



MARKETING COMMUNICATION STRATEGY OF SEIBU DEPARTMENT STORE INDONESIA TO MAINTAINING SATISFACTION CUSTOMER

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Abstract: In this Covid-19 era, changes and adaptations are increasingly necessary, many changes refer to increasingly advanced developments and increasingly sophisticated technology. Even for the world of retail and department stores, development and adaptation is also very much needed to survive in the current circumstances. The need for careful planning and good communication strategies to survive and maintain customer loyalty needs to be considered. Marketing communication theory is a tool used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. Marketing communications represent the brands "voice" and are a tool that can be used to establish dialogue and build relationships with consumers.

This type of research method is descriptive-qualitative. Knowing the description of the actual object of research. The method used is to determine the marketing communication strategy carried out by Seibu Indonesia Department Store in maintaining customer satisfaction. The results obtained from this study indicate that the marketing communication strategy carried out by the Seibu Indonesia Department Store has so far been quite effective in maintaining consumer satisfaction, especially during the COVID-19 pandemic. However, it must be improved again and add some other creative ideas so that customers will stay and be loyal to Seibu.

Keywords: Marketing Communication, Customer Satisfaction, Seibu Indonesia

I. INTRODUCTION

In late 2019, it was reported that there was an outbreak of a virus called the corona virus or COVID-19. The virus has spread in various countries, and makes all humans afraid of the virus. Until finally the virus entered Indonesia, which resulted in many impacts, one of which was a very drastic economic decline because not long from that time the government imposed a lockdown. All activities have been suspended, including the temporary closure of shopping centers.

The closure of the shopping center is very detrimental to the founder of the business. However, in order to survive with this effort, the government allows online transactions for every shopping center that it is willing to enforce. Many

malls in Jakarta had to be closed, because they had to follow government regulations. But every company certainly still has its own strategy to keep getting turnover.

Any strategy is formed by them with the aim that the losses do not become too many. As a result of the drastic decline in turnover, all companies also had to reduce hundreds of employees by being laid off. Laying off hundreds of employees aims to reduce the company's budget. Due to the decrease in turnover, it will also be a loss if you continue to give salaries to employees. Not only that what the company does, the impact for employees who are still retained is a salary cut of up to 30% of the UMR.

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The emergence of this virus outbreak has had many impacts, one of which is Seibu Department Store Indonesia, since the virus emerged, there has been a massive decline in sales which has caused the owner of the company a lot of loss. Many customers are afraid to leave the house, this making the shop deserted. Especially with the lockdown that was carried out by the government at that time, all shopping centers had to close, including department stores. About department stores, especially Seibu Indonesia. Regarding what can be done by Seibu Indonesia to survive during the pandemic and whether the marketing communication factor plays an

This phenomenon is what makes researchers interested in exploring more deeply about department stores, especially Seibu Indonesia. Regarding what can be done by Seibu Indonesia to survive during the pandemic and whether the marketing communication factor plays an important role in maintaining customer satisfaction and loyalty from Seibu Indonesia.

After the lockdown occurred, to continue to have sales income, Seibu Indonesia found a new alternative shopping solution by holding a chat by whatsapp called "Click & Shop". When the term SEIBU click&shop was held, Seibu Indonesia disseminated information that customers could still make purchases or online transactions even though the store was closed by chatting by whatsapp.

To introduce this new method to its customers, Seibu Indonesia uses various methods, one of which is posting flyers through SEIBU's Instagram, broadcasting via email blast, SMS, and also offers by telephone. Looking at the current conditions, customer satisfaction and comfort remains the main thing for a retail company. Not many customers also respond well to the new way of online shopping transactions that are currently running. However, customer satisfaction must be maintained as possible. Providing information with good and clear communication language will also get positive feedback for the recipients (communicants).

Communication is one of the most supportive factors in everyday life.

important role in maintaining customer satisfaction and loyalty from Seibu Indonesia.

