

INTEGRATED MARKETING COMMUNICATION STRATEGY IN THE PRIZE DRAW PROGRAM AT COMPANY X

Alisa Priscilla Lie¹ & Sintia Paramita²

¹Faculty of Communication Science, Universitas Tarumanagara, Indonesia

²Faculty of Communication Science, Universitas Tarumanagara, Indonesia

Email: sintap@fikom.untar.ac.id

Enter : 13-09-2024, revision: 17-10-2024, accepted for publication : 11-11-2024

ABSTRACT

In the current information era, many companies in the financing sector face significant challenges in delivering their messages effectively to consumers. The rapid flow of information and a highly competitive market have made it more difficult for companies to capture consumer attention and trust. These challenges have prompted companies to develop more integrated marketing communication strategies. This study emphasizes examining whether Company X applies an integrated marketing communication strategy in its prize draw program, focusing on the company's efforts to increase brand awareness as well as build consumer engagement and loyalty. This research uses a qualitative method with a case study approach. Data is collected through interviews with Company X staff, providing deep insights into the effectiveness of the campaign strategy in enhancing consumer interaction. This research also aims to identify the challenges faced by the company. The findings of this study show that the company's main strategic focus, which is considered adequate for the present, includes Direct Marketing, Sales Promotion, and Advertising from the six indicators in integrated marketing communication strategy. Overall, this study is expected to provide valuable insights into consumer behavior while offering recommendations to continuously improve the effectiveness and sustainability of marketing communication strategies in the future.

Keywords: communication strategy, marketing campaign, campaign strategy

1. PREFACE

Many financing companies need help communicating effective messages to consumers in the information age. Companies today continue to maximize the use of modern communication technologies to market their products as they realize there has been a shift in consumer presence, with more and more people now surfing the virtual world (Putri & Fithrah, 2017). Company X was established on November 13, 1990, and officially started operations in 1991. Established companies naturally wish to grow and maintain their sustainability, so management must create policies to achieve efficiency and effectiveness in operations. In this advanced era, competition and competence are also very sharp, so many companies are changing or revising their ways of working and strategies in running their businesses, primarily prioritizing customer satisfaction (Aryanni et al., 2016). A company must design strategies to increase engagement and maintain customer loyalty.

According to Alex Sobur (2014, as cited in Hadi et al., 2020), the process by which professional communicators use media quickly and periodically to disseminate messages to inform, influence, or drive change among diverse audiences. An effective campaign can increase brand awareness and build a positive consumer perception. Companies must design campaigns that can enhance consumer understanding and engagement with the Company's products and services. In this case, Company X has implemented this strategy by creating several campaigns, such as the prize draw program. One crucial strategy that a company must implement is a campaign. A campaign is an element that builds brand awareness and is often used by public relations (PR) to convey messages or promotions from the Company to the public (Francesca & Utami, 2022). In this case, Company X has implemented this strategy by creating several campaigns, such as a prize draw program. Company X developed the X mobile application to make it easier for customers

to access various services, conduct financing processes digitally, and monitor bills without visiting a branch office. The Marketing Strategy Division, specifically the Customer Engagement and Campaign Department, plays a crucial role in designing sales strategies within the application at Company X. This division is responsible for analyzing the behavior of target consumers. The prize draw campaign implemented by Company X is a strategic step to strengthen the relationship between the Company and its consumers.

Several studies have previously explored integrated marketing communications, mainly focusing on viral marketing. One study delves into a Viral Marketing Model through digital content, revealing that a Netflix series about street food has generated a viral marketing effect that significantly boosted sales for Lupis Mbah Satinem (Eric & Paramita, 2020). Another study examined marketing communication strategies for beauty products on Instagram during the COVID-19 pandemic. The findings indicated that the strategy employed by @bilikayu relied on building customer trust and maintaining friendly interactions to prevent customers from switching to other online shops. The seller also focused on creating engaging content and fostering customer interaction (Apriani et al., 2022).

