STRATEGI KOMUNIKASI PEMASARAN DALAM MENINGKATKAN PENJUALAN KULINER FOUNTAIN MEDAN

SKRIPSI

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ABSTRACT

MARKETING COMMUNICATION STRATEGY IN IMPROVING FOUNTAIN CULINARY SALES MEDAN

Marketing Communication Strategies In Increasing Culinary Sales Fountain Medan. This research was conducted on Jln.sei belutu No.72 Medan City at the Medan Fair Fountain outlet in Medan City. This research uses a qualitative descriptive method. According to Sugiyono (2003: 14), qualitative data sources are data that are not in the form of numbers, or in other words, data in the form of sentences, words or pictures. This research was conducted on Jln.sei belutu No.72 Medan City at the Medan Fair Fountain outlet in Medan City. The results of this study indicate that the marketing communication strategy of Bolu ta'in facing competition is carried out in 3 stages, namely strategic planning, strategy implementation, and strategy evaluation. The marketing communication strategy planning stage carried out by the Medan Fountain Restaurant was to identify target audiences, positioning and differentiation, choosing agencies or partners. This research is expected to be a reference regarding marketing communication strategies for people who will or are running a business, and also aims as a reference for students who will complete their final project.

Keywords: Communication Strategy, Marketing and Sales.

CHAPTER I

INTRODUCTION

1.1 Background of Study

The word of culinary is "about cooking". It widespreads in Indonesia because of mass media, television, social media and culinary application. Culinary is a part of life that is closely related to the consumption of daily food that is needed, from simple food to luxurious food. All requires a good processing with nutritious raw materials. Actually culinary is part of the essence of gastronomy while the term of culinary is cuisine.

Restaurant is a commercial business that provides food and beverage services and is managed professionally (Soekresno: 2001). Nowadays, many people rely on restaurants or cafes to meet their food needs because of the increasingly instantaneous era, especially for workers, both teenagers and the elderly.

Medan city is one of several cities in Indonesia which is famous for variety of culinary business. This can be proven by cafes and restaurants that offer a varied food with creative and innovative business and business themes. In 2012 – 2015 the number of culinary businesses in Medan City continues to increase until it reaches 55-60% of the number of micro small business and micro medium business in Medan City (Source: Central Bureau of Statistics, 2016). Cafes and restaurants are the sub-industry of the culinary business that can be used as a benchmark for determining a person's social strata having an impact on the creation of market segmentation based on: the price of food and drinks offered, quality of food and drinks offered, facilities provided, shop environment, and service.

Trend of hangout in Medan is increasing day by day. Hanging out has become a secondary need for young people, such as teenager, students, and employees, making hangouts as their destination at the end of the week. This trend does not only exist in city

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centers like in malls, but also hangout places such as coffee shops that can be found on every road or even at crossroads, so it seems that in Medan the culinary business is developing.

The development getting more sophisticated because of Online media helps restaurant growth that is more interested by customer through Grab and Gojek transaction or payment transaction such as OVO and so on. It is predicted that in the following years it will bw even more intense and of course in this phase, knowledge is more needed and literate about technology.

Several culinary businesses are growing at the Mall such as Fountain, *City Ice Cream, Coffe Toads*, Ayam Kalasan, Nelayan, Koki Sunda, Jala-jala, Es Teler 88, Tip Top Medan, Sushi Tei, *Coffee Crowd, Uncle K*, *Dim Sum*, *KFC, Macdonal, AW, Pizza Hut, Coffe Box, Starbucks* and so on and that is still growing in culinary and street food also competes in culinary business, the consumer's favorites is located at some points such as Mie Aceh Titi Bobrok, Kesawan *Square*, Wajir Seafood, Nasi Goreng Pandu, Culinary in Multatuli street , Culinary at Lapangan Merdeka *Walk*, Cemara Asri Recidence, Asia Mega Mas Recidence, Ucok Durian, Sibolang Durian, Bolu Meranti, Bika Ambon, *Brownies* Amanda, and other culinary business.

One of the modern restaurants that is still competing and has been serving customer since 1988 is the Fountain restaurant. It is located in almost every mall in Medan city and has 14 (fourteen) branches. Even one of branches is in Banda Aceh city. In fact this restaurant is famous for its delicious ice cream, which has existed since it first opened in Medan city with the concept of a restaurant that provides a varied ice cream menu as well as food and drink menus. Fountain restaurant does not only provide local menu, but also European menu such as spaghetti and Steak to attract local and foreign customer.

Based on the result of the pre-survey (2019:11) conducted by researcher to Medan Fair outlet manager, Waiter, management, as well as customer Fountain Medan Fair, there is a case in the competition between restaurant and cafe businesses which makes the competitiveness higher so that culinary sales are decreasing.

1.2 Formulation of Study

The formulations of the study in this research are:

1. How was the marketing communication strategy conducted by Medan Fountain Restaurant in increasing sales?

2. What were the obstacles faced by marketing communication strategy conducted by Medan Fountain Restaurant in increasing sales?

1.3 Objective of Study

The objective of this research was to know marketing communication strategy conducted by Medan Fountain Restaurant in increasing sales.

1.4 Significance of Study

a. Theoretically

Theoritically this research result was expected to add to the theoretical descriptions of communication, especially marketing communication strategies.

b. Academically

Academically, this research is expected to add to the study of marketing communication strategies.

c. Practically

Practically, the research results are expected to provide input to various related parties in making policies, especially in an effort to develop more effective marketing communication strategies.

