

IMPLEMENTATION OF PROMOTION MIX BY INDIE BOOK PUBLISHER DAISYPEDIA

Oleh:
Maria Amanda Dewanti¹
Imam Nuraryo²

ABSTRACT

DaisyPedia is one of the indie book publisher that is just starting out, to promote its products and services it needs to be done in a sustainable and mutually influencing way. Today's book publishing competition is very competitive, therefore DaisyPedia publisher implement a Marketing Communication Mix to promote their products and services in the publishing sector.

The theory used in this study is the theory of the promotion mix (Promotion Mix). This theory has five marketing communication tools, including advertising, sales promotion, direct marketing, personal selling and public relations. Each of these communication tools is implemented after going through the planning process and in different ways but has the same goal of providing information, influencing purchases, and building trust.

This study uses a qualitative approach. The subject of this research is Muh Bassam as the director of DaisyPedia publisher and Riz Rezza as marketing of DaisyPedia. The researcher will analyze the marketing mix carried out by the indie book publisher DaisyPedia using the promotion mix theory. In this study, the primary data used were the results of interviews with resource persons from the book publisher DaisyPedia. While the secondary data used by researchers are articles, journals, books and previous research.

The result of this research after analyzing the promotion mix by DaisyPedia book publisher is knowing how the DaisyPedia book publisher in implementing its marketing communication mix. In addition, it is known in detail how the ways that DaisyPedia book publisher use the five elements of marketing communication, and also found supporting factors and inhibiting factors in the process of implementing the marketing communication.

DaisyPedia implements its marketing communications mix with the aim of promoting the indie book publisher DaisyPedia. Through advertising through social media. Public relations is implemented by filling out seminars. In the sales promotion section, it is done by providing free publications. In Personal Selling, DaisyPedia publisher maximize in conveying information face-to-face with potential customers. As well as the supporting factors such as technological advances, and the inhibiting factor, namely the limited funds for promotional activities.

Keywords: *Marketing, Promotion Mix, Book Publisher*

¹Alumni Program Studi Ilmu Komunikasi - Institut Bisnis dan Informatika Kwik Kian Gie

²Alamat kini: Institut Bisnis dan Informatika Kwik Kian Gie, Jln Yos Sudarso Kav. 87 Sunter, Jakarta 14350

Penulis untuk Korespondensi: Telp. (021) 65307062 Ext. 705. E-mail: imam@kwikkiangie.ac.id



Hak Cipta Dilindungi Undang-undang
 © Hak cipta milik IBI Kwik Kian Gie
 Institut Bisnis dan Informatika Kwik Kian Gie

1. Dilarang mengutip sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



INTRODUCTION

Communication is an important activity carried out by humans in conveying ideas or ideas in their minds to others. Without communication, humans will not be able to interact with each other. Rogers and Kincaid stated that communication is a process in which two or more people form or exchange information with each other, which in turn occurs in deep mutual understanding (Wiryanto, 2004).

Communication is always used and has an important role in all aspects of human life. Communication is a contact relationship between and between humans, both individuals and groups. Every moment humans think, act and learn to use communication.

Communication activities are carried out in various situations, namely intrapersonal, interpersonal, group and mass. This can be interpreted that communication in everyday life is realized or not realized is part of human life itself (Vardiansyah, 2008).

Humans cannot be separated from communication, as the axiom of communication states "We Cannot Not Communicate". This means that humans always communicate in their daily life, whether they interact formally or informally or directly or indirectly. Therefore, communication becomes a very important thing for human life.

Communication comes from the Latin communicatio, and the origin of this word comes from the word communis which means the same meaning, which is the same meaning about one thing. There are many meanings about the meaning of the word communication, but from the many definitions expressed by experts, it can be concluded in full with its essential meaning, namely communication is the process of delivering messages by one person to another to inform, or to change attitudes, opinions, or behavior. either directly (verbally) or indirectly through the media (Effendy, 2005).

Along with the rapid development of technological progress and human needs that

are able to keep up with the times, every company gets a challenge in selling its products. In the world of marketing, the high level of marketing of various products becomes a problem or challenge for the marketing division in every company in terms of market competition.

Many products have emerged that have a great chance of resembling existing or similar products, thus creating a competition between one company and another. Creative ideas that come from the minds of marketers in advertising/promoting their products become the main attraction for consumers to consume or use and choose the advertised product.

We can see this in advertisements on television that present various creative ideas in promoting the products offered, and it becomes a very strong competitiveness in the world of marketing. According to Kotler and Keller (2007), marketing is a social process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products of value with others.

From this definition, it can be seen that marketing covers the entire system of business activities ranging from planning, pricing, promotion, and distribution of goods and services to meet the needs and desires of consumers with quality services. Marketing communication can also increase consumer awareness of the products offered by the company, so that consumers can get to know the products offered and make consumers interested and make purchase transactions.

