

Marketing Communication Strategy of CV Maksell Through The Instagram Account of @sellycahaya

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Abstract

The COVID-19 is the kind of beta coronavirus that has placed several major economies in the strife of the world, paralyzing travel and also social interactions, making COVID-19 to be one of the most important events of the pandemic in human history (Méndez-Sánchez et al., 2020). One example of the effort is the policy of Pembatasan Sosial Berskala Besar (PSBB) or large-scale social distancing policy. PSBB can be said also as quarantine, the particular reason for the circumstance is the same main activity which obliged to stay at home. One of the most done activities at the moment is taking care of Ornamental Plants. The online sales of ornamental plants in Indonesia are increasing during the pandemic of COVID-19. Because all physical and social activities are restricted during the COVID-19 pandemic, the ability to use social media for business is essential. so there's a need for an online sales information system for ornamental plants (Sutedi, 2017). In order to make this research to run by the focus of the research. the role of the Instagram digital platform has become a necessity for online business, especially for ornamental plant seller like @sellycahaya.

Keywords: Pandemic, Marketing Communication Strategy, Ornamental Plants, Instagram

Abstrak

COVID-19 adalah jenis beta coronavirus yang telah menempatkan beberapa ekonomi utama dalam pergolakan dunia, melumpuhkan perjalanan dan juga interaksi sosial, menjadikan COVID-19 sebagai salah satu peristiwa pandemi terpenting dalam sejarah manusia (Méndez -Sánchez dkk., 2020). Salah satu contohnya adalah kebijakan Pembatasan Sosial Berskala Besar (PSBB) atau kebijakan social distancing berskala besar. PSBB bisa dikatakan juga karantina, alasan khusus dari keadaan tersebut adalah kegiatan utama yang sama yang diwajibkan untuk tinggal di rumah. Salah satu kegiatan yang banyak dilakukan saat ini adalah merawat Tanaman Hias. Penjualan tanaman hias secara online di Indonesia semakin meningkat di masa pandemi COVID-19. Karena semua aktivitas fisik dan sosial dibatasi selama pandemi COVID-19, kemampuan menggunakan media sosial untuk bisnis menjadi penting. sehingga perlu adanya sistem informasi penjualan tanaman hias secara online (Sutedi, 2017). Agar penelitian ini dapat berjalan sesuai dengan fokus penelitian. Peran platform digital Instagram sudah menjadi kebutuhan bagi para pebisnis online, khususnya bagi para penjual tanaman hias seperti @sellycahaya.

I. INTRODUCTION

The online sales of ornamental plants in Indonesia are increasing during the pandemic of COVID-19. It is increases dramatically compared to offline sales (Ridwansyah, 2020). People prefer to do it online because during the pandemic they are forced to just stay at home. The same condition also happens to the seller, where the seller has to still sale their ornamental plants, but they are unable to go outside to do traditional marketing such as offline sales. Another reason is because that according to Saura (2019) traditional marketing techniques are no longer relevant due to technological advancements and are unsuitable for a new business environment that is entirely digital and based on the internet (Candrawati, Hari; Sapari, Delly; Seto, Tri Anggoro; Wahyudi, 2020). In this research, the research method that the researcher uses is the qualitative research method. One key informant, three supporting informants, and one expert informants assisted researchers in conducting interviews. In this research the author separate data collection technique as two types, which are primary data and secondary data, the author uses interview activity for the primary and obtained secondary data sources in the form of knowledge books, previous research references via theses/journals, and internet access to obtain the required data. To describe what is @sellycahaya marketing communication strategy, and to determine what is the best and most suitable marketing

communication strategy for @sellycahaya in the future are the reason why this study is important. Also, the same benefits for all Indonesian online Plants sellers in general. Indonesia is well known as a tropical country that has fertile land, so the Ornamental Plants cultivation and business industry can be determined as an Industry that has huge potency in the country.

II. METHOD OF RESEARCH

2.1 Research Paradigm

The research paradigm is how to view the basic phenomena that are the essence of the problem to be investigated with the concepts, assumptions, and method that will be used in a series in the implementation of a study.

2.2 Research Methodology

In this research, the research method that the researcher use is the qualitative research method. The qualitative research method incorporates several distinguishing features.

2.3 Research Objects and Subjects

2.3.1 Research Subject

The subject of this research is the owner of CV. Maksell that formulated the Marketing Communication Strategy of Ornamental Plants through the Instagram account of @sellycahaya

2.3.2 Research Object

The Object of this research is the Marketing Communication Strategy of Ornamental Plants that done by CV. Maksell through the Instagram account of @sellycahaya.

2.3.3 Research Analysis Unit

The marketing communication strategy through Instagram social media was used as the analysis unit in this study.

III. RESULT AND DISCUSSION

The results of the research that have been carried out and will be discussed will be discussed associated with theory to answer the research focus that has been determined previously. The outcome of the interview research is a process that has been carried out to obtain information as well as data from informants in order to answer study questions. The researcher will use the basic concepts and theories that will underpin this research in order to achieve the previously set research focus.