Additionally, research on viral marketing communication, using Kopi Kwang Koan as a case study, showed that business owners used influencer marketing strategies to drive traffic through social media engagement. It was noted that no one understands the brand better than the brand itself, and no one knows the audience better than the influencer (Boentoro & Paramita, 2020). The novelty of this study lies in its focus on a research subject that has been less explored in existing literature.

Marketing communication aims to strengthen marketing strategies and applications that aim to help a company's marketing activities (Kusniadji, 2016). Although Company X has implemented various methods in this campaign, there are still challenges in maximizing its effectiveness to enhance consumer engagement and interaction. This study aims to understand the efforts behind the success of the campaign strategy at Company X, identify how the campaign can attract consumer interest and retain customer loyalty, and explore ways to actively and effectively improve consumer interaction. By conducting this research, the Company will gain a deeper understanding of consumer behavior and identify the challenges it may face while running the campaign program.

Figure 1
Integrated Marketing Communication



According to Belch and Belch (2018), integrated marketing communications is a marketing communications planning concept based on the value of a comprehensive plan. Marketing communications here means representing all elements in the marketing mix, including advertising, sales promotion, personal Selling, direct marketing, public relations, and internet marketing. In measuring integrated marketing communications in the modern era, there are several indicators explained by (Belch & Belch, 2018).

The first indicator is Advertising. There are several reasons why advertising is an integral part of many reasons for integrated marketing communications programs. One of them is because media advertising is still the most cost-effective promotion way to reach many consumers with advertising messages. Advertising is also an essential strategy for building Company or brand equity because it is a powerful way to provide information to consumers and influence their perceptions. Advertising can create attractive and unique images and associations for brands, which can be very important for companies that sell products or services that are difficult to differentiate based on functional attributes.

The next indicator is Direct marketing. Direct marketing is more than just mailing catalogs and orders. It involves various activities, including database management, direct selling, telemarketing, and direct response advertising via email, online, and various broadcast and print media.

The other one is digital/internet marketing. In digital/Internet Marketing, companies use the Internet's advantages, increasing the role of various digital and social media forms in their integrated marketing communications programs. They develop campaigns through their websites, social media, and e-commerce in their marketing strategies.

The fourth indicator is Sales promotion. It is a marketing activity that provides extra value or incentives to salespeople, distributors, or end consumers and can stimulate immediate sales. It is generally divided into two main categories: consumer-oriented activities and trade-oriented activities. Discount coupons, sweepstakes, and other incentives usually promote sales.

The last one is Publicity/Public Relations. Based on Kholisoh & Yenita (2015), the existence of public relations can be a bridge between the institution and its public, where PR functions to disseminate information, create, maintain, and foster good relationships to get a positive image of the organization (Supada, 2020). Public Relations uses publicity and other tools, including special publication tools, participation in community activities, fundraising, sponsorship of special events, and various public affairs activities to improve the Company's brand image.

Personal selling can be done through face-to-face selling, which is the most effective tool at certain stages in the buying process, especially in forming beliefs and buying actions. Compared to advertising, face-to-face selling has several unique features. This tool involves interaction between two or more people so that each person can observe the needs and characteristics of the other party and make adjustments quickly. Face-to-face Selling is communication carried out by both parties individually and two-way so that sales can immediately get responses as feedback about the desires and success of buyers. The nature of face-to-face selling can be interpreted as more flexible because salespeople can immediately adjust sales to the needs and behavior of each prospective buyer towards the sales offer so that adjustments can be made on the spot at that time (Septiana & Firdaus, 2018). A form of person-to-person communication where the

seller tries to help or persuade prospective buyers to buy the Company's products or services (Afraghasani, 2021).