Marketing communication plays an important role in marketing activities. Marketing communication plays a role in communicating and showing the value offered by the company to its consumers, so that consumers can learn about what products, what brands, who manufactures them, what are the advantages, suitable for consumption by whom, and how to obtain them.

Thus the field of marketing in a company is required to turn around and set strategies in the face of such strong market competition. As stated by Kotler (2003:127) that in the increasingly fierce business competition, all companies that

1. Hak cipta dilindungi undang-undang. Dilarang memperjualbelikan, menyalin, atau menjiplak isi buku ini tanpa izin IBIKKG.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.

want to survive from customer product orientation.

Through Philip Kotler's statement, we can see that every company always wants to survive from customer product orientation. This can be interpreted that every company always wants its products to be superior products in the market and are in great demand by consumers or customers, so that products that survive the customer's product orientation become top of mind in society. Thus, each company regulates their respective marketing strategies in order to be able to survive with intense business competition, so that the company's goals will be achieved.

This is a challenge for a marketer to find ways to make their products able to compete with other products, both existing products and new products to be marketed.

From the explanation above, it can be seen that in marketing there is a relationship or process of delivering products (goods or services) to consumers. However, here we see that prior to the relationship, the marketing division conducted a research to find out what problems occurred that could threaten their products and the extent to which their consumers' condition. In this marketing also occurs a communication process called marketing communication.

Marketing communication is a tool where companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. According to Suyanto (2007:141) marketing communication is one of the four main elements of a company's marketing mix. Marketers must know how to use advertising, sales promotion, publicity and personal selling to communicate a product and its value to its intended consumers.

In the world of book publishing, book publisher have their own market segments, including general books, textbooks, and religious books. By segmenting the targeted market segments, it will be easier for publisher to categorize books to be published. So that publisher will make it easier to publish books according to their respective market segments.

Many new publisher have sprung up and present quality books. Publisher with a small scale to publisher that are considered large in the

publishing world. With this competition, a communication concept or strategy is needed to help market products or books to be published. This marketing communication strategy is important for the progress and running of the publisher, because this marketing communication strategy is the spearhead of the publisher who determines the book can be accepted and sold in the market.

Accurate marketing communication is also needed by every publisher to be able to win the hearts of consumers which has an impact on the sustainability of the publisher. A good marketing communication strategy can also prevent companies from ineffective and inefficient promotion and marketing activities. Therefore, careful planning is needed before conducting marketing communications.

According to Kotler & Keller (2009) in an organization or company, marketing communication has an important role in providing information, persuading, reminding consumers directly or indirectly about the products and brands being sold. Kartajaya (in Andari and Putri, 2017) also mentions that marketing communication will increase sales so that the company's goals for profit and sustainability can be achieved.

In marketing communication, the term marketing communication mix is also known. According to Kotler (in Pratama, 2016) the marketing communication mix consists of advertising, sales promotion, public relations and news, personal selling, direct marketing, and interactive. Each of these mixes is used by the company as an effort to convey its products to the public.

Based on the description above, this study examines the promotion mix carried out by the indie book publisher DaisyPedia, by utilizing and implementing the promotion mix for the progress and development of the company. From the explanation of the background above and the importance of correct and effective marketing communication, researchers are interested in conducting scientific research with the title "Implementation of Promotion Mix by Indie Book Publisher DaisyPedia".



2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
penulisan kritik dan tinjauan suatu masalah.
b. Penguatipan tidak merugikan kepentingan yang wajar IBIKKG.



Promotion Mix

This research is based on promotion mix theory. According to Kotler (2006:135) that, "The promotion mix is a specific blend of public relations, advertising, sales promotion, personal selling, and direct marketing tools that companies use to communicate customer value persuasively and build customer relationships." The promotion mix is the best strategic combination of promotion elements used to achieve company goals.

These elements are tools of marketing communicators (companies) in communicating with customers. The five elements that make up marketing communications are called the promotion mix, because they are the tools of promotion. The company must distribute the total promotion budget for its five communication tools, namely advertising (advertising), personal selling (personal selling), sales promotion (sales promotion), public relations (public relations), and direct marketing (direct marketing).

Advertising (Advertising), the word advertising or advertising comes from the Greek, which means more or less "to lead people to ideas". The definition of comprehensive advertising according to Kotler, Philip & Armstrong (2011: 97), advertising is all forms of non-personal presentation and promotion of ideas, goods or services by a particular sponsor that requires payment.

According to Rangkuti (2009:23), advertising is non-individual communication with a number of costs, through various media carried out by companies, non-profit institutions and individuals. Advertising is defined as a form of non-personal achievement paid by the sponsor to present ideas or promotion ideas for certain goods or services.