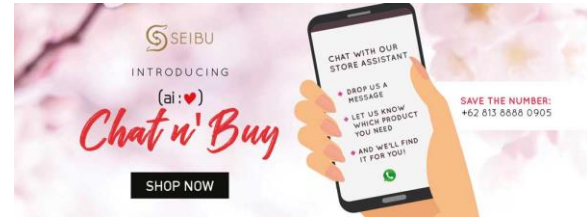


Image 1.1
Chat and Buy Feature

Because we know that many retailers have had to close, but here Seibu Indonesia can still fight and survive. plays an important role in maintaining customer satisfaction and loyalty from Seibu Indonesia. Because we know that many retailers have had to close, but here Seibu Indonesia can still fight and survive.

Communication is not only used as a means of exchanging messages from a communicator to the communicant. But also to interact and relate between one person and another.

For very loyal customers, it will be less effective if they use this method, because there are limitations when looking for the product they need. Usually they just have to come to the store and choose what they are looking for but in the current situation they can't do that. The limitations are not only that, there are still many people who are not good at using or accessing social media.

Customers who like to shop at Seibu Indonesia are not only young people, but there are also many elderly customers. For these elderly customers, they definitely have very limited access to social media, which makes it difficult for them to buy products using only whatsapp. On the plus side, with this alternative way of shopping, they don't need to leave the house in this situation. Because it would be very dangerous to leave the house and meet a lot of people.

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Corona virus is everywhere and it spreads very fast. Customers only need to wait at home, chat on the official Seibu Indonesia whatsapp and tell them what they need. A customer service who is included in the public relations section here is on standby on the whatsapp. By helping customers patiently, providing good and clear language communication, friendly service, customers will definitely feel satisfied even though shopping only from home through social media. As is known, there are many types of customers when they shop, starting from customers who are able to receive information easily, to customers who are very difficult to accept the information that has been conveyed.

Based on the description above, the writer formulates the problem that the writer examines as follows: "What is the marketing communication strategy carried out by Seibu Indonesia Department Store in maintaining customer satisfaction?"

II. LITERATURE

A. Theory Communication Model

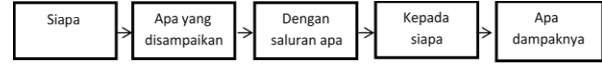
As social beings, humans will never be able to live alone, every activity will always require interaction with other humans. The interaction is then carried out by socializing and communicating with each other in various situations and conditions. Likewise in the world of service which always demands mutual interaction with each other, where the communication process has a very important role in supporting the expected success.

The term "communication" which is often used in these interactions comes from the English "communicate" which comes from the Latin "communicato" which means news or exchange of thoughts. The essential meaning of this "communicato" is "common" which means "same", he explained "same meaning", which is the same meaning about something. (Onong, 2009:3)

While the right way to understand communication according to Lasswell is to answer the questions: who, say what, in which channel, to whom, with what effect? The

formulation of the question contains five elements which are described in the following model:

Harold D. Lasswell's Communication Model



Moreover, the self-concept as described just now is closely related to the process of interpersonal relationships. Because a self-concept colors our communication with others. Everyone also has their own concept of what traits are related to what traits. This concept is a theory that people use when forming impressions about other people. Many theories in communication science are then based on psychological conceptions of humans.

In addition, related to the development of communication in the business world which always demands interaction with other people that aims to change customer attitudes, therefore a more persuasive form of communication is needed. Where this type of communication has the main goal of influencing the thoughts, feelings, and level of behavior of a person or group to then take action, act as desired.

Marketing Communication

Marketing includes activities related to the act of creating use or benefit because of place, time and ownership. Marketing moves goods from one place to another, stores and then makes changes in ownership, through the act of buying and selling these goods.

Marketing is a commercial activity related to the flow of goods and services between producers and consumers. According to Kotler and Keller (2009), "Marketing is one of the main activities that need to be carried out by companies, whether goods or services companies in an effort to maintain the viability of their business." Meanwhile, according to Tjiptono and Chandra (2012), "Marketing means individual activities directed at meeting wants and needs through barter."