2. RESEARCH METHOD

The approach used in this research is qualitative, employing a case study method. This case study will focus on Company X and its prize draw program. With this approach, the researcher can analyze various elements of the integrated marketing communication strategy in the prize draw program. This method aims to describe or provide a comprehensive and in-depth view of the research findings about a particular situation. Yin (2018) defines a case as a contemporary phenomenon in real life, especially when the boundary between the phenomenon and the context is unclear, and the researcher has little control over the phenomenon and context (Octora & Alvin, 2022). Herdiansyah (2015, as cited in Dewi et al., 2022) explains that a case study research design is comprehensive, intensive, detailed, and in-depth and is focused on exploring contemporary issues or phenomena (time-bound).

The research subjects consist of the Manager of the Marketing Value Engagement Division. The subjects will be specifically selected to obtain relevant information, namely the Head of Customer Value Management and the Head of Customer Engagement & Campaign, to gather information about the Company's knowledge and analysis of the program being implemented. According to Moelong (2012), key informants cannot only provide information about something to the researcher. However, they can also offer input regarding sources of evidence that support it and contribute to creating something related to the source in question (Octora & Alvin, 2022). Company X observes the program's development. Documentation data are also collected, including related documents such as activity reports, campaign analysis results, promotional materials, and social media content used in the program.

After conducting interviews, observations, and documentation, the data will be analyzed using thematic analysis to identify and analyze patterns that emerge from the data, whether from interviews, observations, or documents. The data will then be grouped by identifying themes or categories that appear and analyzed by concluding the relationships between the themes under study using an integrated marketing communication strategy. Data such as statistics, survey data, and company documents (e.g., brochures, product catalogs, promotional vouchers, outlet lists, and customer names) will be obtained either directly from the subjects or information provided by other relevant sources. Data triangulation techniques will confirm the validity of the data. The results of this analysis are expected to provide knowledge about the effectiveness of communication strategies using integrated marketing communication.

3. RESULT AND DISCUSSION

The analysis results show that the integrated marketing communication strategy applied by the Company plays a vital role in marketing the existing and ongoing prize draw programs. The Company has implemented various strategies to promote the prize draw program, from social media to Public Relations and Personal Selling. However, challenges remain, such as delays in promotional materials, insufficient attention to the website, and issues with the effectiveness of WhatsApp Blast, which indicate that the Company needs to improve communication management and adjust its marketing strategy so that the prize draw program can more effectively reach consumers or prospects and achieve the expected marketing goals.

Company X uses an advertising strategy

Company X uses an Advertising strategy that utilizes various social media, such as YouTube, Instagram, and TikTok, to inform the public about the competition program and attract a wider audience. These three platforms were chosen because they have a broad and diverse audience and allow direct consumer interaction. Instagram and TikTok offer various features that make it easier to convey messages, such as images and short videos with creative and engaging storylines. Meanwhile, YouTube is a very effective channel for attracting consumers, especially the younger generation, who are more interested in visual advertising. Marketing through advertising by Company X on digital social media is more effective in increasing brand awareness. One of the latest content to promote a prize draw program, the Company created a dance challenge with the theme to attract the attention of the younger generation, especially those who like to dance on social media. However, even though the content uploaded is interesting, interaction with consumers must be more optimal because much of the content is only images and audio.

This shows that in designing an advertisement, it is essential to attract attention and ensure that the message conveyed is straightforward, easy to understand, and packaged uniquely to be more interactive and effective in achieving advertising goals. Company X uses an Advertising strategy by leveraging various social media platforms such as YouTube, Instagram, and TikTok to inform the public about the competition program and attract a wider audience. These three platforms were chosen because they have a broad and diverse audience and allow direct interaction with consumers. However, despite the appealing content uploaded, interaction with consumers must be optimal, as many posts only consist of images and audio. This shows that in designing an advertisement, it is essential to attract attention and ensure that the message is clear, easily understood, and presented uniquely to be more interactive and effective in achieving advertising objectives.