The definition of advertising according to Saladin (2010:129) is all forms of non-personal presentation and promotion of ideas, promotion of goods or services paid for by sponsors. Meanwhile, according to Kasali (2011: 9) defines advertising is a static media and prioritizes visual messages. Direct

marketing is a direct relationship with carefully targeted individual consumers to obtain an immediate response and build good customer relationships. the use of direct mail, telephone, television, direct response, e-mail, the Internet, and other means to communicate directly with specific consumers. (Kotler and Armstrong, 2008:117).

Tjiptono (2008: 232) is an interactive marketing system, which utilizes one or more advertising media to generate a measurable response or transaction at any location. What is characteristic of direct marketing is that communication is directed directly to individual consumers, with the aim that these messages are responded to by the consumers concerned, either by telephone, post or by coming directly to the marketer's premises.

This technique developed in response to market demassification, where there are more and more market niches with very individual needs and choices. The thing that encourages the development of direct marketing is the development of transportation and communication facilities that facilitate contact and transactions with the market, where it is relatively easy for companies to go directly to prospective customers or contact them via telephone or mail.

Kotler and Armstrong (2008) state that there are two benefits of direct marketing from both the buyer and seller side. For buyers, direct marketing is fun, easy, and personal. In addition, direct marketing is also interactive and immediate, where buyers can interact with sellers via telephone or a website that has been provided by the company to get the desired information.

Direct selling (direct marketing) has four unique characteristics, namely non-public which means messages are addressed to certain people, customized which means messages can be made specifically to persuade certain individuals, up to date which means messages can be prepared very quickly, and the last one is interactive or can change depending on the response received.

According to Saladin (2006: 192) for

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



entrepreneurs or sellers, direct marketing also provides advantages, namely first, the seller can accept orders of various kinds with the total cost of consumer purchases is quite large both in terms of the number of goods and their value. Second, the seller is able to exploit the potential of a market. Third, can make contact and find out immediately consumer desires. Fourth, can do more in inventory planning. Fifth, can achieve greater total profits, although on a smaller per-unit basis.

Personal selling (personal selling) is direct communication (face to face) between sellers and prospective customers to introduce a product to prospective customers and form customer understanding of the product so that they will then try and buy it (Tjiptono, 2002: 224). According to Tjiptono, personal selling has several characteristics, including:

Personal confrontation, namely the existence of a lively, direct, and interactive relationship between 2 or more people. Cultivation, namely the nature that allows the development of all kinds of relationships, ranging from just buying and selling relationships to a more intimate relationship. Response, which is a situation that seems to require customers to listen, pay attention, and respond.

Sales promotion is one of the determinants of the success of a marketing program. Sales promotion is essentially all activities intended to convey or communicate a product or service to the target market for immediate action. According to Kotler, sales promotion is a collection of incentive tools, most of which are short term, designed to stimulate faster and greater purchases of certain products or services by consumers or traders (Kotler and Keller, 2005: 298).

The purpose of sales promotion according to Buchari Alma (2007) is to attract new buyers, give gifts or awards to existing customers or customers, increase the repurchase power of old consumers, prevent consumers from running to other products, popularize the brand or increase loyalty, increase volume. short-term sales in order to

expand the long-term market share.

Public relations (public relations), Morissan (2008:93) explains various definitions of public relations (public relations) which were initially seen as a one-way persuasion activity that continued until after World War II. Several decades later began to experience changes. The definition of public relations began to include aspects of communication or two-way communications. The definition of public relations then includes words such as reciprocal (reciprocal), mutual (mutual) and between (between).

The definition of public relations begins to eliminate the compelling one-way aspect. Public relations is concerned with aspects of intelligence in establishing communication, interaction, socialization and relationships. For the creation of cooperation between the two parties that benefits the organization, of course, excellent treatment and service is needed to colleagues, clients and the organization's public so that it leaves a positive impression so that it affects the image, reputation, existence and good name of the company.

Publishing and Books

Publisher is a person or a party who acts to publish a book, magazine or journal. This is in accordance with the understanding in the Big Indonesian Dictionary, publisher are people and so on who publish, or companies and so on that publish books and magazines (Depdiknas, 2014: 1450). In publishing a book, there are several processes carried out by publisher, among others, namely, searching for manuscripts, selecting manuscripts, making agreements with authors, providing ISBN (international standard book number) manuscripts, printing manuscripts, and distributing.

