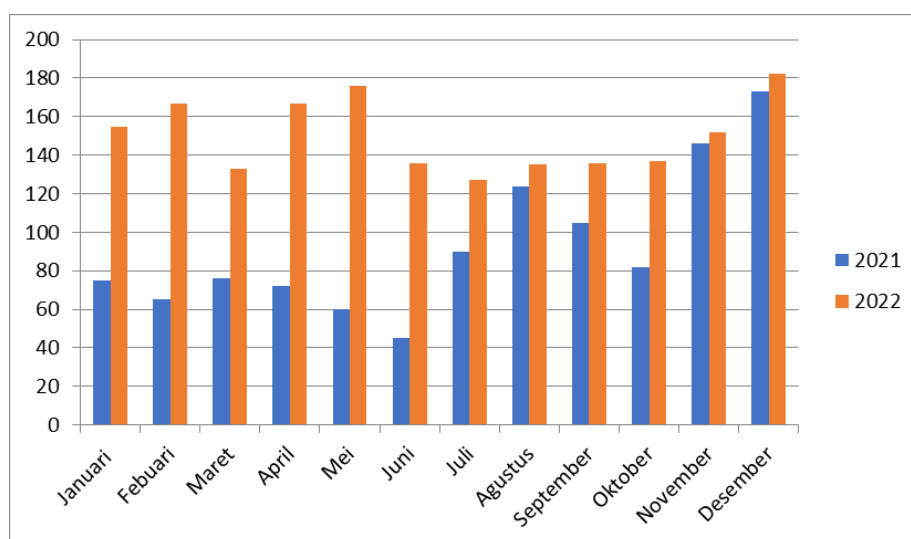
Figure 1. Jae Que products



Source: social Media Facebook Jae Que

Jae Que Production House UMKM has been established for about two years, for two years the Jae Que Production House has continued to innovate and develop products by producing a variety of products. The Jae Que production house has produced several product variants, namely, Jae Que Pinang, Jae Que Ginger Celery, Jae Turmeric Tamarind, Jae Que Turmeric Manja, Jae Que Beras Kencur, Jae Que Habattusauda. Jae Que's products that became best sellers, namely Jae Que instant ginger, Jae Que Ginger areca nut, Jae Que turmeric buffoonery, Jae Que Turmeric tamarind Jae Que products already have Home Industry Production (PIRT) and halal certificates from MUI, and are in the process of obtaining permits from BPOM. UMKM Jae Que Production House conducts marketing communication activities aiming to convey messages about Jae Que products to consumers or potential customers, and marketing communications are carried out aiming to approach potential customers. Various activities carried out to carry out marketing were carried out by the Jae Que production house, namely participating in the Bazaar and MSME events carried out by Siak Regency. Jae Que's production house also uses social media such as Facebook, Instagram, WhatsApp to upload photos/videos about Jae Que's products on how to present, get products, and product benefits. Jae Que Production House not only sells products conventionally but also uses digital, namely by marketing its products on marketplaces such as Shoppe, Lazada Tokopedia, and the Krealogy application and the Siakku marketplace application. Jae Que Production House UMKM. Sales of Jae Que products have reached markets outside the Riau province. Jae Que products have delivered products to consumers in several areas outside the province of Riau, namely, Medan, Bogor, Garut, Jakarta, Sidoarjo, East Java, Cianjur, Kalimantan.

Figure 2. Jae Que Production House Sales Graph in 2021-2022



Source: processed personal data

From the sales chart of the Jae Que Production House for two years starting from 2021 to 2022. The average monthly sales in 2021 are 93 Pcs. The average monthly sales in 2022 is 150 Pcs. From the graph, it can be seen that sales in 2022 have increased from the previous year 2021.

In conducting marketing, Jae Que Production House conducts marketing communications. Marketing communication is carried out using a strategy that aims to convey product message content and establish good relations with consumers. Marketing communication is carried out by carrying out various Marketing Communication Activities. This research was conducted to examine how IMC was carried out by UMKM Jae Que Production Houses in conducting marketing communications. The researchers aim to find out the IMC activities carried out by UMKM Jae Que Production Houses, because sales figures for UMKM Jae Que Production Houses have increased and the spread of jae que products has reached outside Riau province.