CHAPTER II

LITERATURE REVIEW

2.1 Communication

Communication comes from the Latin *"communicatus",* this comes from the word *"communis"*. *"Communis"* has the meaning of sharing or belonging together. The other word, communication means changing the thoughts, attitudes, behavior, recipients, and doing what the communicator wants. Based on Onong Uchjana Effendy (2002:28) communication is the process of conveying messages from one person to another to inform, change attitudes, opinions, or behavior, either directly (verbally) or indirectly (through the media).

The communication process occurs in various activities, one of which is training activities. Leadership training to subordinates plays an important role in increasing a target in sales, therefore a good communication process is needed for one of the successful efforts to increase sales results.

According to Gode (1969:5) quoted by Wiryanto in book of *Pengantar Ilmu Komunikasi/* Introduction to Communication Science. He explains that "communication is a process that creates togetherness for two or more which is originally a monopoly by one or several people".

According to Harold D. Laswell in his book, *The Structure and Funcion Of Communication in Society,* Efendy, (2005:10) says that the good way to describe communication is "By answering the question such as: *Who, Say What, In Which Channel, To Whom, With What Effect"*. This question contains five elements in communication that show scientific study about communication that tend to concentrate to one or some questions above:

1. Who, communicator is one who conveys, tells, or says the message either orally or in writing. In this case, communicator considers and analyzes the factors that initiate and guide communication activity.

2. Say what, message is the idea, information opinion that is stated as message content using meaningful symbols.

3. In which channel, Media is a tool used by communicators to convey messages so that messages are easier to receive and understand. Communicators usually use the press, radio, television, and so on.

4. To whom, the communicant is the communicator's target in conveying the message.

5. Effect, is influence of communication activities carried out by the communicator to the communicant, so that changes are seen in the communicant.

Based on the definition of communication above, it can be concluded that communication is process of conveying the message from someone or group (communicator) to other (communicant). Hopefully it can change someone's attitude and opinion that becomes the target. Communication is human's interaction that influences each other, intentionally or unintentionally and unlimit on form of verbal communication, as well as in face expression, painting, art and technology. Elements of communication according to Onong Uchjana Effendy (2004:6) in his book with title "Dinamika Komunikasi"/ "Communication Dynamics", the elements of communication are:

1. Communicator (source)

2. Message

3. Communicant

4. Media or channel

5. Effect

6. Feedback

2.2 Communication Strategy

Strategy in communication is a way of managing the implementation of communication operations to be successful. Communication strategy is essentially planning and management to achieve one goal. To achieve these goals, the strategy does not function as a way that only shows the direction, but also it must show the operational tactics. Based on the explanation above, when communicating communicator must be able to make strategy previously so the message conveyed can achieve the communication target.

The technique is a choice of certain communication based on strategy that has been appointed previously. The plan such as method, technique, and functional relationship between elements and factors from communication process is for operational activity in achieving the goals. In essence it is a planning and management to achieve the goal.

An expert of communication planning, Middleton explains that communication strategy is the best combination of all communication elements such as communicator, message, receiving medium and effect designed to achieve optimal communication goal.

Strategy is the entire conditional decision about action that will be run to achieve the goal. In formulating the communication strategy, besides the clear aim formulation is needed, condition and situation of goal is also measured. R. Wayne Pace, Brent D. Paterson, and M. Dallas Burnet in their book, *Techniques for Effective Communication,* explain that central aim of communication strategy consist of three, they are:

1. to secure understanding

2. to establish aceptance

3. to motivate action

To secure understanding means that is making sure that communicant understands of achieved message. When communicant has understood and achieved, communicant must

be guided (to establish acceptance). Finally, communication is motivated so communication strategy is entire planning, tactics and the way used to launch communication by paying attention to entire aspects on communication process to achieve the goals.

In arranging communication strategy, an opinion is needed by considering support and obstacle factor. It will be better if in communication strategy, the component communication and support or obstacles are paid attention on every component such as frame of reference factor, situation and condition factor, selection of communication media, the aim of communication message, and communicator role in communicating. According to Anwar Arifin, for making better plan, there are some steps that must be done to arrange communication strategy, they are:

1. Getting to know the public.

   It is first step for communicator so the communication runs effective.

2. Composing the message.

   It is second step after getting to know the public and situation, then next step is composing the message that can attract the attention of the public. The message can be formed by deciding the theme and subject. The main requirement in influencing the public from the message component is being able to arouse the attention of the public. The attention is focused observation. The beginning of effectiveness in communication is the rise of attention from the public to the messages conveyed

3. Setting the method

   In communication, conveying method can be considered of two aspects: (1) Based on the implementation, that is merely considering of communication in terms of its implementation by releasing attention from the content of the message. (2) Based

on content form, it considers that communication is from the question or the message.

Based on the implementation, communication method is realized in form of:

a.   Redundancy method, is how to influence public by repeating messages to public. Repeated messages will attract attention. In addition, the audience will remember the message that has been conveyed repeatedly. Communicators can get a chance to correct the mistake in previous submissions.

b.   Canalizing method, in this method, the communicator first knows the public and begins to convey ideas based on the personality, attitudes and motives of the public.

