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MARKETING COMMUNICATION STRATEGY  
@SAMASEBENKULUOFFICIAL IN INCREASING THE  
CUSTOMER BUYING INTEREST  
(STUDY OF @SAMASEBENKULUOFFICIAL AS THE 1<sup>ST</sup>  
STORE OF SAMASE PRODUCT IN THE CITY OF BENGKULU)

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**Abstract:**

This study aims to determine the marketing mix 7P marketing communication strategy applied by @samasebengkuluofficial and find out the strategy of the AIDAS analysis of the 7P marketing mix of @samasebengkuluofficial in increasing the buying intention. This research use descriptive qualitative approach. The object of this research is from the @samasebengkuluofficial activity in terms of the data needed. Research data were analyzed in three ways, namely reducing data, presenting data, and finally drawing conclusions. The results of this study showed @samasebengkuluofficial directly as a company implementing and implementing a marketing mix 7P marketing communication strategy. Then knowing and analyzing the AIDAS analysis strategy through marketing mix 7p. The implication of this research is that being a marketing is certainly not easy, it requires expertise in communicating the message to be conveyed to consumers. Good delivery will attract the attention of the interests of relations, visitors, and customers in the city of Bengkulu or even outside the province. This research is expected to provide a good contribution for all marketing and business of @samasebengkuluofficial in the city of Bengkulu in increasing the costumer buying intention.

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**Keywords:**

Marketing Communication Strategy, Marketing Mix, AIDAS Analysis Strategy, @samasebengkuluofficial

**Introduction**

In carrying out marketing activities for a product, companies are not only required to market their products, but also how the company is able to communicate well with customers or consumers as well. This means that at this time, the company is facing a condition where the community is very close to the competitors that have similar values of their products. This causes the current marketing communication strategy to develop, especially in terms of product marketing creativity. So that the competition is getting tougher in attracting or seizing the target market. Therefore, we need a well-planned strategy in getting the attention and hearts of consumers so that later consumers decide their interest to buy the products that we have.

Consumers usually buy a product for reasons of need. However, there are other reasons given by consumers in making a purchasing decision, such as the desire to try new products, or being curious about products whose advertisements are often displayed, or because the product to be purchased is worn by people they admire, or because they believe in the product that they want to buy or because they can see the product directly in the store or the price offered is affordable or even very interested in the design of the product produced by the company.

Therefore, now the company is starting to get closer to consumers through a promotion according to the needs of the consumers themselves. The expected response to potential buyers is purchase, high satisfaction and good word of mouth. But the decision to buy is an outcome process. Companies must have a desire to put something in the minds of their consumers, change consumer attitudes or encourage consumers to take action. According to Kotler and Armstrong (2008) an effective marketing strategy will be seen if the message conveyed is able to get attention/attention, deliver to interest/interest so that it creates a desire to buy/desire and ends with a decision to buy/action. This marketing framework is known as the AIDA Model. However, recently, to see the satisfaction with the products that have been purchased by consumers and as an evaluation material, this AIDA theory has also been added to the AIDAS theory, where the last stage is satisfaction.

Data from the Ministry of Industry that Indonesia will become the world's Muslim fashion center, means that Muslim clothing stores in Indonesia will be very eager to improve and prepare the best strategy to influence consumer decisions in buying which products they will enjoy. The following is an article issued by the Ministry of Industry regarding the statement that Indonesia will become the center of world Muslim fashion and this is not the only reason for the development of the Muslim clothing industry in Indonesia, but also because the market demand for modern Muslim clothing is also very high.



**Figure 1.1**  
**Article of Ministry of Industry**

Source: <https://ikm.kemenperin.go.id>

The @samasebengkuluofficial store, which is the first Muslim clothing store or Samase product in Bengkulu City. The @samabengkuluofficial store in relation to business competition, must have the right steps and strategies so that the same product is known by the public considering that this same clothing product is still relatively new to the city of Bengkulu. So it is hoped that with this strategy, the @samasebengkuluofficial store is able to achieve the desired goal from the start. In this regard, @samasebengkuluofficial has carried out a strategy of combining formal work clothing designs with Muslim clothing designs, as well as the basic materials used. For example, for the basic material for making Sirwal pants, @samasebengkuluofficial combines Muslim clothing with well-known twill stretch jeans with certain patterns and uses a little spandex mixture which makes this sirwal slightly flexible and elastic, some sirwals are also produced by combining the acid wash technique and last but not least that the prices are very affordable. This strategy is the main differentiation between @samasebengkuluofficial products and Muslim clothing products in Bengkulu City.