Method

The method used in this research is to use a descriptive qualitative research method. According to Whitney in (Moleong, 2012: 201), a descriptive method is to find facts with the right interpretation. Qualitative descriptive research understands the problems and procedures that apply in society including certain situations, which include relationships, activities, attitudes, views, and processes that take place and the influence of a phenomenon.

Research subjects are needed in research to become a source of information from research. The subject determines the data obtained if the research subject is determined correctly, the power to be obtained is correct (Fitrah, 2017: 151). The subjects of this study are Owner, Content Creator, Public Relations, Jae Que Consumers. Jae Que consumers who are used as research subjects have criteria, namely, have subscribed to Jae Que products for at least 6 months, and know Jae Que products from marketing communication activities carried out by the Jae Que Production House. The object of research is the thing that is examined which becomes a problem in research. Qualitative research objects are all fields or aspects of

human life, namely humans and everything that affects humans (Fitrah, 2017: 45). The research object of this research is the Integrated Marketing Communication activity at the Jae Que production house.

Sources of research data are the most important part of researchers, because the accuracy, depth, and feasibility of the information obtained is determined by the accuracy of selecting and determining the type of data source. According to (Siyoto, 2015: 67) . The data sources in this study are divided into two, namely primary data sources obtained from interviews with informants and researchers' observations of IMC activities carried out by the UMKM Jae Que Production House, and secondary data sources obtained from journals, books, documentation, and the results of previous studies.

This study uses three data collection techniques to obtain research data so that it can go according to plan and can solve the problem formulation. The three data collection techniques used are: Observation, interviews, and documentation. Triangulation is the process of analyzing the results of interviews with informants to see the truth of the answers from informants with other data sources (Kriyanto, 2006:71). The triangulation used in this research is Source Triangulation. Source triangulation is done by comparing the results obtained from different sources Dwidjowinoto in Kriyantono (2006:71). Compare and double-check the reliability of the information obtained.

Results and Discussion

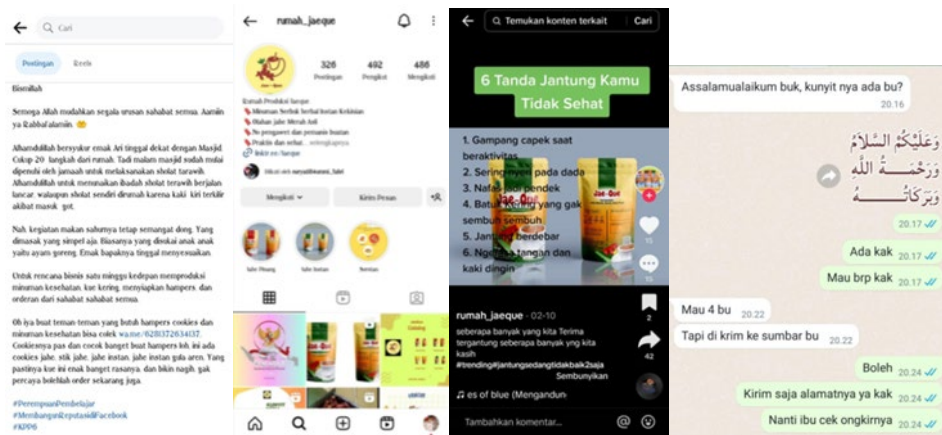
IMC (integrated marketing communication) is a concept of marketing communications planning that shows the added value of a comprehensive plan that evaluates the strategic role of various communication disciplines, such as general advertising, sales promotion, direct response and PR, and provides clarity, clarity and impact of communication that maximum (Firmansyah, 2020: 27) Two main points of thought from IMC, namely, One-voice marketing communications, which means that even though the communication elements are different in getting consumers, all must be able to be coordinated with each other in the right way by various organizations or those working in the different elements, and the second is integrated communication, which means communication to increase brand awareness or product imaging and to increase good sales results. According to (Keller, 2009: 179) there are three stages in an integrated marketing communication strategy, namely, the planning, implementation and evaluation stages. In this study, researchers focused on the implementation stage, in the implementation stage IMC consisted of five marketing communication activities namely, direct marketing, interactive marketing, sales promotion, advertising, public relations.

In carrying out marketing communications for SMEs, the Jae Que production house conducts direct marketing communications using non-personal contact devices to be able to communicate directly with customers. Online marketing communication activities are used to be able to communicate with customers either directly or indirectly, direct marketing communications are carried out aiming to increase sales, and increase brand awareness. In carrying out the marketing communication strategy used, namely IMC, the IMC component is used by Jae Que's UMKM to be able to increase sales. And with the existence of a marketing communication strategy marketing communication activities are carried out more directed and can make MSMEs grow and advance and can increase sales.