According to content of communication method, they are:

a.   Informative method, in publicity or mass communication, one form of informative message is message content which aims to influence the public by providing the information. Information means conveying something as it is, what it really is, on facts and correct data and opinions that's right too.

b.   The educational method is realized in the form of messages containing opinions, facts and experiences which are truth and can be accounted for. The delivery of the content of the message is arranged regularly and planned with the aim of changing the public's behavior.

c.   Coercive method, is influencing the audience by forcing, in this case the public is forced to accept ideas, and therefore the message of this communication does not contain opinions but also threats.

d.   The persuasive method is a way to influence the communicant, by not thinking too much critically, even if the public can be influenced unconsciously.

Wilbur Scharmm explains that the successful message is as follows:

a. The message must be planned and conveyed in such a way that it can attract the target.

b. Messages must use signs based on the two meanings meeting

c. The message should arouse the personal needs of the target and suggest ways to achieve those needs.

d. The message must suggest a way to obtain appropriate needs for group situations where awareness is to obtain the answer.

Strategy of Samovar and Porter Communication of Use of verbal and non-verbal codes is

a. Not rushing to conclude about other people.

b. Considering the physical and environmental conditions.

c. Providing opportunities for others to provide feedback.

d. Developing empathy based on the assumption that there are differences.

2.3 Marketing

a. The Definition of Marketing

Marketing comes from the word "market". Market can be understood as the place where seller and buyer meet for the activity of exchanging the good. It is a place where consumers with their needs and wants and able to engage in exchanges to satisfy those needs and wants. According to the experts, the definition of marketing is as follows:

1. According to William J, Stanton (1984:7) quoted by Bashu in his book, *Manajemen Pemasaran*/ Marketing Management explains that, marketing is total system of business activity designed to plan, to decide the price, to promote, and to distribute goods satisfying desire and service, either to current consumer or to potential consumer.

2. According to Kotler and Amstrong (2014:27) explains that Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others.

3. According to Terrence A. Shimp (2014:10) explains that Marketing is the process that companies create value for customers and build strong customer relationships, its aim is getting value from customers in return.

4. According to Ali Hasan (2013:4) Marketing is the process of identifying, creating and communicating value, and maintaining satisfying customer relationships to maximize company profits.

5. Jhon W. Mullins & Orville C. Walker, Jr (2013:5)*marketing is a social process involving the activities necessary to enable iondividuals and organizations to obtain what they need and want throughexchange with others and to develop ongoing exchange relationships.*

According to the expert's opinion, marketing can be understood as follows:

1. Marketing is considered as the process of concept planning, price, promotion and distribution, ideas of goods or services to create exchanges that satisfy individual and organizational goals.

2. Marketing is an organizational function and a set of processes for creating, communicating, and conveying the value to consumers, and building customer relationships that benefit the organization and its stakeholders.

3. Marketing is the set of activities and management functions which businesses and other organizations create value exchanges among businesses, companies and their consumers.

2.4 Marketing Communication Strategy

1. The Definition of Strategy

Strategy is a question of what actions must be taken to create change. Generally the definition of strategy is:

a. The process of determining the plan of top leaders focusing on the long-term goals of the organization, and the preparation of way how the goals can be achieved.

b. The process of determining the planning of top managers that are directed at the company's long-term goals and preparing the efforts to achieve the expected goals.

According to Craig and Grant (1996:65) strategy is targeting and long term goals of a company and action direction as well as resource allocation to achieve the goal and objectives. Mondros and Wilson (1994) describes that strategy is as "a plan that relates problems and solutions and is responsible for an ongoing assessment of the actions and sentiments of other behaviors, including constituencies, goals and the general public itself". All strategies were based on two opinions: (1) what the most likely to influence decision makers and allies to bring about the desired change is, and (2) what the possible within the time and resources available is.

Formulation of strategy is a process of preparing the next steps to build vision and mission, to set strategic goal and company finance, as well as designing strategy to achieve the goal in providing the best customer value. Some steps that need to be conducted by company in formulating the strategies, they are:

a. Identifying the environtment company will enter in the future and deciding compny mission to achieve aspired vision in the environment.

b. Analyzing the internal and external environment to measure strength and weakness as well as opportunities and threats that will be faced by company in running the mission.

c. Formulating key success factors of design strategy based on previous analysis.

d. Determining the aim and measurable targets, evaluating various strategy alternative by considering resource owned and external condition faced.

e. Choosing the most suitable strategy to achieve to achieve short and long term goals.

2.There are five types of strategy according to Anshori (2014: 20-22), they are:

a. Classification is based on scope. This strategy is the main strategy. It can be formulated as a program strategy, and it can be designed as a sub Strategy.

b. Classification is based on organizational level, for example in a company consisting of a number of divisions at least two levels, namely head office strategy and division strategy.

c. Classification is based on material and non-material sources, the most strategies relates to physical sources but strategy. The strategy can be regarding the use of managers, scientists and so on. It is also related to management style, thinking style, or philosophy about things that is an agency's attitude towards social responsibility.

d. Classification is based on the purpose or function, for example, growth is the main means of most companies and there are many strategies that can be chosen to ensure the growth.

e. The leader's personal strategy, it is fundamental, usually unwritten, and it is the framework for developing agency strategy.

3.The Definition of Marketing Communication

Uyung Sulaksana (2003:30-31) explains that marketing communication is the process of disseminating information about the company and the things that will be offered to its target. Marketing communication is a marketing activity to disseminate information,

influence/persuade, and remind the target market of the company and its products to accept, buy, and be loyal to the products offered by the company. (Tjiptono, 2001:219) Marketing communication plays a very important role for marketers or companies. Without communication, consumers or the public will not know the existence of products and services.