When you look at the sales made by @samasebengkuluofficial, the sales made are already high. products that are ordered with a certain quantity and a certain period, can be sold with a relatively fast sales duration. In relation to the AIDAS theory above, @samasebengkuluofficial has generally taken the desired steps, starting from a good product, promoting on social media, telling stories about the convenience of using the product, explaining the very affordable price for excellent product quality. and invite potential buyers to see the product in person in the store. This is done by the team from @samasebengkuluofficial to get satisfaction from buyers and it is proven that not a few buyers come back or place orders for the second time or more.

## Literature Study

### Marketing Communication

Tjiptono (2012: 219), marketing communication is a marketing activity that seeks to disseminate information, influence/persuade, and remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. While marketing communications according to Kotler & Keller (2009:172) states that marketing communications are:

"The target where the company tries to inform, persuade and remind consumers directly or indirectly about the products and brands being sold".

From the above understanding, it can be concluded that marketing communication is presenting the company's image and its brand and is a means by which companies can make their products and services to build relationships with their customers.

### ***Marketing Communication Strategy***

Marketing communication strategy is a very important part for the development / progress of the company according to Kennedy and Soemanagara (2006) marketing communication strategy is a marketing activity using communication techniques that aims to provide information to the public so that the company's goals are achieved, namely an increase in the use of services or product purchases. The services or products offered are similar to those expressed by Kotler and Armstrong (2008) that marketing communication strategies are specific guidelines for advertising, sales promotion and public relations, personal selling, and direct marketing tools that companies use to communicate customer value in a persuasive and constructive manner. relationship with customers.

Marketing communication is an intermediary through which companies inform, persuade and remind directly, about the brands and products they sell. Meanwhile, according to Tjiptono (2008: 219), marketing activities which seek to disseminate information to consumers, influence, persuade consumers to increase the target market for the company and its services must be willing to ask, buy, and be loyal to the services offered by the perpetrators. businesses and companies concerned. In managing the marketing communication system, it is necessary to design strategies, effective and efficient sales programs.

### ***Marketing Elements***

Kotler (in Hermawan, 2012:33) "said that the marketing mix as a series of controlled marketing variables used by the company to generate responses controlled by the company to influence the demand for its products, known as the "4P" namely, product, price, promotion, place. Marketing mix theory also continues to develop in its development, also known as the 7Ps where the next 3Ps are people, physical evidence, process. There are elements of the marketing communication mix as follows:

#### ***Product (Product)***

"Product is anything that is expected to meet the needs of humans or organizations. A company often sells or markets not only one product but a variety of products it markets. Because by marketing many kinds of products, the company will get higher yield stability. Meanwhile, a company that only sells one type of product if the product fails or is not liked by consumers anymore, the company will experience difficulties" (Gitosudarmo in Danang, 2012: 69).

#### ***Price***

According to Alma (2005:169) "price, value, and utility, are interrelated concepts, what is meant by utility is an attribute attached to an item, which allows the item to fulfill needs, wants). and satisfy consumers (satisfaction).

#### ***Place (Place of distribution)***

According to Danang Sunyoto (2014:171) explains that "the fourth marketing mix is place or better known as product distribution channels from storage warehouses to be distributed to

large agents, small agents, retailers, and finally shops, supermarkets and traditional stalls, which ultimately meet transactions with consumers.

### ***Promotion (Promotion)***

According to Hamdani (in Danang, 2012:154) "promotion is a variable in the marketing mix in marketing products. Promotional activities not only function as a communication tool between companies to influence consumers, but also as a tool to influence consumers in purchasing activities or using products according to their needs and desires.

### ***People (Human Resources)***

Human resource planning (HR) is a function that must first be carried out in the organization. HR planning is a specific step taken by management to ensure that the organization has the right workforce available to occupy the right positions, positions, and jobs at the right time. All of this is in order to achieve the goals and various targets that have been and will be set" (Faustinus, 2003: 53).

### ***Process***

Process strategy relates to the production flow and product sales flow. Production flow is an important decision that determines the efficiency of a long-term operation. The production flow has many strategic impacts because the production flow determines the competitiveness of the company in terms of capacity, process, flexibility, and cost, as well as the quality of the work environment, customer contacts and corporate image.

