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**MARKETING COMMUNICATION STRATEGIES TO ATTRACT
CONSUMER INTEREST: LITERATURE REVIEW**

Sheila Galuh Syafira Siregar

Master of Management Science, Universitas Sumatera Utara, Jl. Prof. T.M Hanafiah, SH, Kampus
USU, Medan, Indonesia
sheila.galuh98@gmail.com

Abstract

Marketing communication strategy is an important thing and required by an organization or company, strategy is the method or planning carried out by an organization in achieving a specific goal, while marketing communication is the way the company carries out in introducing an idea or product they market to the public. Marketing communication strategy is necessary for all companies to make their products known to the general public. This research aims to know and describe the marketing communication strategies carried out to attract consumer interest. The research was conducted using a literature review by exploring various previous studies that exist on various electronic databases of journals or literature searches. Based on the review carried out in some journals literature obtained a marketing communication strategy that are usually done by the company, to determine the 4P first as product, price, place and promotion, then use social media as a means of communication with consumers, make advertisements in social media, market products personally to be able to introduce products to the public, and market products with the way word of mouth. By implementing the right marketing communication strategy, it is expected to attract consumer interest and increase the sales of products marketed.

Keywords: *Strategy, Marketing Communication, Consumer Interests*

INTRODUCTION

Product marketing in every company is one of the keys to maximizing the company's goals in generating profits. Without marketing, the business or business that is run will not grow rapidly. In addition, attracting consumer buying interest and building consumer interest is also one of the keys to maximizing company goals. Business actors must think about how to introduce their products to consumers and form their understanding of the product so that they will then try and buy.

Along with the rapid development and advancement of technology and increasingly varied human needs, every company faces a challenge in selling its products. In the world of marketing, the high level of marketing of various products becomes a problem or challenge for the *marketing division* in every company in terms of market competition. Operations in marketing communications play a very important role, as stated by Philip Kotler, namely in a marketing

communications organization and company whose role is to share information, communicate or warn consumers directly or indirectly (Hariyanto, 2021).

Communication strategy is very important to do in this era, communication strategy is one of the main keys for a company to be successful in selling its products. Companies will not be successful if they only create good products if they are not supported by good marketing, if this happens, of course the products they make will fail to compete in the market. Marketing in the modern era doesn't only think about how to create a good product, but they also have to leave an impression that sticks in the hearts of consumers so that consumers want and continue to use these products. The increasingly competitive competition in the world of marketing requires a company to think about effective and efficient communication strategies to the public.

In a communication and marketing environment that is in line with the development of technology or the communication process is also changing, this will affect consumers when they get information about products. Marketing communications can create brand value or product sales. Kotler and Keller (Tjiptono & Diana, 2016) stated that in developments in the marketing communications environment where changes are taking place so quickly, marketing communications through advertising is one of the most important and so important in shaping brand value and advancing sales, but through the mix Marketing communications that will be carried out in an integrated way can also manage capital or encourage sales, also with the expansion of these communications can get such a large reach. The basic framework of corporate marketing communications can be oriented in such a way as to be able to influence buyers with the attractiveness or price of the product, the image or color of the package, the decoration of the statue for form (Hamdat et al., 2020).

Marketing Communication Strategy for a product in a company is a form of marketing improvement strategy in advancing a company and how the product offered is different from competitors' products. Through a marketing communication strategy, companies can see the extent to which targets have been met so that they can see developments through the number of consumers who are interested in the products offered and see an increase in sales.

Marketing communication and consumer buying interest are two constructive and correlative elements, because both require each other and are difficult to let go of, this is because consumer buying interest is the cause and effect of a marketing strategy that has been carried out through marketing communications so that by forming good communication to the community, it is hoped that the public will be interested in buying the products offered by the company. Consumer buying interest can be seen from the aspect of increasing sales which has a direct impact on increasing sales turnover or increasing income. From the description that has been presented, the author is interested in knowing more about the marketing communication

strategy carried out by the company to attract consumers to buy the products marketed by the company.