Company X implements public relations as a strategy

Companies use PR as part of their promotional strategy. PR is essential in managing communication and publications related to the Company's lottery program. Public relations builds a positive image of the Company and creates credibility for holding the lottery program. The role of PR can be seen through media gathering activities carried out by the Company. PR creates press releases and makes essential points to disseminate to the media in this activity. This information is disseminated through mass media, such as newspapers and news websites, which help disseminate detailed information about the lottery program to the broader community. Thus, PR ensures that information about the lottery program reaches a broader audience through traditional and online media.

In addition, PR needs to establish relationships with the media for ongoing and future lottery programs. PR conveys information and liaises between the Company and various media. This emphasizes that PR is essential in building and maintaining good relationships with the media, which can help expose the lottery program to the public. Overall, using PR in this raffle program shows that the Company relies heavily on mass communication to increase public visibility and participation. Therefore, a competent PR team is critical to ensuring the information conveyed is practical and achieves the Company's desired goals: expanding audience reach and increasing participation in the raffle program. The research findings show that Company X's PR program is essential in attracting media attention and building a positive image of the Company in the eyes of consumers.

Company X implements personal selling as a strategy

Company X implements Personal Selling as one of the strategies in the prize draw program. This strategy is applied directly by the Head Office division through an approach to the Company's branches. This division actively socializes and provides information regarding new programs to all existing branches. In this case, the branches are essential in disseminating this information to consumers and prospects in their branch areas. Through this personal approach by the Head Office, the branches provide information and promote the prize draw program directly to consumers. This activity allows for more personal interaction, which can convince and increase consumer interest in the program. Consumers interested in participating in the drawing program can apply for credit, and exchange draws coupons as a reward for applying for financing.

The main objective of this drawing program is to increase the redemption or exchange of application points for draw coupons. That way, the Company encourages consumers to be more active in financing and increases the frequency of use of the financing application. The socialization activity by the Head Office division makes it easier for branches to understand important information regarding how to exchange draw coupons that need to be notified to consumers. Company X also implements personal Selling through interactions at various events the Company organizes, such as product exhibitions or lottery events. In addition, implementing this personal selling strategy can also be a form of effort to establish closer relationships between the Company and consumers.

Through a direct and interactive approach, companies can build better relationships with consumers to increase their loyalty and satisfaction with the products and services offered by the Company. Overall, the personal selling strategy implemented by Company X in this prize draw program effectively attracts the attention of consumers and prospects. By involving branches in the socialization and promotion process, the Company has successfully communicated the value of the lottery program, which can encourage increased point exchange and consumer participation.

Company X implements personal selling as a strategy

Company X implements Personal Selling as a strategy in the prize draw program. This strategy is applied directly by the Head Office division through an approach to the Company's branches. This division actively conducts socialization and provides information regarding new programs to all existing branches. Through this personal approach by the Head Office, the branches not only inform but also directly promote the prize draw program to consumers. This activity allows for more personal interaction, which can help persuade and increase consumer interest in the program. Consumers who are interested in participating in the prize draw can apply for credit and exchange their raffle tickets as a reward for submitting financing applications.

The nature of face-to-face selling can be interpreted as more flexible because the salespeople can directly adjust the sale to the needs and behaviors of each potential buyer towards the sales offer, allowing for on-the-spot adjustments (Septiana & Firdaus, 2018). The personal selling strategy implemented by Company X in the prize draw program effectively attracts consumer and prospect attention. By involving branches in the socialization and promotion process, the Company successfully communicates the value of the prize draw program, which can drive increased point redemptions and consumer participation.