Table 1. Categorization Result of Message Strategy component of the Marketing Communication Strategy

No.	Component	Informants Name	
Creative Message			
	Go Green Creative Message	Selly Cahaya	<i>"Creative message that we really have to green the earth"</i>
		Nathanael Khareza	<i>"we are also educated about this plant's name"</i>
	Tips, Trick, Education and Information about taking care of the plants Creative Message	Reni Andriani	<i>"I like the information, how to take care of plants"</i>
		Dr. Anne Ratnasari	<i>"But now the point is about messages like tips and tricks, that is to inform and provide solutions, not only catalog but also provide education"</i>
	Life Motivation	Novie Rahadika	<i>"For example, if you advertise plants with motivation of life"</i>

(Source: Researcher Analysis, 2022)

Table 2. Categorization Result of Media Strategy component on Consumer Gap of the Marketing Communication Strategy

No.	Component	Informants Name	
Consumer Gap: Effective time to share marketing content			
	Special Hours	Selly Cahaya	<i>"For special hours, it's usually crowded in the morning, when the activities in the morning are done, it's around 8 o'clock,"</i>
		Novie Rahadika	<i>"Usually at night, it's just relaxing at rest."</i>
	Relax Time	Reni Andriani	<i>"It's time to relax at night, if it's during the day it's just there. If in the morning, I can't be sure to clean up first and then prepare the children for school. In the afternoon, there are other activities such as fitness."</i>
	Payday	Dr. Anne Ratnasari	<i>"Arranged with the customer, for example in a new post a month before payday or after the beginning of the month or also when a new product arrives"</i>

(Source: Researcher Analysis, 2022)

Table 3. Categorization Result of Media Strategy on Instagram Feature component of the Marketing Communication

No.	Component	Informants Name	
Media Communication Strategy on Instagram Features			
	Instagram Feeds	Not Monotonous	Selly Cahaya <i>"...something different compared to the monotonous feed of people..."</i>
		Clear Quality Picture	Nathanael Khareza <i>"...They post photos of plants that are still available and ready, with clear quality, so it looks good, it looks interesting..."</i>
		Tools to Measure	Dr. Anne Ratnasari <i>"...testimonials in Instagram are used as a tool to measure how the market responds to consumers and purchases ..."</i>
	Instagram Comment Section	Testimony	Good Testimony Reni Andriani <i>"...If you see a lot of good testimony, it will good..."</i>
		Solution from Bad Testimony	Novie Rahadika <i>"...there are bad testimonies, maybe it's the first time buying..."</i>

Instagram Live Streaming and IGTV	Selling and Marketing System	Selly Cahaya	<i>"...we are also using a live shopping system (selling and marketing through Instagram Live Streaming) so on IGTV, it's more about sharing the products we sell. When we go live, we save and go straight to IG TV..."</i>
	Maintaining Costumers Engagement	Dr. Anne Ratnasari	<i>"...This is great for engagement and maintaining relationships with costumers..."</i>
	Purchase Decision	Nathanael Khareza	<i>"...So I just thought about ornamental plants, especially when on Instagram live they mentioned the same plants, so 'oh well, I guess I'll buy this one..."</i>
	Cheaper Price and Promos	Reni Andriani	<i>"...(From Live Sale) The first one is cheaper, yes, and it's more lush..."</i>
		Novie Rahadika	<i>"...sometimes when it's a live sale, it's exciting, sometimes there are lots of promos..."</i>

(Source: Researcher Analysis, 2022)

1. Analysis Of Marketing Strategy Of @Sellycahaya in Message Strategy

Marketers may have multiple communication goals or objects, each of which necessitates a different medium to convey a specific message. As a result, the communication's content must be tailored to consumers' information needs. (Machfoedz, 2019).

The researcher asked about creative messages to key informants, where key informants admitted that @sellycahaya did use creative messages in the form of including messages containing tips and tricks in caring for plants. In addition, @sellycahaya also shares persuasive information to preserve the earth by means of reforestation that can attract consumers who like ornamental plants. In tune with what Machfoedz said in his book that marketers generally use two types of messages to attract consumers; informational or rational and emotional and transformational (Machfoedz, 2019). @sellycahaya giving the message strategy in the form of emotional and transformational type of message to attract consumer who love ornamental plants and it has strong connection with environmental issue.

In media strategy, @sellycahaya pays great attention to and heeds to Consumer Gap that is Prime Time. Prime Time means consumer gaps in the form of time and place to convey messages in order to reach maximum reach (Machfoedz, 2019). @sellycahaya chooses the prime time that suitable with their target market which is housewife in majority. Where the majority of house wife usually can keep in touch with their phone when their husband go to work and their children go to school, that's why @sellycahaya chooses the prime time at 8 am. Beside the prime time at daily, expert said that @sellycahaya can manage their monthly primetime to be near with the payday. Because at that time most people are ready to purchasing product.

2. Analysis of communication Marketing Strategy of @sellycahaya in Media Strategy

Mrs. Selly Cahaya said that she doesn't want @sellycahaya feeds on Instagram look like an ordinary account. If usually other account only post their photo with a long caption of description, Mrs. Selly Cahaya is prefer to make the description written in the photo and give simple caption on it. She said it will make people more curious about the full content of the photo and then will click the photo. Instagram's ability to attract a slew of famous people to open their own accounts has proven to be advantageous to these business owners (Latiff & Safiee, 2015)

In other way, costumers are more like to attract to the feeds of Instagram that looks harmony in one picture to another one. From that attraction there will be a willing to purchase. Beside making a description written in the picture, @sellycahaya can also using testimony from the previeous costumer to be media strategy to do marketing.

IV. CONCLUSION

Key informants admitted that @sellycahaya did use creative messages in the form of including messages containing tips and tricks in caring for plants. In addition, @sellycahaya also shares persuasive information to preserve the earth by means of reforestation that can attract consumers who like ornamental plants. In media strategy, @sellycahaya pays great attention to and heeds to Consumer Gap that is Prime Time. Key Informants said that she doesn't want @sellycahaya feeds on Instagram look like an ordinary account. Costumers are more like to attract to the feeds of Instagram that looks harmony in one picture to another one. Media choosing is also really important in the Media Strategy of Marketing Communication Strategy. @Sellycahaya is uchoosing Instagram Live to held it creative event namely *Salebon*. That's a good effort to take advantage of the promotion mix, specifically sales promotion.

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