In process of plan and marketing communication application, there are six process, they are reviewing planning of previously marketing communication, development and activity planning, preparation and media advertising development and promotion, execution, marketing communication activity, monitoring analysis of developing situation and costumer's response (Soemanagara, 2006:11). Steps in process of marketing communication conducted in education institution need plan and the right strategy to avoid uneffective communication so the im of communication process can be conducted.

There is other opinion about marketing communication strategy that strategy is a logical and conceptual consideration about important things both in the short and long term which is used as a reference to place a frame of action and methods (techniques) that must be carried out in an integrated manner for the implementation of activities and support in facing challenges or problems that must be handled properly based on the goals or objectives with pre-determined policies.

The use of visuals and the right message is the main requirement for the success of a promotional program. The stages of message strategy communication are arranged based on achieving awareness of the existence of a product or service (awareness), growing a desire to be able to have a product (interest), and maintaining customer loyalty. In the communication study, the stages are the formulation of AIDDA (Attention, Interest, Desire, Decision, and Action while in disciplinary studies of Consumer behavior is known as Three Component of Attitude Model CAC, they are Cognitive, Affection and Conative. The

planning of marketing communication strategy includes a number of message and visual strategies, which gradually follows the path of change, and these changes must be properly understood through marketing communication research.

This is the planning process and application of marketing:
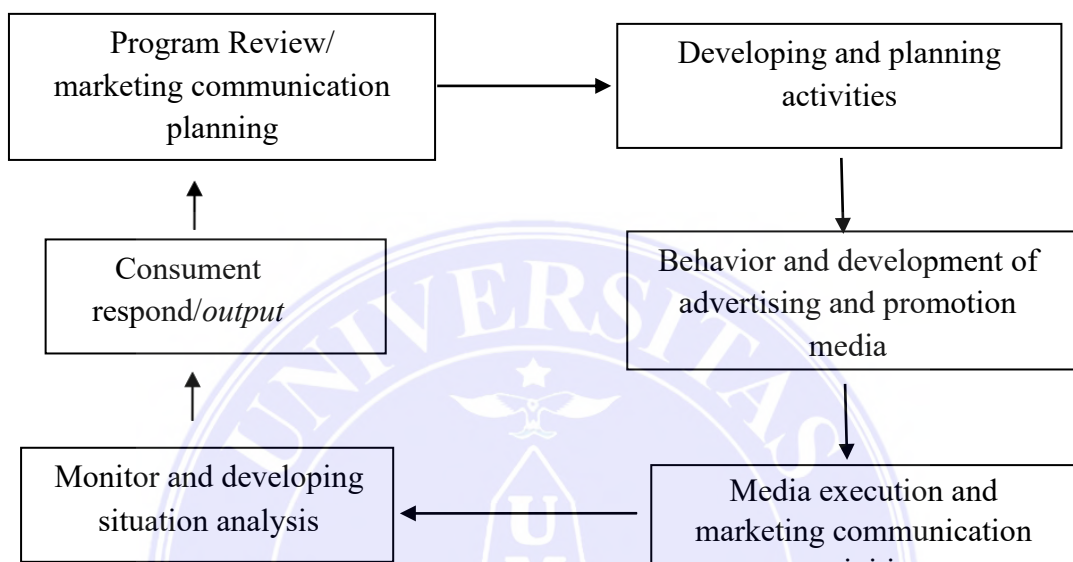

Figure 1. Marketing Communication Planning and Application Process

(Source: Soemanagara, 2006: 11)

1. Marketing Communication Objectives

   Marketing communication includes three main objectives, they are spreading information (informative communication), influencing to make a purchase or attracting consumers (persuasive communication), and reminding the public to make repeat purchases (reminding communication). The purpose of marketing communication is basically to provide the effects as follows:

   1) Cognitive effects, is forming awareness of certain information in the minds of customers.

   2) Affective effect, is that influencing to do something that is expected is a purchase reaction from customers.

3) Conative effects or behavioral, is forming the pattern of public into the next behavior. Expected behavior is repeat purchase. An aim of important marketing communications is to elicit customer feedback. There are four hierarchical models of most famous audience response, namely AIDA model, effect hierarchy, innovation adoption model and communication model.

2. Communication Model

The communication model is a medium used to inform, to persuade, and to increase consumers, either directly or indirectly about the products they sell. The communication model used by the researcher is the Macro communication model. The macro communication model was formulated by Philip Kotler and Kevin Lane Keller (2009). In the macro communication process, there are eight important elements. They are message sender, encoding, message and media, decoding, message recipient, response, feedback as well as disturbance. Two elements of communication, namely the sender and the recipient of the message are the two parties involved in the marketing communication process. Two elements of communication that are used as a means or tool in the marketing communication process are messages and media while four elements of communication such as encoding, decoding, response, and feedback are the main communication functions. The last element is interference, namely various things that can interfere with the marketing communication process.

2.5 Main Concept in Marketing

Kotler (2003:6-12) identifies the core concepts of marketing as follows:

1. Segmentation deals with market groupings that demand a different marketing mix. This market segment can be identified based on demographic, psychographic,

and consumer behavior aspects. Then the company selects and determines the market segment to be served as the target market.

2. Marketplace, Marketspace and Metamarket, Marketplace is physical, for example someone does shopping at a store while Marketspace is digital, for example, someone does shopping through the internet and Metamarkets are complementary, from goods and services to various relevant industries, such as the automobile metamarket, consisting of auto manufacturers, car dealers, financial institutions, insurance companies, and others.

