

MARKETING COMMUNICATION PLANNING FOR GENERATION Z CASE STUDY OF PT MAHADANA ASTA FUTURES

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ABSTRACT

Advances in science and technology positively impact business and social interaction. Utilizing scientific and technological advances to promote the progress of a place is one of the marketing communication strategies. Marketing communication plays a significant role in implementing the corporate image of a particular brand. In addition, marketing communications can increase consumer awareness of the products/services produced by the company, one of which aims to create public awareness and change previously negative attention into positive awareness to grow the economy somewhere. Generation Z is expected to be able to recover the country's economy in the future because the decisions taken by Generation Z to shape the future's economy can have an impact on the country's economic recovery in the future. Investment is one of the efforts for national economic growth. From the increasing number of capital market investors dominated by millennials and Generation Z, it can be seen that Generation Z has become increasingly interested in investing in recent years. Mahadana Asta Berjangka, a company engaged in the field of investment service providers, can help create awareness of Gen Z and increase the possibility of Gen Z entering the world of investment.

Keywords: Generation Z, investigation, marketing communications

1. PREFACE

Basically, every company has one goal: to build a good corporate image and make a profit. However, different approaches are used to achieve the goal. A marketing communication plan is one way a company can achieve its goals, such as using technological advancements to promote the progress of a place. In addition, marketing communication plans are able to build consumer awareness of the company's products or services.

Generation Z refers to the population born between 1997 and 2012 or with an age limit of 9 to 24 years. According to data from the Central Statistics Agency in 2021, Generation Z is the largest percentage of Indonesia's population, which is 27.94%. With this data, generation Z can potentially increase economic growth because realizing it requires participation and collaboration from various circles, especially Gen Z.

Investment is one of the efforts to grow the country's economy. PT. Mahadana Asta Berjangka is a service provider company in the field of investment, commonly called a brokerage company, that has a role as an intermediary for buying and selling shares in the capital market and futures trading between issuers and investors. Companies in the field of investment services, can help Gen Z to enter the investment world with marketing communication strategies that have been implemented.

Marketing communication is a means companies use to convey information, persuade consumers, and remind them about the products and brands they sell to consumers, either directly or indirectly. The term "marketing communication" consists of 2 main elements: communication and the process of communicating ideas and understanding between

individuals and individuals or with organizations (Firmansyah, 2020).

Researchers conducted this study because they considered it interesting to research, knowing that the war of Generation Z in entering the investment world will significantly impact the country's economy. This study uses marketing communication planning theory to understand the form and process of planning the implementation of PT. Asta's omnipotent. Learn about the impact on Gen Z after executing a marketing communications plan.

2. RESEARCH METHODS

The research was conducted using a qualitative descriptive approach using the case study method. According to Creswell (2016), qualitative research is research by exploring and understanding the meaning of many individuals or groups of people, from social problems. Qualitative Research Interpretation, as a planned activity, consists of a series of interpretation practices that make it easier for participants and informants to understand the world. According to Irianto (2015), there are five qualitative research methodology approaches: biography, phenomenology, grounded theory, case studies, and ethnography.

According to Robert K. Yin (Yin, 2013), a case study is a social science research method or experiential learning that examines internal phenomena in real-life situations where phenomena and situations do not have clearly defined boundaries, thus using various sources of evidence. According to Yin (in Robert K. Yin, 2006), *the case study* is an empirical inquiry where phenomena are investigated in real-life contexts, The boundaries between phenomena and invisible contexts are assertive, and multisource evidence is utilized. The data collection techniques used in this study were interviews, documentation, and direct observation.

According to Yin, there are at least six sources of evidence in collecting case study data, including direct observation, interviews, archival recordings, documents, participant observation, and physical devices (Yin, 2013). Researchers use open-ended or unstructured case study interviews where researchers seek information from primary sources about the facts of events and their perceptions of the events, with more structure used depending on survey chemicals. Interview (Yin, 2013). Researchers conduct participant observation, a form of special observation where researchers not only become passive observers, but also take various roles in certain situations and participate in the events to be studied (Yin, 2013).

Researchers have used documentation techniques to obtain data that cannot be obtained by interview techniques or observation techniques. Documentation is the type of documentary information relevant to any case study. This type of information can take many forms and should be the object of a plan for explicit data collection (Yin, 2013). Data validity checking techniques in qualitative research include plausibility tests (extending observations, increasing persistence, triangulation, analyzing negative cases, using references, or checking membership), transferability, reliability, and verifiability (Mekarisce, 2020).

3. RESULTS AND DISCUSSION

The First Stage of Marketing Communication was conducted by PT. Mahadana Asta Berjangka is by determining the problem, PT. Mahadana Asta Berjangka will conduct a meeting first with the existing staff by looking at the conditions that occur and make something that is trending into consideration. Knowing that a company that runs in this field lacks trust is one of the main things in determining the problem. The purpose of PT. Mahadana asta futures are basically to seek profit or profit. However, the company still considers its decision while still thinking about the side and long-term effects of the decision

that has been set.

Figure 1

Logo of PT. Mahadana Asta Futures



The strategy carried out by PT. Mahadana Asta Berjangka holds *trading competitions*, seminars, and workshops and provides education offline and online. One of the strategies carried out by PT. Mahadana Asta Berjangka also provides a *market review* of its products that have been analyzed in advance by its external community. So that the target can decide for itself the steps to be taken, the external community of PT. Mahadana Asta Berjangka also gives signals to new customers or prospective customers who are still hesitant to take positions.