Marketing means determining and meeting human and social needs with the intention of satisfying human needs and wants, so it can be said that marketing success is the key to the success of a company. Based on the above

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definition, it can be concluded that marketing is an overall system of business activities that are used to plan, determine prices, distribute and promote an item or service that aims to satisfy the needs of buyers.

The marketing concept is needed in carrying out marketing activities in order to determine and meet the needs of the target market. Marketing must be distinguished from sales. Marketing is a management orientation which assumes that the company's main task is to maximize consumer satisfaction, while sales are only part of marketing activities that are more oriented towards increasing the maximum sales volume.

According to Kotler and Keller (2009), "The job of marketing is not to find the right customers for your products, but to find the right products for your customers." In marketing management, there are four main things that can guarantee the company's success in marketing its products, these four main things are called the marketing mix.

Marketing communication is a tool used by companies in an effort to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. Marketing communication describes the "voice" of the brand and is a tool that can be used to build dialogue and build relationships with consumers (Kotler, 2008: 204).

Marketing Public Relations

Marketing Public Relations according to Thomas L. Harris, the first originator of the concept of marketing public relations, said that Marketing Public Relations (MPR) is the process of planning and evaluating programs that stimulate purchasing and consumer satisfaction through communication of reliable information and through impressions that link the company and its products. in accordance with the needs, desires, concerns and interests of consumers.

According to Philip Kotler Marketing Public Relations was created to add or provide value to the product through its unique ability to demonstrate the credibility of the product message. In the past, the marketing department and the public relations department were separate departments within a company. Currently the two

functions are integrated with each other because the majority of companies require market-oriented public relations. They need public relations to manage public relations activities that contribute to the company's marketing.

Marketing Public Relations is described as: "A "healthy" offspring between two parents: Marketing and Public Relations. Marketing public relations represents an opportunity for organizations to regain their share of voice in a society that is always filled with messages. Marketing public relations not only gives a share of the voice to win a share of thoughts and feelings, it also gives a better voice and in many cases. relations occupies such a position that it is difficult to distinguish it from public relations or marketing. However, the current trend shows that marketing public relations has begun to shift conventional marketing activities such as advertising, sales promotion and brand building (Kotler, 2000).

Marketing public relations is more directly oriented to the promotion of companies or products and image formation. Marketing public relations is a function for marketing management, while its mission is to support marketing objectives (Sulaksana, 2003). Effective marketing public relations is the result of a process that must be integrated with the company's marketing strategy. The marketing public relations process consists of steps, namely research, establishing marketing objectives, determining target audiences, selecting messages and public relations tools, implementing public relations plans and evaluating results (Kotler, 2003).

Marketing public relations as a process of planning, implementing and evaluating programs that enable purchasing and consumer satisfaction through good communication about information and marketing public relations from companies and their products in accordance with the needs, desires, concerns, and impressions of consumers (Gaffar, 2007).

Strategy Communication

Strategy in communication is a way of managing the implementation of communication operations to be successful. Communication strategy is essentially planning (planning) and management (management) to achieve one goal.



To achieve this goal, the strategy does not function as a road map that only shows the direction, but must also show its operational tactics.

Likewise, communication strategy is a guide for communication planning and communication management. To achieve this goal, the communication strategy must be able to show how its tactical operations must be carried out. In the sense of the word that the approach can be different at any time depending on the situation and conditions as well as conditions. (Effendy, 2003: 301).

Communication has a very important role in our lives and everyday, both in forming social relationships and interpersonal relationships. Communication occurs in various communication contexts such as intrapersonal communication, interpersonal communication, group communication, and mass communication. Communication also occurs in various fields of communication such as corporate communication, traditional communication, environmental communication, political communication, educational communication, social communication, organizational communication, business communication, marketing communication, development communication, intercultural communication, cross-cultural communication, international communication.

The communication process that occurs in various fields and communication contexts as mentioned above does not run simply but through complex and complex communication processes and stages. This is in accordance with the principles of communication that have been formulated by experts with various disciplinary backgrounds.