Company X uses sales promotion as a strategy

Company X uses Sales Promotion as a strategy to support the implementation of the lottery program. The Company has implemented the Sales Promotion strategy in various lottery

programs for a long time, especially at significant events such as IIMS (Indonesia International Motor Show) or JFK (Jakarta Fair Kemayoran). The Company provides attractive promotions, such as car or motorbike sales discounts and lottery promotions, as additional incentive prizes in these events. For example, the Company provides lottery coupons through the usual time-consuming mechanism in a lottery program like the Umrah lottery. It holds a direct lottery at the event location to attract more attention and increase consumer interest in taking out car or motorbike credit. This strategy aims to directly appeal to consumers who come to the event so that they are more interested in participating in the lottery program and making transactions. By offering promotions that consumers can participate in directly, the Company hopes to increase sales and provide an exciting experience for consumers. This also shows that the Company uses sales promotion to encourage faster purchasing actions with lottery incentives that can be drawn directly.

Company X implements direct marketing

Company X implements Direct Marketing (DM) in the prize draw program, although the choice of platform for DM is highly dependent on the available budget and the target audience. The research findings show that Company X has utilized direct marketing in the prize draw program by sending WhatsApp Blasts, emails, and text messages to registered customers to inform them about the prize draw program details, terms and conditions, and the prizes that can be won. Through WhatsApp messaging, the company can directly send promotional materials, either in the form of images (key visuals) or text (wording). This provides convenience in the rapid and direct distribution of information to registered consumers. However, for the consumers of Company X, this method is considered less effective.

Company X frequently uses Direct Marketing through WhatsApp Blast, but it is only implemented in accordance with the program's budget. WhatsApp Blast is chosen because of its ability to reach a large number of consumers directly, but its use is limited since consumers generally tend not to pay much attention to messages received via WhatsApp. Therefore, the company focuses on other platforms that are considered more efficient, such as social media and financing apps. The use of social media and these apps is seen as more effective because they do not involve as significant costs as WhatsApp and are more likely to reach a broader audience. This is largely due to a shift in communication habits among consumers, particularly in the youth segment, who are more inclined to use social media platforms.

Company X uses internet marketing

Company X uses Internet Marketing, specifically the website, as a strategy. The Company uses its website as a more comprehensive and in-depth source of information but still prioritizes social media and direct marketing. Companies use Internet Marketing, namely websites, as part of their marketing strategy, although e-commerce is yet to be a significant focus in the marketing campaign. Company X has an official website that displays promotional materials such as Key Visuals (KV) and information related to ongoing programs, including Frequently Asked Questions (FAQ). This website functions as a channel to provide complete information about the products or programs offered. The Company uses a website, but until now, its function has been to provide a supportive means of information.

Although the website can provide complete information, consumers cannot interact, so the website is more passive in marketing communication. In this context, other channels besides the website for more active communication materials attract consumers' attention. Instead, the Company focuses more on using social media and direct marketing as the leading platforms to

interact with consumers. On social media, companies can present more exciting and interactive materials, using marketing techniques such as hooks and pieces of information that arouse consumer curiosity. From this explanation, the Company uses the website to provide more complete and in-depth information but prioritizes social media and direct marketing. Meanwhile, e-commerce has yet to be included as part of the marketing strategy for the ongoing sweepstakes campaign, indicating that the Company prefers more direct and connected channels with today's consumers.

4. CONCLUSIONS AND RECOMMENDATIONS

This study shows that Company X, from the six indicators of integrated marketing communication strategies, which include Advertising, Direct Marketing, Personal Selling, Sales Promotion, Public Relations, and Internet Marketing, used these indicators to analyze the prize draw program. Company X only implements three of these indicators: Advertising, Sales Promotion, and Direct Marketing. Company X intensively carries out these three indicators to attract consumers. Meanwhile, the other three indicators—Public Relations—are handled by a separate division assigned to communicate the ongoing prize draw program to the media. As for Personal Selling, the Company has applied this strategy at branch offices and during certain events, but it is considered less effective. Regarding Internet Marketing, the Company uses a website containing complete information, but it only serves as a supporting tool.