3. Marketers and Prospect, marketer, is a person or organization who is trying to get a response (attention, choice, and purchase), from other parties or prospects.

4. Need, Wants, and Demand, marketers must understand the needs, wants, and demands of the market. Needs are related to something that must demand fulfillment. Needs are different from wants, although every human desire is always based on his needs. A person's demand for a product is related to the needs and desires about the product that are supported by the ability to get it, or purchasing power.

5. Product and Brand, products are related to value, which a set of benefit is offered to consumers to satisfy their needs.

6. Value and Satisfaction. The level of customer satisfaction depends on the match between value and satisfaction. Satisfaction can also be assessed from consumer value in the form of suitability, the benefits that consumers get from the products they buy with the costs or sacrifices incurred to obtain the product. The costs incurred are in the form of money, energy, time and mental. To create high consumer value, the company or producer must provide great benefits from the

products it offers compared to the costs incurred by consumers to obtain the product.

7. Relationship and Network Relationship marketing aims to build mutually satisfying long-term relationships with consumers, suppliers, distributors, and others. This is important to improve, and maintain the business, in the long term. The outcome of relationship marketing is in the form of a marketing network between the company and its stakeholders.

8. Marketing Channels, Marketers use 3 types of marketing channels, they are:

   a. Communication Channel is conveying and receiving messages to and from the target market.

   b. Distribution Channel is delivering products or services to buyers.

   c. Service Channel, is conducting transactions with potential buyers involving warehouses, transportation companies, as well as banks, and insurance companies that facilitate transactions.

9. Competition includes all actual and potential competitors. Four levels of competition are brand competition, industry competition, form competition, and generic competition.

10. Marketing Environment, it consists of a task environment that includes companies, suppliers, distributors, consumers, and the wider environment, for example, the demographic, economic, natural, technological, political, and socio-cultural environment.

2.6 Marketing Orientation

According to Kotler and Amstrong (2012:43) five competing concepts which are often used as a reference by companies in carrying out marketing are:

1. Production

   Production is one of the oldest business concepts, consumers will prefer products at affordable prices, so management should try to improve and renew production and production efficiency.

2. Product

   Consumers will like products that have quality so that organizations must devote energy to continue product development.

3. Selling

   The selling concept is that if consumers and companies are left, they will not regularly buy the products offered by a particular organization, unless the organization must undertake aggressive sales and promotion efforts on a large scale

4. Marketing

   The marketing concept holds that the key to achieving organizational goals is that the company must be more effective than competitors in creating, delivering, and communicating consumer value to its chosen target market.

5. Community-oriented marketing

   The concept of public marketing emphasizes that the task of the organization is to determine the needs, wants and interests of target markets, and to provide the satisfactions more effectively and efficiently than competitors do by maintaining, or improving the welfare of consumers or society.

2.7 Marketing in Sosial Media Marketing

a. The Definition of Sosial Media Marketing

Social media is media designed to facilitate interactive or two-way social interactions. Social media based on internet technology changes the pattern of information dissemination from the previous one, being one to many audiences.

According to Mangold and Faulds (2009: 103), social media combines the characteristics of traditional IMC tools (companies talk to customers) with a broader form of word of mouth (customers talk to each other), namely marketing managers cannot control content and the frequency of the information. Therefore companies must be able to monitor and respond to conversations, both positive and negative regarding the brand. Social media of marketing also enables companies to achieve a better understanding of customer needs in order to build relationships more effectively and efficiently.

b.The Goals of Sosial Media Marketing

The most common goals of social media marketing are:

1. Building relationship, the main benefit of social media marketing is the ability to actively build relationships with consumers.

2. Creating the brand, through social media is presented the perfect way to increase brand awareness, to improve recognition and memory about the brand, and to increase brand loyalty.

3. Publicity, through social media by providing outlets, companies can share important information, and modify perceptions negative.

4. Promotion, through marketing of social media, give exclusive discount and opportunities for the audience, to make people feel appreciated and special, and to meet short-term goals

5. Market research, uses tools from the social web to learn about customers, to create demographic profiles, and customer behavior, to learn about consumer wants and needs, and to learn about competitors.

c. Benefits of Social Media Marketing

The benefits of social media are as follows:

1. Personal branding is not only figure its for everyone

   Social media such as Instagram, Facebook, Twitter, and YouTube, can be a medium for communicating, discussing, and even gaining popularity on social media. The advantage of building personal branding through social media does not know tricks or pseudo popularity, because the audience will decide.

2. Fantastic marketing results can be achieved from social media because People are bored and tend to watch television less, they often use smartphones. This phenomenon of people's way of life tends to use their smartphones. By using smartphone, people can get information easily.

3. Social media provides an opportunity for marketers to get closer to consumers. Social media offers a more individualized, personal and two-way of communication. Through social media, marketers can know their consumer habits and interact personally, and build deeper engagement.

4. Social media is viral.

   Viral means having feature like a virus, that is spreading rapidly, information that emerges from a product can be spread quickly because the occupant of social media have a character as social media marketing. Social Media Marketing uses a variety of tools on the web, including blogging, microblogging, social networking, social bookmarking, and content.

2.8 Promotion Theory

a. The Defenition of Promotion

The product has been created, the price has also been set, and the place (layout location) has been provided. It means that the product is really ready to be marketed and sold.The public needs to know the presence of the product, the benefits of the product, the price, where it can be obtained and the advantages of the product so that the products offered are sold to the public or customers. One way to inform or offer products to the public is through promotion.