### ***Physical Evidence***

Physical evidence is an environment where a company provides its services and a location where companies can interact with consumers, as well as various components that are visible (tangible) in supporting performance and smooth service

### ***Buying Interest***

According to (Augusty Ferdinand, 2006:129) interest is described as a person's situation before taking an action that can be used as a basis for predicting the behavior or actions of these actions, buying interest is something related to the consumer's plan to buy a particular product and how many units of product are needed at the time of purchase. For a certain period, it can be said that buying interest is a mental statement from the consumer that reflects the plan to buy a number of products with a certain brand. Buying interest can be identified through the following indicators (Afdillah Firdaus, 2017):

- a. **Transactional**, namely a person's tendency to buy a product.
- b. **Referential**, namely the tendency of a person to refer products to others.
- c. **Preferential**, which is an interest that describes the behavior of someone who has a main preference for the product. This preference can only be changed if something happens to the preference product.
- d. **Explorative**, this interest describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

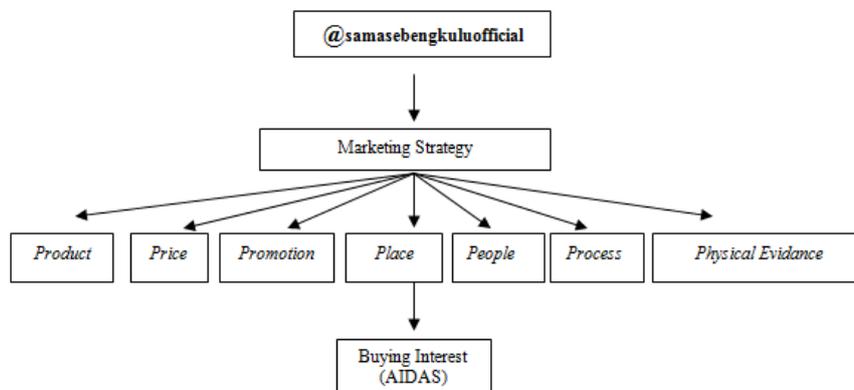
### ***AIDAS (Attention, Interest, Desire dan Action serta Satisfaction)***

AIDA is a simple acronym that has been created long ago as a reminder of the four stages of the marketing process, AIDA stands for Attention, Interest, Desire, Action. AIDA is a concept which in marketing plays an important role (Rofiq, Arifin, & Wilopo, 2012).

According to Kotler and Keller, the AIDA formula (Attention, Interest, Desire, Action) is the formula most often used to help plan an overall advertisement, and the formula can be applied to an advertisement. This plan consists of; (Attention), create product interest (Interest), create a desire to own the product (Desire), and invite customers to take action in purchasing the product (Action). By using the AIDA model (Attention, Interest, Desire, Action) will clarify the concept of change, attitude, and behavior in relation to a framework of action. According to Kotler and Keller explaining the AIDA theory (Attention, Interest, Desire, and Action) is a message that must get attention, become interested, be interested, and take action. This theory conveys the quality of a good message (Kotler & Keller, 2009). But lately, this AIDA concept has been developed by several business people to better see how they have done or will do marketing optimization. Thus, this AIDA concept later became AIDAS, where the last letter S in the word AIDAS means satisfaction, as explained in the source that the author took, namely the journal Faragih, H. V., Fathoni, A., & Malik, D. (2018)

### **Framework of Thinking**

The framework of thinking is a concept that will be used in this study which aims to assist the reader in providing a faster perception of the research being studied. In this study, the researcher describes a frame of mind as shown in the chart below:



### **Research Methodology**

Sampling technique in this research using non probability sampling technique that is purposive sampling. According to Sugiyono (2016, p. 218) purposive sampling is a technique of sampling data sources with certain considerations. An example of a particular consideration is that the person who is deemed to know best about what to expect, or perhaps he as the ruler will make it easier for researchers to explore the object in the perusal. The sample in this research is named as the source that is the owner of @samasebengkuluofficial. Data collection techniques in this study is to use semi-structured interviews, documentation, observation, and triangulation of data.

Researchers use interview guidelines to focus the interviews still within the scope of the study. In addition to obtaining more in-depth and more open information and to facilitate researchers in drawing conclusions, researchers also conducted interviews outside the interview guidelines

but still within the scope of the study. The results of this interview in the form of conversation notes and then poured into transcript interview results to simplify the process of data processing. In this research interviews were conducted directly, meet at the store and Whatsapp. In this study, researchers conducted a straightforward and disguised observation. Researchers make observations of some activities of online shop owner about the marketing strategy applied. In searching the data, the researchers collect records, transcripts, photos, monthly income reports and transactions via the internet (facebook, instagram). Collecting techniques with triangulation by collecting data that also test the credibility of the data, which checks the credibility of data with various techniques of data collection and various data sources.