It is called so because the communication process involves various choices of communication components which include aspects of the message and behavioral aspects, choices about the communication channel to be used, the characteristics of the communicator, the relationship between the communicator and the audience, the characteristics of the audience, and the situation in which communication occurs.

If one component is missing, it will have an impact on the entire communication process. The complexity of the communication process

and the many components or elements of communication involved, demands that communicators need to formulate a communication strategy or communication planning and good communication management so that effective communication can be realized.

Customer Satisfaction

Satisfaction is the level of one's feelings after comparing the perceived performance or results with their expectations, if the performance is below expectations, the customer will be disappointed. Customer expectations can be shaped by past experiences, comments from relatives and the promises and information of marketers and competitors. Satisfied customers will stay loyal longer. To create customer satisfaction, companies must create and manage a system to acquire more customers and the ability to retain customers.

Customer satisfaction can be achieved if the company has a good relationship with stakeholders. Customer satisfaction must be balanced with the satisfaction of other stakeholder groups. Because, if the cooperation between the company and stakeholders goes well, the goal of obtaining customer satisfaction can be fulfilled and run smoothly. The level of service cannot be judged from the company's point of view, but must be seen from the customer's assessment. Therefore, in formulating strategies and service programs, companies must be oriented to the interests of customers by paying attention to service quality.

In providing satisfaction to customers regarding service, the indicators that can be used include:

1. Tangible, to measure physical appearance, equipment, personal, and tools used in communicating with customers.
2. Reliability, namely the company's ability to provide services accurately with what has been promised to customers.
3. Responsiveness, namely the desire of employees to help customers and provide services to customers quickly.
4. Assurance, which includes knowledge, ability, courtesy, and trustworthiness possessed by employees.

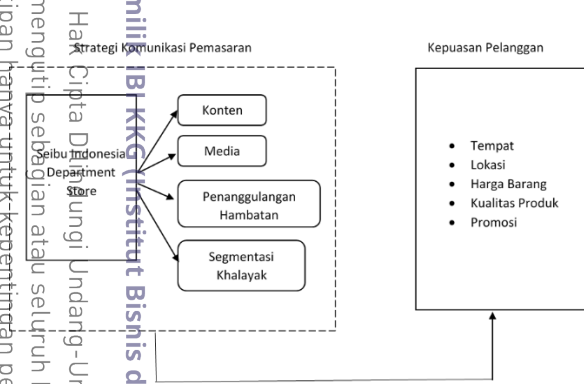
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5. Empathy, including the ease of making good communication relationships, personal attention and understanding customer needs.

B. Research Methodology Conceptual Model



Seibu Department Store Indonesia implements a marketing communication strategy that is quite good and successful. Many happy and satisfied customers make repeat purchases at Seibu Indonesia. The combination of content, media, concepts, and strategies carried out is considered sufficient to make consumers feel satisfied.

However, since the corona virus existed, Seibu Indonesia desperately needs a strategy to keep loyal customers in order to keep shopping at Seibu Indonesia. This virus really affects sales turnover. However, this situation cannot be ignored for long. Stores need to get back to the number of customers they used to have. To cover losses that have drained a lot.

Customer satisfaction remains the most important thing. A successful strategy will attract customers to continue shopping at Seibu Indonesia with good service quality. Therefore, Seibu Indonesia must carry out a new and efficient marketing communication strategy so that customers remain loyal to shopping at Seibu Indonesia Department Stores.

C. Research Subject

This research took place in SEIBU INDONESIA which is located at Grand Indonesia West Mall GF 2 nd fl, Central Jakarta,

DKI Jakarta, Indonesia. The time taken in this study was carried out from March to July 2022.

PT. Panen Selaras Intibuana which is Panen Lestari Internusa which is still under the auspices of Mitra Adi Perkasa (MAP) which is the largest retail company in Indonesia. Seibu Indonesia is located in West Mall Grand Indonesia and is the largest retail department store in Grand Indonesia with an area of 19,772 square meters.