Publisher have several functions including acquiring manuscripts/procuring manuscripts by promoting manuscript procurement or contacting authors, selecting suitable manuscripts for publication, planning manuscript publishing schedules and deadlines, planning manuscript development, including



copyediting, interior design (layout) content and exterior design (cover), determine the production timeline (book printing), promote and market the book to readers (the public). (Trimansyah, 2009)

It can be explained that publishing is a business or activity related to the editorial process, production and marketing of goods, printed manuscripts which are distributed to readers based on that definition, it can be seen that there are three fields related to publishing, namely editorial production, production and marketing. Publishing is an industry that concentrates on producing and reproducing a literature and information or an activity to create information that can be enjoyed by the public. Based on the type of publisher, which is as follows:

Major publisher are large publisher or it can also be interpreted as a national publisher. The books he published are scattered throughout the country and displayed in bookstores. Examples of major publisher include: Gramedia Pustaka Utama, Mizan, Republika, Yudhistira, and so on. However, the publisher is selected first. There is a possibility that the manuscript will be accepted and rejected or not published.

Indie Publisher, an independent publisher or indie publisher or independent publisher is an alternative way to publish a book or other media by the author of the manuscript not the publisher. The author does not need to wait for the manuscript to be selected, because most indie publisher do not need to select the author's manuscript in detail, the most important thing is that the script does not discuss SARA (ethnicity, religion, race, intergroup) usually the manuscript can go directly to the next process.

In addition, what distinguishes the major publisher is a matter of cost. There will be a fee to use the services of layouters, editors, designers at indie publisher. Unlike the major publisher everything is covered by them. The same goes for printing books. The number of books that will be printed depends on the capital the author has. Publishing books in indie

publisher, most of them do not get an ISBN (international standard book number).

For authors who want an ISBN (international standard book number) there will be a fee. But there are also indie publisher who have provided all these facilities in packages. In terms of manuscript distribution, indie publisher do not distribute to bookstore chains. The maximum is only through the media it has such as websites and social media. (Deepublish, 2020)

Self-publishing in language can be understood as "self-publishing" or interpreted by publishing one's own book. That is, the author did all the writing, editing, cover design, book layout, ISBN and barcode application processes at the National Library of Indonesia by himself. The author also publishes his books with his own publisher.

Self publishing has advantages compared to submitting manuscripts to publisher in general. The main advantage of self-publishing is that there is no rejection of the manuscript. In addition, self-publishing can determine the title according to the author's wishes, layout, cover design, and marketing itself. The author is completely in control of his work.

(Pustakapedia, 2016)

Understanding the book is based on the physical and functional character. Physically, books are printed sheets, put together according to a certain order, covered and covered with thick printed cardboard. Functionally, the book is a means of communication printed, structured, in one or more chapters and is said to be a means of delivering information. (Virginia, 2010: 43)

Meanwhile, according to (Sitepu, 2012: 8) a book is a collection of paper containing information, printed, systematically arranged, bound and the outside is protected from thick paper, cardboard or other materials. Books can be distinguished and grouped based on content, target audience, appearance and designation (Sitepu, 2012: 14). Judging from its contents, books can be categorized into fiction, non-fiction, and science fiction books.



Fiction books, sourced from the imagination of the author and do not contain factual truth, like novels. Non-fiction books contain factual information that can be proven real and empirical, such as science and technology books. Science fiction books contain the imagination of the author, but are presented logically based on the rules of science and technology.

Based on the target audience, books can be classified as children's books, youth books, and adult books. Based on their appearance, books can be grouped into text books, picture books, and picture books. Books according to their designation in terms of educational interests, books are divided into textbooks and reading books.

RESEARCH METHODS

This research uses qualitative methods, qualitative itself is known as the research subject. Research subjects in qualitative research are referred to as informants, namely people who provide information about the data that the researcher wants related to the research being carried out by Moleong (2013:132). This information can be in the form of research background situations and conditions.

The qualitative approach that the researcher uses is to find out information about how the indie book publisher DaisyPedia implements marketing communications. The qualitative approach focuses on exploring and investigating the understanding of a social phenomenon related to human problems (Noor, 2015).

The subject of this research is the first, Muh Bassam who is the director of the indie book publisher DaisyPedia who knows in detail how the history of the formation of the indie book publisher DaisyPedia, the human resources in it. Second, Riz Rezza in the marketing department who knows how the indie book publisher DaisyPedia implements its marketing communications and third, the consumer of DaisyPedia publisher, Akbar

Gunawan.

Data Collection Technique

Data collection is an important element in a study. Data collection techniques are techniques or methods used by researchers to obtain data related to the research being carried out. In qualitative research, there are several methods of data collection, namely observation (field observation), focus group discussions, in-depth interviews (intensive/depth interviews), and case studies (Rachmat Kriyantono, 2006:93).

Basically, there are several types of interview techniques, namely preliminary interviews, structured interviews (structured interviews), semi-structured interviews (semi structured interviews), and in-depth interviews (depth interviews). In collecting data in this study, researchers used in-depth interview data collection methods (intensive/depth interview).