IMC activation carried out by the UMKM Jae Que Production House in carrying out a marketing communication strategy, namely:

1. Marketing, Direct (Direct Marketing) and Interactive Marketing (Interactive Marketing) in conducting direct marketing for UMKM Jae Que Production Houses using social media.

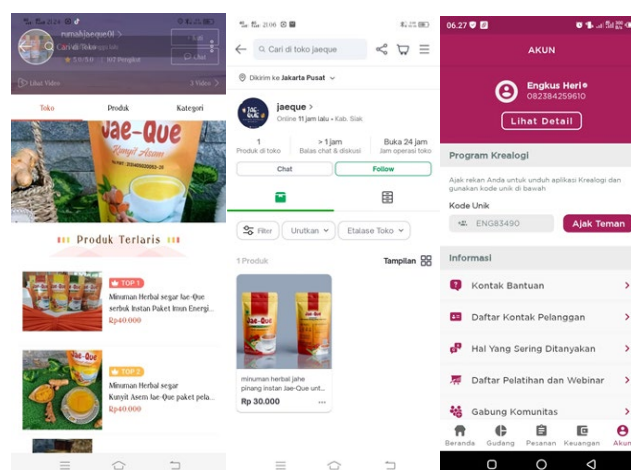
Figure 3. Social Media Jae Que



Source: Jae Que social media accounts facebook, instagram, tiktok whatsapp

UMKM Jae Que Production Houses use social media to be able to communicate with consumers, because now almost all people use social media and it's easier, making it easier for us to market Jae Que products. The social media used are Facebook, Instagram, Whatsapp, Tiktok, and create product catalogs. The messages used in conveying products on social media use themes that are close to daily activities so that the messages conveyed are easy to understand. To be able to attract attention, we also display well-designed photos/videos. In addition to making it easier for consumers, we make catalogs that are posted on social media to make it easier for potential customers to choose Jae Que products. UMKM Jae Que utilizes social media to communicate with consumers, social media is currently in an increasingly advanced technological age, almost everyone uses it, with social media information about products can be easily communicated to the public.

Figure 4. Marketplace Platform Jae Que



Source: Marketplace Jae Que

1. The UMKM Jae Que Production House also uses the Marketplace platform in conducting direct marketing communications, namely the marketplace used by Shoppe, Tokopedia, Kralogy, and the Siakku application which is supported by the Siak district government. UMKM Jae Que's production house also carries out interactive marketing, which is a marketing strategy by creating attractive visuals or videos to engage the audience with the digital content being created. The interactive marketing communication strategy carried out by the UMKM Jae Que Production House, namely quizzes, polls, surveys to get consumer responses. is content created on social media in the form of polls, quizzes made to find out consumer responses directly through polls and quizzes made. Polls created to find out the voices most liked by consumers, usually polls containing choices about several products. The quiz was created to invite consumer participation and increase knowledge and entertainment for followers of Jae Que's social media accounts. interactive marketing communication in the form of a survey conducted by the jae que production house by creating content in the form of photos containing product choices which are consumers' favorites. This survey was conducted to find out which jae que products are most in demand by consumers. Not a few of the Facebook social media followers of the Jae Que production house gave answers from their choices regarding the Jae Que product variant which is their favorite in the comment column on the Jae Que production house's Facebook social media.
2. Sales promotions are carried out to provide stimulation to potential consumers to buy the products on offer. promotions carried out by UMKM Jae Que Production Houses in the form of price discounts, buy 2 get 1 and bundling packages.

Figure 5. Jae Que Product Promotion



Source: Account Facebook Jae Que

This promotion is carried out to be able to attract prospective customers to buy it and as a form of loyalty to consumers. Researchers saw Jae Que's UMKM often carry out promotions posted on social media on certain days and moments such as on Fridays and during Eid al-Fitr. The MSME of the jae que production house conducts sales promotions by providing promotions such as buy 2 get 1, which means that every purchase of 2 pcs of jae que products will be given one free Jae Que product. UMKM Jae Que's production house also provides bundling packages, namely by combining several product variants in one purchase which aims to allow consumers to buy more than one product and streamline consumer time.