Seibu Department Store has 4 floors consisting of several sections for ladies wear & goods, men wear and goods, kids, and home . Seibu has 4 strong values , namely boldness, leadership, diversity, and passion . Seibu also continues to carry Japanese DNA as seen from the design and concept of the room per floor that has Japanese characteristics.

III. ANALYSIS AND DISCUSSION RESULTS

A. General Description

Seibu Department Store is a retail store originating from Japan. It was first established in 1949 in Ikekuburo, Tokyo by Yasujiro Tsutsumi. Seibu Department Store first entered Indonesia in 2007, to be precise in May 2007 at an elite mall in Jakarta, namely Grand Indonesia. Seibu Department Store Indonesia is managed by PT. Panen Selaras Intibuana which is Panen Lestari Internusa which is still under the auspices of Mitra Adi Perkasa (MAP) which is the largest retail company in Indonesia.

Founded in 1995, MAP has experienced rapid growth over the years marked by the launch of the Company's initial stock in November 2004. Today, MAP is a leading lifestyle retailer in Indonesia with more than 2,600 retail outlets and a diverse portfolio that includes sports , fashion , department stores . stores , kids , food & beverage and lifestyle products . Some of the leading brands managed by MAP include Starbucks, Zara, Marks & Spencer, SOGO, SEIBU, Oshkosh B'Gosh, Reebok, among others.

Listed on the Indonesia Stock Exchange, with more than 25,000 employees, MAP won the Most Admired Companies (Top 20) award from Fortune Indonesia in 2012 and Top 40 Companies from Forbes Indonesia in 2011. Apart

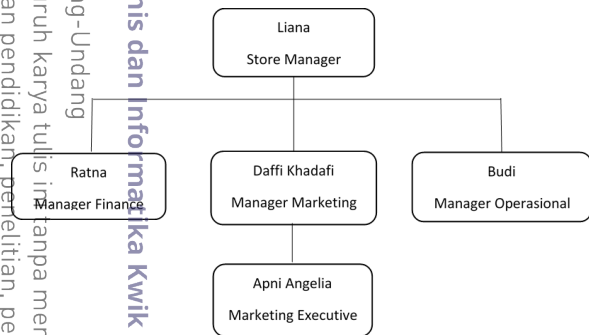
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from its retail business, MAP is also a leading distributor for sports , kids and lifestyle brands .

Seibu Indonesia is located in West Mall Grand Indonesia and is the largest retail department store in Grand Indonesia with an area of 19,772 square meters. Seibu has 4 floors consisting of Ground, Upper Ground , 1st floor, 2nd floor. It consists of several sections, namely ladies wear & goods, men wear and goods, kids, and home sections . Seibu has 4 strong values , namely boldness, leadership, diversity, and passion . Seibu also continues to carry Japanese DNA as seen from the design and concept of the room per floor that has Japanese characteristics.

B. Organizational Structure and General Job Description



From the organizational structure above, it can be seen that the top level is the Store Manager where the task of a Store Manager is to oversee all employee performance from all departments. In addition, the Store Manager must also hold weekly meetings for all departments to find out the progress of each department and what obstacles are experienced by each department.

Under the Store Manager is the title manager . There are several managers , namely managers marketing , operations manager , and manager finance . The author's own department is under the marketing manager who organizes, supervises, and makes reports for every promotional event that will be carried out in the future.

The manager is tasked with carrying out what has been designed and planned by the director and ensuring that nothing is left behind. In addition, the task of the manager is to hold an evaluation meeting every day regarding the department he leads in order to find out what the

needs are needed and what obstacles are experienced by the department so that during the weekly meeting with the Store Manager, the manager can explain what the needs and obstacles experienced by the department are. department he leads.

C. Vision and Mission of Seibu Indonesia Department Store

1. Vision

Seibu Indonesia Department Store has a vision to be included in the ranks of the number one Department Store in Indonesia that excels both in quality and service

2. Mission

- To become the best Department Store Multi Services Provider in terms of quality and service.
- Introducing the latest fashion trends that people need to improve their style life Public.
- Cooperating with elements of electronic, print, and media media television.