Interviews are conversations between researchers and those being studied to obtain information about the object under study (Kriyantono, 2006:97-98). Researchers used in-depth interviews, namely how to collect data and information by communicating by telephone with the resource person to be studied to obtain more detailed information. This type of interview must be carried out repeatedly and intensively, not only with one meeting with the resource person (Kriyantono, 2006: 100).

Data Analysis Technique

The analysis consists of three streams of activities that occur simultaneously, namely: data reduction, data presentation, conclusion drawing/verification Miles & Huberman (2009: 339). In this study, data reduction was carried out by selecting sources, recording or recording the required information. Presentation of data is done by compiling the data into a narrative form that is simple and easy to understand.

The data analysis technique used in this study is the Miles and Huberman Data Analysis Technique. Miles and Huberman (Emzir, 2010) state that there are three kinds



of qualitative data analysis activities. First, Data Reduction. The data obtained in the field is quite a lot, for that it needs to be recorded carefully and in detail. Reducing data means:

Summarizing, choosing the main things, focusing on the things that are important, looking for themes and patterns and removing unnecessary ones. The data that has been reduced will provide a clear picture and make it easier for researchers to conduct further data collection, and look for it when needed. With reduction, the researcher summarizes, takes important data, makes categorizations, based on uppercase letters, lowercase letters and numbers. And data that is not important is discarded.

Second, Data Presentation (Data Display) After the data is reduced, the next step is to present the data. Miles and Huberman (Sugiyono, 2015: 95) state that the most often used to present data in qualitative research is narrative text. Besides in the form of narrative, data presentation can also be in the form of graphs, matrices, networks.

Third, Withdrawal/Verification of Conclusions. The initial conclusions put forward are still tentative, and will change if no strong evidence is found to support the next stage of data collection. However, if the conclusion has indeed been supported by valid and consistent evidence when the researcher returns to the field to collect data, then the conclusion put forward is a credible conclusion (can be trusted).

RESULTS AND DISCUSSION

Based on the results of interviews conducted by researchers with sources who are directors, marketing and consumers of DaisyPedia book publisher, among them are Muh Bassam, Riz Rezza, and Akbar Gunawan. Then the researcher will describe the discussion related to the purpose of this research. The purpose of this study is to find out how the implementation of the promotion mix is carried out by the indie book publisher Daisypedia and what are the factors that support and hinder the implementation of the

marketing mix by the indie book publisher Daisypedia.

Researchers have obtained some of the data needed by using data collection methods, namely interviews with resource persons according to the topic that is the material of this research. Therefore, in this sub-chapter the researcher will describe the discussion in the form of a summary of the results of the analysis that has been carried out by the researcher.

Marketing Mix is the synergy between various marketing messages, and a great understanding that marketing is basically a communication between a company and its prospective customers using various elements such as advertising, direct marketing, personal selling, sales promotion, and public relations. Since the ultimate goal of marketing is to generate revenue, increase market share, encourage purchase intention, and build brand image, marketers need to find ways to make things more effective.

In carrying out its promotion mix, DaisyPedia book publisher uses five elements of integrated marketing communication, including advertising, direct marketing, personal selling, sales promotion, and public relations. Each of these elements is performed in a different way. This of course has gone through the planning process by the marketing division of the book publisher DaisyPedia.

Just like what said Kotler & Armstrong (2001), that integrated marketing communication (Integrated Marketing Communication) which is commonly called the promotion mix (Marketing Mix) of a company consists of a special blend of advertising, personal selling, sales promotion, public relations, and direct marketing used by the company. to achieve advertising and marketing objectives.

Advertising is a promotion activity that is very well known by the consumer community. Almost every time consumers hear or read various advertisements, both in

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.
a. Penulisan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
b. Penguji tidak merugikan kepentingan yang wajar IBIKKG.



print and electronic media. Advertising is defined as non-personal communication financed by sponsors through various media (Kismono 2008:376).

Advertising carried out by DaisyPedia publisher is carried out using social media, including Instagram using the Instagram Ads feature and Facebook using the Facebook Ads feature. The information disseminated through these advertisements includes book publishing services, usually DaisyPedia book publisher do advertising at the same time when they are running sales promotions, this is so that information about the sales promotions that are being run can be widely spread.

Not only informing about book publishing services, but the results of books that have been published by DaisyPedia book publisher are also displayed in the advertisement for sale. In addition, displaying these books in advertising is also intended as a testimony to attract the trust of potential consumers.

Sales promotion is also carried out by book publisher DaisyPedia as an integrated marketing communication tool. According to Kotler, sales promotion is a collection of incentive tools, most of which are short term, designed to stimulate faster and greater purchases of certain products or services by consumers or traders (Kotler and Keller, 2005: 298).