According to Fandy Tjiptono (2009:219), in essence promotion is a form of marketing communication. What is meant by marketing communication is marketing activities that seek to disseminate information, influence or persuade, and remind the target market of their products to accept, buy, and be loyal to the products offered by the company concerned.

b. The Objectives of Promotion

Promotion is the most powerful means to attract and retain customers. One of the bank's promotional objectives is to inform all types of products offered and try to attract new potential customers. Then the promotion also serves to remind customers of the product, influence customers to buy and finally the promotion will improve the image of the bank in the eyes of its customers.

According to Rangkuti (2009: 51-53) companies carry out promotional activities with the main aim of making profit, while according to Tjiptono "The purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix" (Tjiptono, 2007: 221).). In detail, the three promotional objectives can be described as follows:

1. Informing can be:

   a. Informing the market about the existence of a new product

   b. Introducing a new way of using a product

   c. Communicating price changes to the market

   d. Explaining how a product works

   e. Informing the services provided by the company

   f. Correcting the wrong impression

   g. Reducing buyer's fears or worries

   h. Building company image

2. Persuading the target customers for:

   a. Shaping brand choice

   b. Switching selection to a specific brand

   c. Changing customer perceptions of product attributes

   d. Encouraging shoppers to shop right away

   e. Encouraging shoppers to accept salesperson visits

3. Reminding consists of:

   a. Reminding buyers that the product is needed soon

   b. Reminding buyers of places that sell company products

   c. Keeping buyers in mind even if there is no advertising campaign

   d. Keeping the first memory of buyers falling on the company's products

c. Promotion Mix

The promotion mix is a company's total marketing communications program consisting of advertising, personal selling, sales promotion, and public relations that the company uses to achieve its advertising and marketing objectives. According to Kotler and

Gery A (2000) promotion mix is a specific formulation of personal advertising, sales promotion, and public relations that a company uses to achieve its advertising and marketing objectives. Meanwhile, according to Basu Swasatha (2005:349) the promotional mix is the best combination of strategies from the variables of advertising, personal selling, and other promotional tools. All are planned to achieve the objectives of the sales program. There are also four variables in the promotional mix (some argue that there are more than four variables), namely:

1. *Personal selling* is an oral presentation in a conversation with one or more prospective buyers to achieve sales. In personal selling there is direct interaction, face to face between buyers and sellers. The communication between the two parties is individual and two-ways so that the seller can immediately get a response as feedback about the wishes and preferences of the buyer. Conveying news or conversations that they do is very flexible because it can adapt to the existing situation.

2. *Advertising* is a form of non-personal presentation and promotion of ideas, goods and services that is paid for by a particular sponsor. The communication carried out by the sponsor is mass because it uses mass media such as: radio, television, newspapers, magazines, postal letters, signboards, and so on. Advertisements placed on these media can provide feedback to their sponsors (in the form of responses) even though within a certain time frame or not as fast as personal selling.

   Advertising has five functions, namely:

   • Giving information

   • Influence and persuade

   • Creating an impression (Image)

   • Satisfy desire

- As a communication tool

3. Sales promotion

Sales promotion is a marketing activity other than personal selling, advertising, and publicity that encourages consumer buying and retailer effectiveness. These activities include: demonstrations, exhibition shows, demonstrations, and so on. Usually this activity is carried out together with other promotional activities, and the cost is relatively cheaper than advertising and personal selling. In addition, sales promotions are also more flexible because they can be done at any time with available costs and anywhere. The objectives of sales promotion are:

- Stimulate/encourage customers to buy

- Acquire new customers

- Maintain contact with customers

- Introducing new products

- Sell more to existing customers and educate customers.

So Fountain is increasingly trying to increase culinary sales and is being developed with the addition of new menus that are always being rolled out like now, namely the new menu of Nasi Soto Fountain, beef or black pepper chicken rice, green chili fried rice, sweet and sour dori rice, Aceh fried noodles, Penang kwetiau, kangkung belacan noodles, rib soup rice, sapler snacks, bakwan, risoles, tofu, risoles and new nuanced decorations that seem more elegant to be casual friends, and the employee uniforms have now been changed from green now it's black. To anticipate this, the company uses the right marketing communication strategy so that the fountain restaurant can survive and be able to compete with other restaurants with similar concepts.

Here are some marketing communication strategies that are often used as references by companies as proposed by Kohler and Smith, but now researchers want to make a

comparison of promotional adjustments even though this strategy is not a Fountain reference.

1. Advertising is a non-personal presentation or product promotion paid for by the company. Advertising is a marketing communication strategy with TV, radio, magazines, newspapers and other media. In this strategy, Fountain uses SMS Blast ads that are simple in clarity but still focus on what is offered.

2. Sales Promotion sales aim to increase the desire of target consumers to buy a product. This can be in the form of short-term incentives that are attractive to consumers. Promotion also aims to persuade consumers to buy the product. With this strategy, the fountain performs work procedures for employees. One staff is assigned to the door of the Fountain with an effort to offer it to consumers.

3. Public Relations & Publicity. It aims to improve the relationship between the product with consumers and the general public. This strategy can be done by running several interesting programs that can improve the image of the product. This company made an approach in (June – July – August 2019) to consumers to fill in suggestions and inputs to improve services that won prizes for several Samsung Galaxy M20 cellphones, as well as dozens of dining vouchers.