Some academic recommendations for the development of the prize draw program include, first, conducting research on integrated marketing communication (IMC) models that can help the company integrate digital and conventional communication channels more effectively. Second, conducting a comparative study between digital and conventional channels to determine which channel is more effective in reaching a diverse audience. Some practical recommendations for the company in running the prize draw program include designing and preparing promotional materials in advance to avoid delays and ensure smooth communication across all digital and conventional channels.

Acknowledgement

The researcher would like to thank the company X.

REFERENCE

- Afraghasani, P. I. (2021). *Analisis penerapan komunikasi pemasaran terpadu dalam upaya membangun kesadaran merek dan dampaknya pada keputusan pembelian di Tiket.com* [Bachelor's thesis, Universitas Islam Negeri Syarif Hidayatullah Jakarta]. Repository UIN Jakarta. <https://repository.uinjkt.ac.id/dspace/handle/123456789/57339>
- Apriani, A., Paramita, S., & Salman, D. (2022). Marketing communication strategy for beauty products on Instagram in the Covid-19 pandemic. *Proceedings of the 3rd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2021)*, 1272–1277. <https://doi.org/10.2991/assehr.k.220404.203>
- Aryanni, A., Idris, I., & Sari, R. A. (2016). Peningkatan daya saing perusahaan terhadap kompetitor menggunakan metode full costing. *Jurnal Bis-A: Jurnal Bisnis Administrasi*, 5(2), 54-59.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
- Boentoro, Y., & Paramita, S. (2020). Komunikasi pemasaran viral marketing (studi kasus Kopi Kwang Koan). *Prologia*, 4(1), 141-146. <https://doi.org/10.24912/pr.v4i1.6455>

- Dewi, W. W. A., Febriani, N., Destrity, N. A., Tamitiadini, D., Illahi, A. K., Syauki, W. R., Avicenna, F., Avina, D. A. A., & Prasetyo, B. D. (2022). *Teori perilaku konsumen*. Universitas Brawijaya Press.
- Francesca, M., & Utami, L. S. S. (2022). Analisis kampanye TikTok “BFI Senyum Ramadhan” Sebagai pembangun brand awareness di BFI Finance. *Prologia*, 6(2), 362-368. <https://doi.org/10.24912/pr.v6i2.15576>
- Hadi, I. P., Wahjudianata, M., & Indrayani, I. I. (2020). Komunikasi massa. In *Komunikasi Massa*. CV. Penerbit Qiara Media.
- Kholisoh, N., & Yenita. (2015). Strategi komunikasi public relations dan citra positif organisasi (kasus public relations Rumah Sakit “X” di Jakarta). *Jurnal Ilmu Komunikasi*, 13(3), 195-209.
- Kusniadji, S. (2016). Strategi komunikasi pemasaran dalam kegiatan pemasaran produk consumer goods (studi kasus pada PT Expand Berlian Mulia di Semarang). *Jurnal Komunikasi*, 8(1), 83-98.
- Octora, H., & Alvin, S. (2022). Strategi komunikasi pemasaran terpadu digital pada proses penerimaan mahasiswa baru Untar. *Professional: Jurnal Komunikasi dan Administrasi Publik*, 9(2), 261-270.
- Eric, & Paramita, S. (2020). Viral Marketing Model Through Digital Content. *Proceedings of the 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020)*, 431-434. <https://doi.org/10.2991/assehr.k.201209.066>
- Putri, S. D., & Fithrah, D. S. (2017). Pengaruh online marketing campaign #samyangchallenge terhadap consumer behavior digital natives pengguna Youtube Indonesia. *PROfesi Humas: Jurnal Ilmiah Ilmu Hubungan Masyarakat*, 1(2), 132-141. <http://doi.org/10.24198/prh.v1i2.11460>
- Septiana, N., & Firdaus, M. (2018). Strategi komunikasi persuasif personal selling anggota Paytren dalam melakukan network marketing di Pekanbaru. *Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau*, 5(1), 1-14.
- Supada, W. (2020). Peran public relations dalam membangun pencitraan positif organisasi. *Communicare*, 1(1), 92-100.