The sales promotion is implemented by providing free publication of the book, where the author only needs to submit the manuscript and will get facilities for editing the manuscript, layout, cover design, certificate, royalty 15% of the income per book if the book that has been published by DaisyPedia is sold, and has been sold. including the ISBN (international standard book number).

According to one consumer of the DaisyPedia publisher, the sales promotion carried out by the DaisyPedia publisher has been quite effective and is said to be able to attract the interest of writers to try to publish

his book on DaisyPedia. This is also recognized as effective by the director of DaisyPedia, with the sales promotion of “free publication”, the interest of those who want to publish their books on DaisyPedia is increasing. Therefore, sales promotions in this way are often done to introduce the name DaisyPedia.

Direct marketing is also an element that DaisyPedia book publisher also use in implementing its marketing communication process. This is done by sending messages through social media to followers of Instagram accounts (@daisypedia_penerbitan) and also Facebook (DaisyPedia Penerbitan) one by one. The message contains information about book publishing services and offers for books published by DaisyPedia.

Direct marketing is a direct relationship with carefully targeted individual consumers to obtain an immediate response and build good customer relationships. The use of direct mail, telephone, television, direct response, e-mail, the Internet, and other means to communicate directly with certain consumers. (Kotler and Armstrong, 2008:117).

In addition to using Instagram and Facebook, DaisyPedia also uses a chat application, namely WhatsApp by sending messages to every contact who has had a conversation via WhatsApp. This aims to convince and attract potential consumers who are still hesitant to try publishing their books on DaisyPedia. In this case, of course, it is also supported by a fast response in answering questions from potential customers.

This was admitted by one DaisyPedia consumer in an interview he said that the DaisyPedia admin was very responsive in answering his questions and providing information about the promos being held by the DaisyPedia publisher, this he admitted was enough to create his trust to publish his book on DaisyPedia.

Public relations also plays an important role for DaisyPedia publisher, the

main functions of public relations include relations with the press, product publicity, corporate communication, lobbying and the last is counseling (Sulaksana, 2005:124). This is implemented through a seminar, the publisher director of DaisyPedia being one of the speakers at the seminar.

The seminar was held at a private university with the theme "SKEMA" (Sharing Student Creativity). In this seminar, Muh Bassam as the director of the book publisher DaisyPedia discussed the world of publishing, this was intended to open up the knowledge of the seminar participants about books and publishing.

In the seminar, Muh Bassam also promoted DaisyPedia by providing information about publishing. The books that have been successfully published by DaisyPedia were also shown by Muh Bassam to the seminar participants, this aims to attract the interest of the seminar participants to buy the books.

The last promotion mix that DaisyPedia publisher use is personal selling. Personal selling (personal selling) is direct communication (face to face) between sellers and prospective customers to introduce a product to prospective customers and form customer understanding of the product so that they will then try and buy it (Tjiptono, 2002: 224)

This is done by Riz Rezza by offering books published by DaisyPedia directly to potential consumers by informing the price and contents of the book. This is so that potential consumers can see directly the physical form of the books, and can directly carry out buying and selling activities at that time.

According to the results of interviews with the director and marketing of DaisyPedia, the implementation of integrated marketing communications can be said to have been quite effective, especially in the sales promotion section. Therefore, until now, DaisyPedia publisher are still holding free sales promotions.

In implementing integrated marketing communication, of course, it cannot be separated from the supporting and inhibiting factors. It was also stated by the director and marketing of DaisyPedia that there are several factors that support the implementation of integrated marketing communications at the indie book publisher DaisyPedia, including:

The internet and social media, the existence of the internet and social media make it very easy for DaisyPedia publisher to carry out their marketing communication activities, it does not require too large a fee but can still determine targets in their promotion activities. Through this, DaisyPedia book publisher can provide various information about their products and services to be easily accepted by anyone, anytime and anywhere.

Apart from the existence of social media and internet technology, the informant also said that the supporting factor in integrated marketing communication activities in his organization was the support from one of the universities where they studied. With this support, informants were given the opportunity to provide broad information about the publisher of DaisyPedia books through seminars held at the university.

Relationships are also a supporting factor in carrying out the promotion mix, the more relationships, the easier it will be in disseminating information, as said by informant Riz Rezza as DaisyPedia's marketing publisher, that some consumers also carry out marketing activities with the term Mouth to Mouth so that information dissemination about DaisyPedia quickly spread among writers.

Meanwhile, several things that are inhibiting factors in implementing the promotion mix at DaisyPedia are limited costs, limited costs have greatly hindered DaisyPedia publisher in improving their marketing communication activities, until now integrated marketing communications are still using simple media with no large



costs. Therefore, it is still difficult for DaisyPedia publisher to raise their marketing communication standards to a higher level.