RESEARCH METHODOLOGY

The method of writing scientific articles is by using qualitative methods and literature studies or library research. Reviewing theories and reviewing literature books that are in accordance with the theories discussed. Besides that, it also analyzes reputable and non-reputable scientific articles and journals. All scientific articles are sourced from Google Scholar and other academic online media. In qualitative research, literature review must be used consistently with methodological assumptions. This means that it must be used inductively so that it does not direct the questions posed by the researcher. One of the main reasons for conducting qualitative research is that it is exploratory in nature, (Ali & Limakrisna, 2013).

RESULTS AND DISCUSSION

Consumer Buying Interest

Purchase intention is a tendency and desire that strongly encourages individuals to buy a product. Purchase intention is a consumer behavior that occurs when consumers are stimulated by external factors and come to buy based on their personal decision characteristics and decision-making process. Consumer buying interest is consumer behavior that arises in response to an object that describes the desire of consumers to make a purchase (Al Hafizi & Ali, 2021).

Consumer Buying Interest is a desire that arises and this desire reflects the desire of consumers or customers to buy a product (Tjiptono, 2015: 140). Purchase intention is a matter related to the customer's plan to buy a particular product or service and how much is needed by the customer for a certain period, whether for the short term or long term.

Indicators of buying interest include: Interest in finding information about products, considering buying, interested in trying, wanting to know about products and wanting to own products (Saputra & Mahaputra, 2022).

Strategy

Strategy according to Kuncoro is determining the framework of the company's activities or business activities and providing guidelines for coordinating activities so that later the company can or can adjust and influence the ever-changing environment. This strategy spells out clearly the environment the company wants and also the type of organization it wants to run.

Product strategy is a strategy carried out by sellers in introducing their products that will be offered to consumers based on several elements to attract consumers. Some of these elements include product quality, brand strategy, packaging and labels, product life cycle, and warranties (Syaputra, 2012).

Marketing Communications

Kotler & Keller (2016) states that, Marketing communication is a means used by companies in an effort to inform, persuade, and remind consumers both directly and indirectly about the products and brands they sell. Every activity carried out through marketing communications also has an impact on consumer responses as recipients (communicants), in the form of cognitive (awareness stage), namely forming awareness of certain information, affective (influence stage), namely giving influence to do something (buying reaction), behavioral or conative (the buying action stage) namely forming audience patterns into subsequent behavior (repurchase).

According to Chandra (in Wibowo, Arifin, & Sunarti, 2015), a marketing strategy is a plan that outlines the company's expectations of the impact of various marketing activities or programs on the demand for its products or product lines in certain target markets. Marketing programs include marketing actions that can affect demand for products, including changing prices, modifying advertising campaigns, designing special promotions, determining distribution channel choices, and so on.

The marketing communication mix according to Kotler & Keller (2016) includes: Advertising, Sales Promotion, Events and Experiences, Public Relations and Publicity, Online Marketing and Social Media, Mobile Marketing, Direct Marketing, Personal Selling. Furthermore, each marketing communication mix has its own characteristics that are useful for increasing sales, adding value to products and services for consumers.

Marketing Communication Strategy

The marketing communication strategy is a continuous creative steps pursued by a company in order to achieve the best marketing targets in order to achieve maximum customer satisfaction. The marketing communication strategy is the way the company takes to realize its mission, goals and objectives, which have been determined by maintaining and striving for harmony between the various goals to be achieved, the capabilities possessed, and the opportunities and threats facing its product market (Adisaputro, 2010: 180).

Based on the results of the journal *literature review* obtained, several marketing communication strategies that are often carried out by companies are as follows:

1. The 4Ps of the Marketing Mix

Marketing mix strategy / 4Ps is a strategy that can be used as a basis for companies in positioning their products to consumers. Through the marketing mix strategy / 4Ps the company's goals to increase low consumer interest or increase sales targets will be achieved. Because with this strategy the company will be assisted in managing the strategy of the products that will be produced by the company. This strategy is a drafting activity to regulate how a product is made in order to attract the attention of its target

market. The preparation of the design starts from designing the product itself, setting the selling price, distributing product distribution, and setting up promotional methods to introduce the product to its target market or consumers. The indicators in the marketing mix strategy are contained in the 4Ps which include product strategy, price strategy, place strategy, promotion strategy.