2. Personal selling is a marketing communication strategy that is carried out directly between the seller and potential customers. Personal selling is done to be able to build brand and product awareness by informing consumers about the product in detail. UMKM Jaee Que

Production House carries out various activities from personal selling to marketing communication strategies. Personal selling is done with the aim of building long-term relationships with customers. Personal selling activities are also carried out by providing advice and input to consumers and prospective customers before and after buying Jae Que products. Personal selling carried out by the Jae Que Production House SMEs in carrying out marketing communications is carried out with various activities. Jae Que Production House UMKM conducts Personal Selling activities to increase sales and build relationships and relationships with consumers in the long term. Jae Que products can be purchased at retail so that consumers who buy jae que products in a quantity of 1 pcs are still served well. Jae Que production houses in increasing sales of Jae products make sales through cooperating distributors. Forms of personal selling activities carried out are:

- a) *Trade Selling*, namely by allowing the purchase of products by retail, Jae Que Production House SMEs serve their customers by buying retail.

UMKM jae que production houses allow consumers to buy retail, as shown in the picture, Moh. Zainudin as a public relations and marketing department serves consumers buying products in retail, either 1 or 2 pcs.

- b) *Missionary Selling*, MSMEs of the Jae Que Production House already have regular customers, namely 5 stores such as clontong shops, mini markets and also Indomaret, Jumbo Mart and Resellers. UMKM Jae Que Production House usually refills stores that have become regular customers. The jae que production house SMEs also work closely with Indomaret and Jumbo Mart in marketing their products
- c) *Technical Selling* UMKM Jae Que Production House provides advice and explains how consumers can overcome the complaints they experience. UMKM, the jae que production house usually suggests product variants according to complaints or illnesses experienced by consumers, such as pain during menstruation, it is usually recommended to consume sour turmeric, need an immune booster to maintain body stamina, it is recommended to consume instant ginger, and if you have stomach problems, it is recommended consume turmeric buffoonery. UMKM Jae Que production house also markets its new product that is safe for diabetics, so they can still consume jae que products because they use special sugar, namely ant sugar.
- d) *Responsive selling*, UMKM Jae Que Production Houses ask consumers who have bought Jae Que products about reviews of the taste of jae que products and the benefits they feel after consuming Jae Que products. Reviews given to consumers then become testimonials from jae que products so as to make potential consumers interested and trust jae que products. The Jae Que Production House asks for consumer testimonials regarding the taste and benefits felt by consumers.

Testimonials given by consumers will then be posted on the Jae Que Production House MSME social media on Instagram and Facebook with the aim of attracting consumers and potential customers. Asking for testimonials from consumers who have bought jae que products, after consumers buy Jae Que products, some time later the UMKM Jae Que Production House contacts consumers and asks consumers' opinions about jae que products starting from the taste and perceived benefits, then we post them to the media our social media to be used as product testimonials.

- e) Executive Selling, Leader of UMKM Jae Que Production House establishes relationships with other companies or with the government to establish strong relationships so that UMKM Jae Que Production House can develop and innovate and improve sales quality. UMKM Production houses have relations with the government of Lubuk Dalam District, Siak Regency, and PT.RAPP, and others. The jae que production house SMEs cooperate with competent governments and companies to support the progress and development of jae que products.
3. Advertising is used to create a product image and can drive sales. Advertisements are created with the aim of providing information, persuading and reminding. The Jae Que Production House UMKM at the beginning of its establishment in 2020 had used advertising services, at that time it was used in the form of Facebook ads. UMKM production houses have used Facebook Ads to advertise their products but are no longer used at this time. At the beginning of the establishment of UMKM Jae Que Using Ads in the Form of Facebook Ads, but as time went on UMKM Jae Que Production Houses preferred and focused on using social media and in the age of increasingly advanced technology almost everyone used Social Media. Advertising is no longer used by Jae Que Production House SMEs because using advertising must incur costs and must be monitored on an ongoing basis so that it is not biased, and Jae Que Production House SMEs no longer use advertising to minimize spending and focus on using social media by making photos and videos as well as interesting captions on social media in conveying messages about Jae Que products being marketed.
4. Public Relations are activities carried out by a company to the public. The activities carried out by PR are carried out to gain profits between fellow members of the company and the company and the general public. Following are the activities carried out by the Jae Que Production House MSME Public Relations, including:
- a. Press relations are carried out to provide information about Jae Que's products that are published in the media, with the aim that the products being marketed are better known by the public. Some of the press relations activities that have been carried out by UMKM Jae Que Production House, namely in collaboration with Seputar Riau.co media, contain the profile of Jae Que's UMKM, information about products and how to order them. Apart from that, APRIL's social media also helps in linking and informing about UMKM Jae Que Production Houses through its Instagram account and website, UMKM Jae Que Production Houses have their own website which aims to provide product information and information about Jae Que Production House UMKM. UMKM jae que production houses also participate in KUBISA activities, namely Siak Letari business incubation activities. In this activity, I can include information about the MSME of the Jae Que Production House starting from the profile, Jae Que's products that are published in KUBISA print media.
 - b. Product Publicity, activities used to publish certain products. Publications carried out using social media, UMKM Jae Que carry out product publicity activities on Facebook social media by creating content in the form of photos of new products and captions that provide control over the new products that are made. UMKM Jae Que carries out