4. Personal Selling. Direct selling can be a marketing communication strategy where the company can interact directly with consumers. In this case, the company can explain the product in more detail and receive feedback from consumers. To be able to improve the quality of service and convenience, efforts are being made by the company by giving "just comment" paper to consumers so that they can provide suggestions and feedback about the company.

5. Direct Marketing. Direct marketing here means to interact directly with consumers with non-personal media such as email, telephone, mail and others.
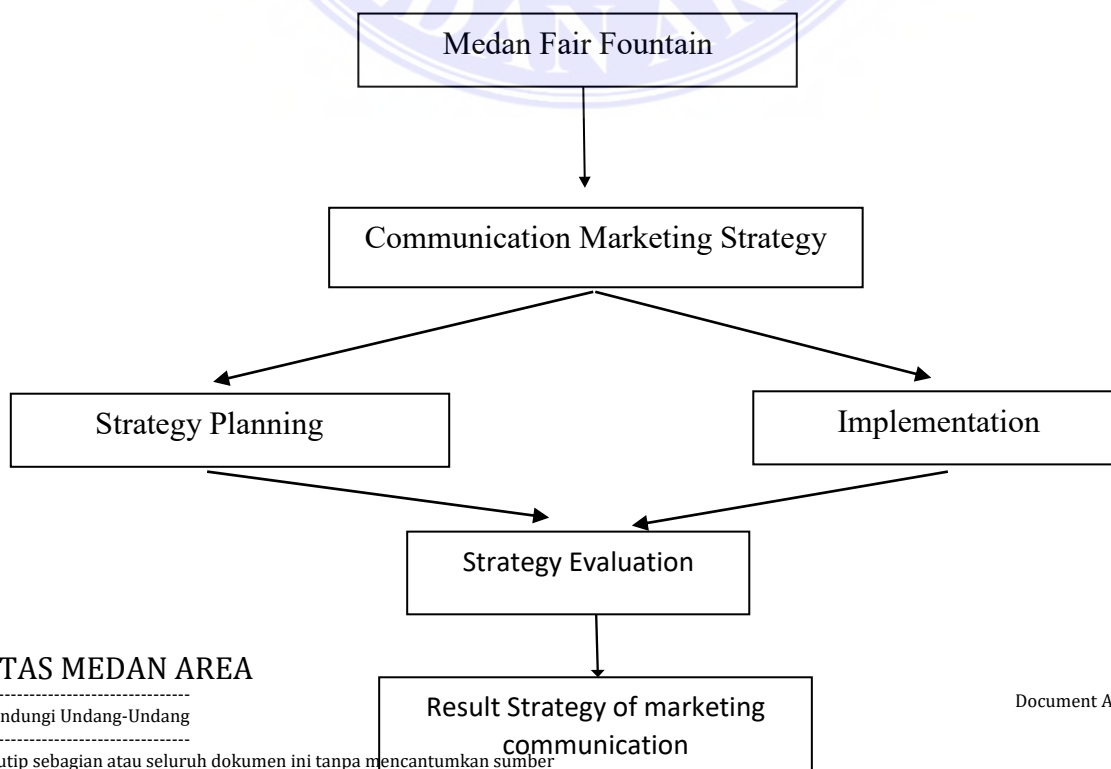
6. Sponsorship. Sponsoring an activity can be a good marketing communication strategy. This can increase brand awareness and reputation of the company itself.

7. Corporate Identity. The development of the company's image is also important for the company's long-term plans. Until now, the fountain logo in the form of Ice Cream still upholds its identity and becomes the No. 1 Top Ice Cream brand in Medan City.

8. Packaging. Product packaging can be an important thing in a product marketing communication strategy. Attractive packaging can influence consumer decisions in buying products. This communication can be in the form of design, color and shape of the product packaging. In this effort, the Fountain company makes packaging in standard forms, as well as with a logo, the characteristic color, namely green, on the packaging, becomes uncompetitive.

9. Points of Sale and Merchandising. This strategy is carried out by displaying products and making supporting materials such as posters, stickers, banners and designs from places of sale. To encourage an approach to consumers. This strategy has become the mainstay of Fountain and has been carried out continuously at any time so that consumers can find out new things related to fountain developments by:

   • The promo menu or package menu that appears in the brochure will still be prominent on major holidays such as Imblek, Lebaran, Christmas and New Year's Day.

   • Member Card gives a discount on the total price of all purchases to customers who already have a member card.

   • The design that has become a hallmark of the past, namely the Green color will be more striking compared to other colors.

- Collaborating with several other transaction services to increase mutual benefits, such as Go Food, Grab Food, OVO transaction applications and all transactions carried out in these service transactions, consumers get another discount.

- Get a discount for those who want to make a reservation.

- Cashback coupons or free meal coupons with terms and conditions applied.

10. Word of Mouth. This strategy is a personal communication that is quite effective in increasing product sales. Word of mouth is very effective in influencing consumers to buy a product. Consumers will buy products that are recommended by their acquaintances because they think that the product information is trusted and personal. Word of mouth is considered more persuasive than marketing through advertising. Customer satisfaction is the main thing, so effective communication will be formed to influence friends to other friends about the Fountain image.