D. Profile Key Informant & Informant

In this study the author uses 1 key informant and 3 informants who have been interviewed by the author at the time of the study. Key informant whom the writer interviewed as Store Manager whereas 2 informants are customers of Seibu Grand Indonesia.

The following is personal data from key informants and informants that the author can describe after conducting interviews with key informants and informants as follows:

1. Key Informant

- Name : Liana
- Age : 36 Years
- Description : Store Manager

The author conducted an interview with key informants at SEIBU Grand Indonesia on July 10, 2022 at 12:00 WIB. The key informant answered the questions very clearly and in detail. The key informant character himself was very enthusiastic about responding to the questions posed by the author and seriously related to responding to the communication strategy carried out by Seibu because he played an important role in maintaining customer satisfaction and the changes that occurred in the current situation.



2. First Informant

- a. Name : Doni
- b. Age : 21 Years
- c. Description : Seibu Customers

The author conducted an interview with the first informant at SEIBU Grand Indonesia on July 25, 2022 at 16:00 WIB. The informants themselves are friendly, very pleasant to talk to, and respond to questions asked by the author seriously regarding Seibu and customer satisfaction and the changes that occur in the current situation.

3. Second Informant

- a. Name : Michael
- b. Age : 23 Years
- c. Description : Seibu Customers

The author conducted an interview with the first informant at SEIBU Grand Indonesia on July 25, 2022 at 17:00 WIB. The informants themselves are friendly, very pleasant to talk to, and respond to questions asked by the author seriously regarding Seibu and customer satisfaction and the changes that occur in the current situation.

E. Analysis of Interview Results

Due to the current pandemic, SEIBU Indonesia Department Stores have experienced a decline in sales due to recent restrictions which forced malls to close and there were no visitors at all. Therefore, all department stores are currently in a slump. After finally being allowed to reopen and consumption power has started to creep up, this is what Seibu Indonesia must take advantage of so that it can return to normal before the pandemic occurred.

It is not easy to increase sales as before, but several ways must be done. This is where communication strategies are very useful and needed. Not only to attract customers but also to maintain the satisfaction of loyal customers of Seibu Indonesia Department Store Grand Indonesia.

Based on the description above that the author conveyed, the authors conducted more in-depth interviews with key informants and 2 other informants to find out and get answers from Seibu directly and also customers from Seibu so that

what the researchers wanted to know was valid and could be used for research material.

The author begins the question in the interview by asking about Seibu to find out more about Seibu Indonesia Department Store. Interview results : "Seibu was established in 2007 to be exact on May 9, 2007 at Grand Indonesia Mall, we are a company with Mitra Adi Perkasa, consisting of 4 floors, Ground, Upper Ground, 1st floor, 2nd floor, with an area of about 19,772 square meters . What we sell in Seibu is actually the same product as the Department Store in general, there are the Cosmetics Department, Accessories Department, Lady Square, Men Square, Home, Kids. Actually, the first Seibu Mission was to be leading in the department store. Our mission is also to hope to serve with " five star diamond service ", we must also have a product character, a warm welcome, warm service for customers , become a leading lifestyle , have a hug team with good fellow employees, that's our mission."

With the vision and mission mentioned by the resource person, it proves that customer satisfaction is the main thing for Seibu. There is a slogan "five star diamond service" which proves that all services from start to finish must really provide the best service. The purpose of this is to provide 5-star service to customers so that customers feel satisfied and happy and always remember Seibu Indonesia to become loyal and loyal customers who shop at Seibu because customer satisfaction is the most important thing for Seibu Indonesia Department Store.

Then the team or division that plays an important role in maintaining and attracting customers is from the Public Relations and Marketing divisions. However, in Seibu, these divisions were merged into one and run side by side in order to be more effective and reduce miss communication between divisions. The department positions are Promotion and Visual Merchandising.