Apart from the limited cost for conducting marketing communication activities, the factor that hinders the implementation of integrated marketing communication activities at DaisyPedia book publisher is the lack of interest from readers at this time, so that some people are reluctant to receive information about books and publications.

The next inhibiting factor is the limited human resources in the organization who have strong control over marketing communications. Despite the lack of human resources (human resources) or experts in the field of marketing, the implementation of integrated marketing communications continues to be carried out as much as possible in order to obtain the expected goals.

Riz Rezza as marketing at DaisyPedia book publisher continues to make an integrated marketing communication plan and will be carried out slowly, to achieve effective goals and results. That's the thing that hinders the activities of implementing the promotion mix at the indie book publisher DaisyPedia.

CONCLUSION

Based on the research conducted, it is known that Indie book publisher DaisyPedia implements a promotion mix (Marketing Mix). For the application carried out in the advertising section, namely by using social media Instagram and Facebook with the Ads feature. This method is still considered effective by the director and marketing of the indie book publisher DaisyPedia to promote Daisypedia's publishing services and books published by DaisyPedia. DaisyPedia has not been able to advertise through electronic media (television and radio) considering the inhibiting factor, namely limited funds.

Public relations is another way that indie book publisher DaisyPedia does it. Activities undertaken include being a speaker in seminars. Through the method adopted by

the indie book publisher, DaisyPedia is able to provide knowledge and insight to the seminar participants regarding the world of publishing and books so that the messages and information conveyed in its promotion can be easily accepted by the seminar participants.

Technological advances can be utilized in the application of direct marketing. Instagram, Facebook and WhatsApp are used by indie book publisher DaisyPedia in implementing direct marketing. This is done by sending messages containing promo and offer information to every follower of Instagram accounts (@daisypedia_penerbit) and Facebook (DaisyPedia Penerbitan) as well as contacts who have had conversations via WhatsApp. This is stated to be quite effective in increasing the interest of potential consumers.

Then there are the factors that support the implementation of the promotion mix carried out by DaisyPedia, among others, due to the advancement of internet technology and social media, which makes it easier for DaisyPedia to carry out promotions with minimal costs. In addition, because of the support from a university that provides a place to conduct seminars to promote the indie book publisher DaisyPedia. Relationships are also a factor that supports marketing communications, messages and information can be done by word of mouth.

There are also inhibiting factors in the implementation of the promotion mix at DaisyPedia, among others, due to limited funds to carry out larger promotion activities, the lack of interest from readers which causes messages and information to be disseminated not to be well received, and lastly due to the lack of human resources in the book publishing organization. indie DaisyPedia in the marketing division, so that all planning and marketing communication activities are carried out slowly.

REFERENCES

A.A. Anwar Prabu Mangkunegara. 2002. Manajemen Sumber Daya Manusia.

1. Ditinjau dari segi pemasaran, DaisyPedia sebagai pelaku bisnis ini menerapkan strategi pemasaran yang unik, yaitu dengan menggunakan media sosial sebagai sarana pemasaran. Hal ini dilakukan untuk meningkatkan penjualan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.
2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBILKKG.