2. Use of Social Media (Online) as a Means of Marketing Communication

Marketing communication is very important in the world of business or business. As a business owner, you really need consumers to contribute to the business they have. One of the marketing communication strategies is by utilizing social media so that audiences and consumers know about the products that will be offered. Social media is currently widely used by the public to promote their wares, especially social media Instagram and Tiktok.

Social media is considered as a medium that will continue to develop with the times, so it is not impossible that by using social media one's behavior can change. One way to optimize the use of social media in the field of promotion is to plan the management of social media and segmentation of the target audience. Planning needs to be done carefully so that the purpose of the message to be conveyed can be received equally by the target audience to be addressed.

3. Advertisement

Advertising is any form of non-personal communication about an organization, product, service or idea that is paid for by a sponsor. Advertising is communication that can reach a wider audience. Advertising can also be used to build a long-term image and also accelerate quick sales. Advertising is also interpreted as a form of non-personal presentation and promotion of ideas for goods or services carried out by a particular company. The main factor or key to advertising is that advertising must arouse the attention of potential consumers (Adlin, 2018).

According to Kotler & Keller (2016) advertising functions to build awareness of the importance of a product or service, helps convince customers to buy and differentiates a product/service from other products/services.

4. Personal Sales

Personal selling is a form of face-to-face communication with consumers and improvisation of sales using person to person communication. In marketing communications, personal selling is an important partner that cannot be replaced with other promotional elements. Personal selling is a form of direct communication between a seller and a potential buyer. Sellers try to persuade prospective buyers directly, either face to face or through telecommunication tools such as the telephone. Through direct

interaction, the seller can see and listen to the buyer's responses or responses, so that the seller can directly modify the information that must be conveyed to prospective buyers (Morissan, 2010: 34).

As stated by Sofjan (2014) that personal selling is an oral presentation by a company to one or several prospective buyers with the aim that the goods or services offered are sold. In personal selling there is direct personal contact between the seller and the buyer so as to create two-way communication between the buyer and the seller.

5. Sales promotion

In concept, sales promotion is used to motivate *customers* to take action by buying products that are triggered by product offers for a limited time. Sales promotion can be interpreted as a variety of short-term incentives intended to encourage trial or purchase of a product or service. Companies can disseminate information about sales promotions through social media such as Instagram, Facebook or TikTok.

6. Word of Mouth

Word of Mouth is a marketing strategy used to generate natural or natural discussions or conversations about products and recommendations for a product or brand. The Word of Mouth strategy is a marketing strategy that is considered effective in attracting new customers and making them loyal. To get positive talk from consumers, companies must continue to innovate and develop quality products, services and services.

According to a study conducted by Nielsen, 92% of people trust recommendations from friends or family more than advertising content. The key to the effectiveness of *word of mouth* is the genuine experience of people who are not bound by the company that produces the product or service.

CONCLUSION

Communication strategy is very important to do in this era, communication strategy is one of the main keys for a company to be successful in selling its products. Marketing communication and consumer buying interest are two constructive and correlative elements, because both require each other and are difficult to let go of, this is because consumer buying interest is the cause and effect of a marketing strategy that has been carried out through marketing communications so that by forming good communication to the community, it is hoped that the public will be interested in buying the products offered by the company. Consumer buying interest can be seen from the aspect of increasing sales which has a direct impact on increasing sales turnover or increasing income.

The marketing communication strategy that is usually carried out by companies is by first determining the 4Ps, namely product, price, place and promotion, utilizing social media, creating

attractive advertisements, making personal sales to consumers, promoting products marketed to consumers, and through word of mouth. By carrying out the right marketing communication strategy, it is hoped that the company can increase its product sales.

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