The task of the division is to ensure that the programs that have been created and planned and approved by the center can run well. Starting from the visual arrangement, the promotional strategies used to other details. The division is also in charge of making POP (Point of



Purchase). Point of purchase or more often called POP display is marketing and advertising material that is placed right near the merchandise that is being promoted.

Interview results : "In one department store in Seibu Indonesia, it is not called the marketing division it is called Promotion and Visual Merchandising . In that department there is more to cover work than us making sure the program runs, how it is communicated well, and of course it produces good results, and that means the program can produce and of course it is supported by other visuals, by showing other displays, the communication media POP, there is standing POP, POP at the cashier, POP branded, how is the point to support the program running. We also have a Standing POP, we always update every cashier point for running programs, what programs are there, collaboration with any banks, whether all benefits can be obtained plus the combination the cashier itself always offers." That's what Mrs. Liana said.

The researcher also asked about the social media accounts owned by Seibu Indonesia, whether they exist and are active or how. The following is an explanation from our resource person, MS. Liana

Interview results : "We usually use Whatsapp stories, Tik Tok, Instagram stories, we also have Instagram (@seibu_ind), there we also broadcast what programs we are running" From this statement, Seibu's most active social media is Instagram. To post clothes and also promos or programs that are being run by Seibu Indonesia Department Store.

Next, the researchers asked about the changes that occurred before and during the COVID-19 pandemic . The following was conveyed by the resource person, "Before and after the pandemic, the manpower changed , so maybe we adjusted a little something, maybe it wasn't just us, other companies also experienced the same thing , we didn't turn a blind eye, we also heard that some friends, and some department stores are also not strong enough to withstand this pandemic.

In the end, they had to choose the term to withdraw from the retail world , that's quite a lot of brands, and we are still trying to exist but during this pandemic position so that we can still

exist, what we are doing is trying to keep looking for sales . Because in order to stay there, the finances of this department store are maintained. If the difference is the manpower , how do we save manpower so that we stay standing, or how do we position the costs that are not important first, we hold it first, surely all department stores , for example, for repairs, definitely need money, for promotion, it definitely costs money, For overtime, we need money, so how much cost can we save for a while, so that we can continue to exist."

So based on what the research sources said, the situation when the pandemic hit was very bad because there were no sales at all, where the store had to close and everyone was confused. This has a huge impact on manpower or human resources because in order to maintain company finances, several policies and efficiency must be implemented to support retail capabilities to face this pandemic.

The health protocol is also one of the concerns for Seibu in dealing with or fighting the COVID-19 pandemic. Liana's mother added Interview results : "We always don't get tired of reminding our team, for our employees, so that they always follow the health protocols (prokes). Some guidelines if from the Grand Indonesia Mall, so we as tenants at Grand Indonesia Mall, we also follow the instructions from Grand Indonesia Mall. Now for example, entering Grand Indonesia Mall, you have to vaccinate 2x, maybe after August you have to have a booster , so we always follow the rules from Grand Indonesia Mall, and the rules from our own Head Office . Our own Head Office also asked for mandatory Booster employees."

So you don't have to worry anymore when it's now starting to open and Seibu Indonesia will continue to maintain and implement the required health protocols. For employees and all visitors to the Grand Indonesia Mall, especially the Seibu Indonesia Department Store, you don't need to worry and hesitate to shop again at Seibu Indonesia.

Then the researcher asked what communication strategies were used by Seibu in order to survive in the pandemic position and for now what were the most effective strategies carried out by Seibu.



Interview results : "The best strategy is to survive, of course, we hope that everyone is healthy, so that with limited manpower , we can work and can follow the term government regulations to openly serve customers according to the limits of physical touch.

Of course we must follow the promos, if the promotions we always attract customers , come shopping with us with interesting programs. Not only do we hope to wait for customers to come here, we mobilize all our SK (sales consultants), our SPG, to be creative, creative in the sense that they have loyal customers in Brand , for example, let's say I like Brand Neumor, I really like it With Neumor, it's definitely automatic SPG from Neumor oh Mrs. Riana is a loyal customer from us, for that we don't just ask SPG to wait for them to come, but more to "Madam, we sent a catalog , and we have the latest product, do you know what it is?" Riana's mother interested? We have a choice of color variations, ma'am, there are sizes from S, M, L, XL, you can buy it later, we will give you a 20% discount.