## Result And Discussion

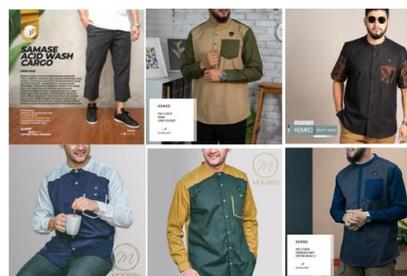
### *Marketing Communication Strategy Implemented By @Samasebengkuluofficial*

Kotler and Armstrong (2012: 62) explain that for a product or service marketed by a company, there is a marketing strategy called the 7Ps of the marketing mix (marketing mix) which has an important role in influencing consumers to buy a product or service offered by the company.

Based on the results of interviews with informants. The points from interview data to research informants regarding the 7P marketing mix marketing communication strategy implemented by @samasebengkuluofficial are as follows:

#### *Product*

Product is how to manage existing product elements, including planning and developing the right product to be marketed by changing existing products by adding to the selling value of the product.



**Figure 2**  
**Product @samasebengkuluofficial**

In the explanation of the results of research interviews conducted by researchers, it can be concluded that @samasebengkuluofficial is an extension of the Samase center product in Bandung which is very focused on the quality of the products produced, when viewed from the materials used in making sirwal only, Samase products already use a combination of Acid Wash technology, where Acid Wash washing technology is commonly used in jeans washing techniques.

In addition, Samase products also sell other men's Muslim clothing needs, meaning that the products offered are complete products in terms of the needs of men's Muslim clothing and this is a very good product strength. When viewed from the clothing designs shown in Figure 2, it

can be seen that the combinations used are very possible for consumers to use these clothes in various activities they want to attend. The initial planning for this product component is to introduce to potential consumers that in addition to good design and guaranteed quality, the @samasebengkuluofficial team provides a complete suit of consumer needs in relation to the selection of Muslim clothing. So that potential consumers can find what they want to buy at @samasebengkuluofficial.

### *Price*

Price is an effort made by the company in designing / regulating the selling price of products in the market so that consumers are interested in choosing their products and the product becomes a lot of demand (selling in the market). In carrying out this strategy, @samasebengkuluofficial really set the price strategy in such a way that the target market is interested. Based on the results of interviews that researchers obtained, the strategy of determining the selling price by @samasebengkuluofficial to increase consumer buying interest is by providing promotional prices and discounts at certain times. In addition, planning for special prices for resellers is the initial key for now accelerating the movement in introducing this @samasebengkuluofficial product in Bengkulu City.



**Figure 3**

### **Discount @samasebengkuluofficial**

### *Place*

Place is an activity that in its application uses techniques, under the control of the seller/manufacturer, that can communicate interesting persuasive information about the products offered by the seller/producer, either directly or through parties that can influence the purchase.

In the explanation of the results of the research interviews and supporting images above, regarding the place that is a means of distribution from @samasebengkuluofficial by placing an order directly to the @samasebengkuluofficial store in Bengkulu City. Then you can also directly contact via whatsapp admin and social media facilities such as page and instagram from @samasebengkuluofficial which is the media that became the initial plan in touching a more targeted target market, because the features owned by Instagram and Facebook facilitate @samasebengkuluofficial in determining the target market.



Figure 4

Offline and Online @samasebengkuluofficial

### *Promotion (Promosi)*

From the explanation during the interview with the researcher and the supporting images above, it can be explained that @samasebengkuluofficial has carried out various promotional techniques ranging from offline to using online media. All of these techniques bring in consumers in terms of sales made. The technique or strategy planned by the @samasebengkuluofficial team that will be very supportive in increasing people's buying interest is to allow resellers to bring products from @samasebengkuluofficial at any time to be shown directly to potential consumers who want to see the product but have not had the opportunity to come to the store, so this technique is very helpful for potential consumers in determining the product they want to buy. In fact, some resellers have made this technique a service to consumers.



Figure 5

Promotion @samasebengkuluofficial

### *People*

What is meant by people here are employees of service or sales service providers, or people who are directly or indirectly involved in the service process itself, including owners, coordinators, admins, and resellers. All attitudes and actions of employees, how to dress employees and appearance of employees have an influence on the success of service delivery.



**Figure 6**  
**Cash On Delivery (COD)**  
**@samasebengkuluofficial**

In the explanation in the research interview and in the supporting image above, it is explained that the human resources carried out by the @samasebengkuluofficial team are very intimate in terms of effective and efficient communication. Likewise in terms of services provided, it is explained in Figure 5.2.11 that a photo was taken when a Cash on Delivery (COD) transaction occurred, which in the next picture he was interested in the service and system created by the @samasebengkuluofficial team and so decided to become a reseller of the product. @samasebengkuluofficial. So introducing this @samasebengkuluofficial product to potential consumers is not only the goal of the main team of @samasebengkuluofficial, but also inviting them to join the team is one of the goals in relation to accelerating sales and increasing consumer buying interest.