PT. Mahadana Asta Berjangka also pays attention to what shortcomings exist at this time, such as the mindset of some people who consider futures trading to have a negative image in the investment world, therefore PT. Mahadana Asta Berjangka will evaluate again so that it can be corrected properly, knowing the existing problem, namely the lack of trust of PT. Mahadana Asta Futures. Mahadana Asta Berjangka is very focused on emphasizing its legality, which is believed that with legality, the sense of trust that has been reduced will return again.

In determining its target, PT. Mahadana Asta Berjangka conducted target research first where Berjangka is currently focusing on attracting Generation Z to enter the investment world because it feels that Generation Z's decision will have an impact on the country's economy, regardless of the generation country's economy has a vital role for PT. Mahadana Asta Futures, where PT. Mahadana Asta Berjangka conducts research first, such as looking at data on the participation of Generation Z in entering the market world, another reason PT. Mahadana Asta Berjangka focuses on Generation Z because the advantages of Generation Z in using technology make it easier for PT. Mahadana Asta Berjangka in delivering messages or advertising its products.'

In implementing a series of communication planning by providing the main idea idea of marketing communication planning that has been determined to the division that will execute. For special tactics carried out by PT. Mahadana Asta Berjangka towards generation Z, namely companies choose to use softselling approaches, knowing that most generation Z have sensitive personalities.

PT. Mahadana Asta Berjangka also carries out routine activities commonly called *coffee trading*, this activity is one form of the company's efforts to make it easier for prospective customers to remember. In implementing a series of marketing communication plans, the media used is mostly social media because it is considered the most effective, which returns to the company's focus, which is to attract the attention of Generation Z, where the majority

of Generation Z must use social media. Based on the findings that have been researched, Generation Z is more familiar with the word trading compared to futures trading which sounds foreign to the ear, with the existing findings, it can be concluded that the use of the word trading is easier to remember, so PT. Mahadana Asta Berjangka can maximize its marketing communication planning.

Marketing communication planning that has been implemented has caused several Generation Z responses to what PT. Mahadana Asta Berjangka found a positive response from several generation Z who have entered this world, mostly getting a positive view from the surrounding environment. Generation Z, who have entered the world of futures trading, responded that most of them are interested because of the surrounding environment and also feel more trust in the surrounding environment.

4. CONCLUSION AND RECOMMENDATIONS

In this section, researchers will discuss the relationship between the marketing communication planning of PT. Mahadana Asta Futures with the theory used. Basically, communication is a relational relationship between people, both individually and in groups, for that some experts can put forward several expert understandings about communication, including according to Harold D. Lasswell, The right way to explain the act of communication is to answer the question "Who communicated, what was communicated, through what channel, to whom, and with what effect?" (Cangara, 2013), same as PT. Mahadana Asta Berjangka who conveys or implements his plans to Generation Z.

Lack of awareness of something is one of the problems that result in the formation of marketing communication planning. The definition of the problem is divided into several stages, the first stage is literature study, compiling a theoretical framework, formulating problems, compiling hypotheses and determining research tools (Febriani, 2018). Following what PT. Mahadana Asta Berjangka's lack of awareness or customer trust is one of the reasons for the determination of existing problems.

The objectives of marketing communication include disseminating information (informative communication), influencing purchases or attracting consumers (persuasive communication), and reminding audiences to repeat purchases (reminding communication). (Wicaksana, 2016). Basically PT. Mahadana Asta futures in its goal has the aim to benefit the company and also improve the country's economy apart from that PT. Mahadana Asta berjangka also disseminates information offline and online which aims to educate, improve the company's image, attract consumers and even leave certain seasn so that consumers can remember.

According to Pike (2012), marketing communication strategy is an integrated, comprehensive and integrated plan that links the company's strategic advantages with environmental challenges, designed to ensure the process of disseminating information about the company and the products it wants to offer to the target market. The strategy carried out by PT. Mahadana Asta Berjangka always prioritizes or prioritizes the distribution of information owned which will later become an attraction for the intended target in accordance with the results of interviews that PT has conducted. MahadanaAsta Berjangka will conduct a joint evaluation before implementing it and will also conduct target research. In target research, the first thing to do is to choose the appropriate target, which will be a function of the brand's purchase goals described in marketing communication planning (Percy, 2012). Knowing the intended target of PT. Mahadana Asta Berjangka thinks about this because, according to the

target company is the core of the purpose of making the strategy.

A series of marketing communication plans that PT has made. Mahadana Asta Berjangka will be implemented offline and online. a number of general tactics are based on the way the mind processes words and images that will help improve attention and learning, then there are specific tactics used for memory imperfections that are used to help improve memory that ever existed (Percy, 2012). Knowing the planning of marketing communications carried out using sharing methods such as conducting seminars, webinars, promotions through offline and online. PT. Mahadana Asta Berjangka promotes aspects of interpersonal communication, etc. In addition, PT also focuses on the online part of the selected media and pays attention to existing Instagram such as Instagram. Mahadana Asta Berjangka emphasizes making a certain impression so that the company is easily remembered through *brand identity*.

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