2.9 Conceptual Framework

Source: Research preparation, 2020

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┌─────────────────────────┐
│   Medan Fair Fountain   │
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             ▼
┌─────────────────────────────────┐
│ Communication Marketing Strategy│
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        ╱              ╲
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┌──────────────┐   ┌──────────────┐
│Strategy      │   │Implementation│
│Planning      │   │              │
└──────────────┘   └──────────────┘
        ╲              ╱
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      ┌─────────────────────┐
      │ Strategy Evaluation │
      └─────────────────────┘
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      ┌─────────────────────────┐
      │ Result Strategy of      │
      │ marketing communication │
      └─────────────────────────┘
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BAB III

RESEARCH METHODOLOGY

3.1 Type of Research

This study used a qualitative descriptive method. According to Sugiyono (2003:14), qualitative data sources are data that are not in the form of numbers, or in other words, data in the form of sentences, words or pictures. So the subjects in this study were manager of Fountain Outlet Medan Fair, Waiter, Management, and the Fountain Medan Fair Customer. Through the information provided, researchers get detailed information regarding the object under study.

3.2 Location of Research

This research was conducted at outlet of Fountain Medan Fair, Medan City.

3.3 Types and Sources of Data

a. Primary Data

The source of Primary data is data sources obtained directly from the outlet Fountain Manager of Medan Fair, Waiter, Management and Customer Fountain Medan Fair. Primary data collection in this research used some methods. They are observation, interview and documentation:

1. Observation Method

   Sutrisno Hadi in Sugiyono (2013:145), explains that observation id complex process. A process is arranged of various biological and psychological processes. Two of the most important are observation and memory. They are data collection method by observing directly the communication strategy process conducted by the company Fountain in interacting costumer's interest.

2. Interview Technique

According to Esterberg in Sugiyono (2013:231), interview is meeting of two people to exchange the information and idea through question and answer, so it can be constructed in a certain topic. Researcher gets information directly from Fountain management team how Standard Operating Procedure (SOP)in developing marketing communication strategy, Fountain manager how SOP provision given to waiters, and customers, how their response to the efforts made by the waiters in the marketing strategy that is conveyed.

3. Documentation

According to Sugiyono (2013:240), document is records of events that have passed. Documents can be in the form of writing, pictures, or monumental works of someone. Documents are in the form of writing such as diaries, life histories, stories, biographies, regulations, policies. Documents are in the form of images such as photos, live images, sketches, and others. Documents in the form of works are artworks, which can be in the form of pictures, sculptures, films, etc. Document studies are complementary to the use of observation and interview methods in qualitative research. The documentation used is in the form of photos when the Manager holds a briefing to Fountain employees.

3.4 Technique of Analazing Data

Data analysis according to Bogdan in Sugiyono (2013: 244) is the process of systematically searching and compiling data obtained from interviews, field notes, and other materials, so that it can be easily understood, and the findings can be informed to others. Qualitative data analysis is carried out if the empirical data obtained is qualitative data in the form of a collection of tangible words and not a series of numbers, and not can

be organized into categories/classification structures. Data can be collected in a variety of ways (observations, interviews, document, recording tapes). It is usually processed first before it is ready for being used (through recording), typing, editing, or writing tools. However qualitative analysis still uses words that are usually arranged into an expanded text and does not use mathematical calculations or statistics as analytical tools.

According to Miles and Huberman (1992:16), analysis activities consist of three activities simultaneously, namely data reduction, data presentation, and conclusion /verification. They are happening at the same time, so data reduction, data presentation and drawing conclusions or verification as intertwined are cyclical processes and interactions before, during, and after data collection in parallel forms that build general insights called analysis (Ulber Silalahi 2009:339).

Data analysis techniques used in this study are:

a. Data reduction

Data reduction is the process of selecting, focusing on simplification, abstraction, and transformation of rough data that emerges from written records in the field. Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary, and organizes data in such a way, so that conclusions can be drawn and verified. complete final report.

b. Triangulation

Triangulation is also known as a technique to check the validity of data. Triangulation is a technique of checking the validity of data that uses something else in comparing the results of interviews with the object of research. The presentation of data that was often used for qualitative data in the past was in the form of narrative text. Cognitive tendency to simplify complex information into simplified and selective forms or configurations that are easy to understand. All

data presentations are designed to combine structured information in a form that is easy to understand. So the presentation of the data is part of the analysis.

c. Drawing Conclusions

The final analysis is drawing conclusions and verification. After data collection, the researcher begins to look for the meaning of things, noting regularities, patterns, explanations, possible configurations, causal pathways, and propositions. Conclusions that were initially unclear will become more detailed.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the description of the research results, the researchers can draw the following conclusions. The results of this study indicate that:

1. Marketing communication strategy for Medan Culinary Fountain in facing competition is carried out in 3 stages, namely strategic planning, strategy implementation, and strategy evaluation.

2. The obstacles faced by Culinary Fountain Medan in carrying out its marketing communication strategy are the lack of human resources, especially in the field of marketing, this causes a lack of effective performance for the implementation of marketing communications carried out by Culinary Fountain Medan. The second is that it has not been able to make additional outlets to expand marketing area.

3. Culinary Fountain Medan has not been able to add outlets in other locations because it is very difficult to find a business location close to residential areas, offices, and industry as well as easy access to business locations in Medan City. The more culinary businesses that market cake-type products, of course, the more narrow the target market for Medan Culinary Fountain. .

5.2 Suggestions

1. It is hoped that Medan Fountain Restaurant will be able to improve its marketing communication strategy.

2. It is hoped that Medan Fountain Restaurant will carry out promotional activities that can attract public attention.

3. To increase the motivation of the waiters at Medan Fountain Restaurant, they can give awards to outstanding waiters so that the waiters can be motivated to work even harder.