- Perusahaan. Bandung: PT. Remaja Rosdakarya.
- Bungin, Burhan. 2007. Penelitian Kualitatif: Komunikasi, Ekonomi, Kebijakan Publik dan Ilmu Sosial lainnya. Jakarta: Putra Grafika
- Chandra, G. (2002). Strategi & Program Pemasaran. Yogyakarta: Andi Offset.
- Chrisnardani, Y. (2014). Komunikasi Pemasaran Terpadu : Implementasi Untuk Umkm. 8(2), 14.
- Departemen Pendidikan Nasional (2014) Kamus Besar Bahasa Indonesia Cetakan ke delapan Belas Edisi IV. Jakarta : Gramedia Pustaka Utama
- Donni Juni Priansa. (2017). Perilaku Konsumen dalam Bisnis Kontemporer. Bandung: Alfabeta
- Hamidi. 2004. Metode Penelitian Kualitatif. Malang: UMM Press
- Hasan, I. (2002). Pokok-Pokok Materi Metodologi Penelitian & Aplikasinya. Jakarta : Ghalia Indonesia
- Ilham, Prisgunanto. 2006. Komunikasi Pemasaran, Strategi dan Taktik. Jakarta. Ghalia Indonesia
- Kotler, Philip. 2003. Manajemen Pemasaran. Edisi kesebelas, Jakarta: Indeks kelompok Gramedia.
- Kotler, Philip dan Keller K Lane. 2006. Manajemen Pemasaran, Jakarta: Ghalia .Indonesia
- . 2005. Prinsip-prinsip Pemasaran Jilid I. Jakarta: Erlangga
- . 2005. Manajemen Pemasaran. Jilid 1 dan 2. Jakarta : PT Indeks Kelompok Gramedia.
- Kotler dan Armstrong. 2008. Prinsip-prinsip Pemasaran. Jilid 1 dan 2. Edisi 12. Jakarta: Erlangga
- Kotler dan Keller. 2009. Manajemen Pemasaran. Jilid 1. Edisi ke 13. Jakarta: Erlangga
- Kriyantono, Rahmat. 2006. Teknik Praktis Riset Komunikasi. Jakarta : PT. Kencana Perdana.
- Moleong, J. Lexy, 2004. Metodologi Penelitian Kualitatif. Bandung: Remaja Rosdakarya.
- , 2013. Metodologi Penelitian Kualitatif. Bandung: Remaja Rosdakarya.
- Morissan, MA. 2008. Manajemen Media Penyiaran: Strategi Mengelola Radio dan Televisi. Jakarta: Prenada Media Group
- Mulyadi, Deddy, 2015, Study Kebijakan Publik dan Pelayanan Publik, Bandung: Alfabeta.
- Mulyasa, E. 2013. Implementasi Kurikulum Tingkat Satuan Pendidikan. Jakarta.
- Noor, Juliansyah. 2015. Metodologi Penelitian. Jakarta : Prenada Group.
- Purwanto, Djoko. 2011. *Komunikasi bisnis*. Jakarta: Penerbit Erlangga.
- Setiawan, Guntur. 2004. Implementasi dalam Birokrasi Pembangunan. Balai Pustaka. Jakarta
- Sugiyono (2015). Metode Penelitian Kombinasi (Mix Methods). Bandung: Alfabeta
- Sutarminingsih, C.H., 2004. Peluang Usaha Nata De Coco. Kanisius. Yogyakarta
- Sutisna. 2001. Perilaku Konsumen dan Komunikasi Pemasaran. Bandung: PT Remaja Rosdakarya
- Suyanto, M. 2007. *Marketing Strategy Top Brand Indonesia*. Yogyakarta: Andi Offset
- . 2002. Perilaku Konsumen & Komunikasi Pemasaran. Bandung: PT. Remaja Rosdakarya
- T, A Shimp. (2000). Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu (Vol. 5). Jakarta: Erlangga.
- Terence A Shimp. 2007. Periklanan Promosi dan Aspek Tambahan Komunikasi Pemasaran Terpadu, Jilid I, edisi Terjemahan. Jakarta : Erlangga
- Tjiptono, Fandy. 2008. Strategi Pemasaran. Andi Pffset. Yogyakarta.
- . 2015 . Strategi Pemasaran edisi 4. Yogyakarta: Andi
- Usman, Nurdin. 2002. Konteks Implementasi Berbasis Kurikulum, Grasindo. Jakarta
- Wiryanto (2004). Pengantar Ilmu KomunikaI. PT. Grasindo Anggota Ikapi. Jakarta
- Jurnal:
- Kurniawan, Agus dan Apriani Simatupang. 2018. *Bauran Promosi Produk Food and Beverage Pada Delico Cafe Jababeka*. Jurnal Administrasi Kantor.
- Liliyana. 2020. *Implementasi Bauran Promosi Pada Usaha Kuliner Restoran Bumbu Desa Ciledug di Masa Pandemi Covid-19*. Jurnal Akrab Juara, Vol.5, No.4.
- Livia Hedynata, Marceline dan E.D Radianto Wirawan. 2016. *Strategi Promosi Dalam Meningkatkan Penjualan Luscious Chocolate Potato Snack*. Jurnal Manajemen dan Start-up Bisnis, Vol.1, No.1.



Nur Fadhillah, Jihan dan Hanif Aulawi. 2018. *Bauran Promosi Meeting Rooms dan Events di The Evitel Hotel Cibitung*. Jurnal Administrasi Kantor, Vol.6, No.2.

Rösliyana. 2016. *Strategi Bauran Promosi Pameran Franchise di Jakarta*, Jurnal Ekonomi Bisnis, Vol.21, No.1.

Website:

Penerbitdeepublish.com (2020), diakses 22 agustus 2021,

<https://penerbitdeepublish.com/perbedaan-penerbit-indie-self-publishing-dan-mayor/>

Pustakapedia.com (2016), diakses pada 22 agustus 2021, <https://pustakapedia.com/apa-itself-publishing/>

Writingprodigy.org (2020), diakses pada 22 agustus 2021,

<https://writingprodigy.org/2020/08/apa-perbedaan-penerbit-mayor-dan-minor->

Dilarang menyutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber:

a. Pengutipan hanya untuk kepentingan pendidikan, penelitian, penulisan karya ilmiah, penyusunan laporan, penulisan kritik dan tinjauan suatu masalah.

b. Pengutipan tidak merugikan kepentingan yang wajar IBIKKG.

2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.