product publicity activities on Facebook social media by creating content in the form of photos of new products and captions that provide information about the new products being made.

- c. Word of mouth marketing, this marketing is done offline and online. The strategy undertaken to increase Word Of Mouth is by making quality products while maintaining quality and good service to consumers, and asking for consumer feedback as evaluation material. The good quality of the products that consumers provide and the benefits they feel, make consumers tell and recommend this jae que product with others to buy it too. The UMKM Jaeque Production House conducts tests at the PT Alam Lestari laboratory to maintain the consistency of the content of Jae Que products, and participates in product curation activities to participate in product selection selected by competent parties in their fields.
- d. Event is part of a promotion in which the company or brand is in contact with a method or activity with the aim of creating a consumer experience and product promotion. Various events attended by UMKM Jae Que Production Houses. event activities carried out by UMKM Jae Que Production House, namely:

- a) Exhibition

The UMKM Jae Que Production House took part in an exhibition held by the Siak district. UMKM Jae Que took part in an exhibition at the Tangsi Dutch Cultural Reserve in Siak Regency, which was carried out by Classmates. In the exhibition, there were owners and public relations who took part in the exhibition activities.

- b) Bazaar

UMKM Jae Que Production House conducts bazaars in various activities such as MTQ events, bachelor villages. Bazaar activities are carried out to attract consumers and potential customers to buy products. The bazaar is held to be able to introduce products to visitors at the event.

Jae Que Production House SMEs participate in bazaar activities, Jae Que Production House SMEs participate in bazaar activities at the MTQ and Bujang Kampung events in Lubuk Dalam District, this activity is used to promote Jae Que products by placing several Jae Que products in the bazaar activity.

- c) Conducting Entrepreneurship Seminars for high school students

UMKM Jae Que Production House gave an entrepreneurship seminar to students of SMAN 01 Lubuk Dalam. In the seminar, the team from Jae Que's production house provided knowledge about entrepreneurship by directly providing their knowledge based on experience in establishing Jae Que's products, starting from how to start a business to maintaining and developing it. This seminar activity was carried out in addition to providing education on how to start entrepreneurship as well as introducing Jae Que products, especially to the millennial generation.

- d) Networking

Networking is an activity carried out to be able to expand and add to relationships who have the same or different industrial backgrounds and have the same interests. Some of the networking carried out by UMKM Jae Que Production Houses, namely, Jae Que Production House UMKM took part in KUBISA activities held in Siak district, in these activities they met with other UMKM and met mentors who were

experts in their fields so as to increase relations, and Jae Que Production House UMKM also participated in the entrepreneurial party activities held in Bandung

Conclusion

The research results obtained and the following analysis has been carried out, the following conclusions are obtained from the results of this study:

1. Elements of marketing communication carried out by UMKM Jae Que Production Houses consist of five activities namely, direct marketing interactive marketing, sales promotion, personal selling, advertising, and public relations.
2. The five elements of marketing communication are carried out to be able to increase the sales of UMKM Jae Que Production Houses. The five elements of communication that are carried out optimally are direct marketing and interactive marketing, sales promotion, personal selling, public relations, except for advertising communication elements.
3. Elements of communication carried out by UMKM Jae Que Production Houses which are carried out continuously and integrated, namely direct marketing, interactive marketing, sales promotion, personal selling, public relations, except for advertising elements which are no longer carried out, this is due to social media.

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