### **Process**

According to Philip Kotler (2006), the process here includes how the company serves the demands of each customer. Starting from the consumer ordering (order) until they finally get what they want. Certain companies usually have a unique or special way of serving their customers. What is meant by the process in marketing is the entire system that takes place in the implementation and determines the quality of the smooth operation of goods or services that can provide satisfaction to its users.



**Figure 7**  
**Process @samasebengkuluofficial**

The explanation of the interview results above explains the process before the sale or the process of ordering goods from Central Samase, for the sales process carried out by can be done in various ways such as, coming directly to the @samasebengkuluofficial store, ordering through social media used by @samasebengkuluofficial or making a purchase through Cash on Delivery (COD) technique. All of this is a form of policy carried out by the @samasebengkuluofficial team in terms of increasing consumer buying interest which @samasebengkuluofficial hopes will always increase. The initial plan for delivery was to use the services of Indah Cargo, but apparently the @samasebengkuluofficial team found that using the Putra Raflessia bus service was a good strategy.

### *Physical Evidence*



**Figure 8**  
**Store of @samasebengkuluofficial**

From the presentation of the results of the research interviews, it can be said that @samasebengkuluofficial has a store with a comfortable and pleasant initial concept, seen from the audio or mural choices that are played in the store, as well as how the concept of the room is decorated with spot lights, then also the shades of white in the room make clean and well-maintained impression, which is no less important is the white color of the entire building creating a neutral atmosphere for the product colors displayed on the @samasebengkuluofficial store.

### *The AIDAS Concept Implemented by @samasebengkuluofficial*

In the aspect of **Attention** and **Interest**. This @samasebengkuluofficial product is based on research interviews, marketed or sold online and offline, meaning that in terms of building consumer awareness of the existence of @samasebengkuluofficial products, it has been fulfilled. Some of the conditions that occur are consumers feel happy when these @samasebengkuluofficial products are brought directly to their homes by resellers they know, so that they are more free to try. Then the emergence of consumer buying interest who is interested in an object introduced by business actors or marketers. This is felt when the sellers or the team of @samasebengkuluofficial products when introducing this @samasebengkuluofficial product, also at the same time using one of the products from @samasebengkuluofficial or at least they have photos when they wear clothes or products from @samasebengkuluofficial. This method makes the interest of potential consumers faster, because they can immediately see firsthand how the @samasebengkuluofficial product is worn by someone.

In the aspect of **desire**, when we assume that consumers are already interested in @samasebenkuluofficial's brands and products, now it is important to show more of the advantages of brands and products, and to make consumers' interest into feelings of need for these products. Perhaps before, consumers had a number of doubts and questions about the product. This is where it is very important to reassure consumers and provide many other reasons so that consumers feel the need to buy these products, as the @samasebenngkuluofficial team did by making sure that @samasebengkuluofficial products can be worn for various activities, both formal work and casual. Thus, potential consumers will have confidence in deciding that it is true that this @samasebenngkuluofficial product is suitable for them to wear and increase their confidence, related to the fashion choices they wear.

In the aspect of **Action**. Consumers will take action to make decisions. At this stage, there are many forms that consumers can take, such as visiting the @samasebengkuluofficial store directly, checking to confirm on social media accounts, making phone calls, and others. There is no guarantee that every marketing process will always end in a sale. However, it is important to ensure that every consumer who has reached the "action" stage has a pleasant impression and experience of the @samasebenngkuluofficial product, which is something the @samasebenngkuluofficial team has always done. The interesting thing that was found was that for the men's Muslim clothing category, the @samasebengkuluofficial team was very able to provide solutive information for potential consumers. Finally on the **Satisfaction** Aspect, consumers are satisfied with our products and finally decide to buy our products again, what must be done is to provide a pleasant experience for consumers so that consumers feel satisfied so that they will buy our products/services again and refer their friends to buy products or services that we sell. The satisfaction they get is mostly conveyed by resellers, which is closely related to door to door waiters, suitable references from resellers, to the really good color combinations from the production of @samasebengkuluofficial products themselves.

### Conclusion

Based on the results of the research conducted, it can be concluded that the @samasebenkuluofficial store has implemented a marketing communication strategy well based on the strategy in the 7P marketing mix (Product, Price, Place, Promotion, People, Process, and Physical Evidence). Based on the AIDAS concept applied by @samasebenngkuluofficial, it can be seen that consumer buying interest in @samasebenngkuluofficial products is increasing and the tendency to buy interest is felt because of the Cash on Delivery (COD) service applied by the reseller team from the @samasebenngkuluofficial store.

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