It doesn't get boring so that they are interested in shopping, sometimes people during a pandemic, to come to the public and think that not everyone feels safe and comfortable, to come to Seibu for example, or until now there are still those who feel insecure because in the ac room, and is it safe to have direct contact with others during this pandemic, so some things we have to pick up the ball, we make a catalog, we send it, we offer it, as for example "This madam is sent first or I can not make the payment stay at home?" the answer is yes, so our team will be there.

But even if the customer doesn't want to be visited by anyone, then we use a payment link doku, so we only send a link with the application, so that the goods can be sent via Go-Send, SiCepat, or Grab."

Based on the description given by the resource person from Seibu, what can be concluded is that we should not just stand still and wait for the customer to come, but we must find and attract the customer. We must not remain silent, we have to go out and pick up the ball so that customers, especially loyal customers, will come back and shop at Seibu.

This strategy is also quite good for maintaining customer relationships and satisfaction, because based on what researchers have seen and observed, chat by whatsapp is very good for building long-term relationships with customers. So customers feel cared for and helped in finding clothes. With the slogan " five star diamond service " which is a role model in Seibu, it makes customers satisfied because they get good treatment and service from Seibu Indonesia.

The next question given by the researcher is are there any indicators to find out whether the strategy implemented after it has been effectively implemented.

Interview results : "The indicators that are used, if the customer returns the term is shopping, it means that the customer is satisfied. So we also have a review, customers who shop with us if we have a program we will blast again, actually when this customer is shopping again or not, we can actually see whether the previous customer was satisfied with our service or not, right?"

Thankfully, until now there have been some of our customers who chat and buy , the customers are very loyal to shop in Seibu, one of Mr. Ical where does he live in Tangerang or not, he always looks for jeans in Men Square, he always chats with us again and again , he is one of our royal customers and we serve him well, if you ask for the size and in our store, size 34 is not sold, we will help the customer to find another Sogo store, for example to Central Park, to Kokas, the term is us help customers not to chat with us in vain like that." replied Mrs. Liana.

Then the researcher asked again how and with what method to evaluate the strategy.

Interview results : "What kind of method, frankly, we only evaluate like before, if he chats we come back, it means repeating, yes, even though we know now it's possible for everyone to be online during the pandemic. If we don't have a Youtube position, Seibu itself, Sogo doesn't have their Youtube yet, but we always include Grand Indonesia Mall's Youtube, because it 's midnight the sale shouldn't be so they do a flashsale , or for example in the context of Grand Indonesia Mall's birthday, they hold a midnight sale but funny, for



example at seven o'clock in the evening or 6 p.m. midnight sale , and we are included.

They have a studio in Grand Indonesia and we help to go to the studio to do general shooting and our chat and buy team at the store is ready, to serve customers means that they are ready, and that's what the price is very attractive, that's one way. The evaluation method we follow the existing requirements and every example that is rich in Youtube, every time there is a sale through Youtube we will definitely prepare for that position. We serve starting from the lowest chat, because there are so many people who come in, if we serve from the top, it's not fair for those at the bottom to wait so long, right?

We have prepared the form, which means state your name , your ticket number, your Whatsapp number, your mobile number, your address. It's a template when a customer wants to buy we just send the template so we can quickly respond to others like that. We always improve that method, we always review, review, review to be better and it's always for the next customer like that.

We will make a receipt for the item and we will make it later. If there is Youtube, we have manpower meaning two people to serve chat and for packaging there is no bias for these two people, there must be another team, there must be more help, more or less like that, we always fix what is needed. there really is if the standard method is like that.” So that's the evaluation method used by Seibu.

IV. CONCLUSIONS & SUGGESTIONS

A. Conclusion

1. To answer the strategy for determining communicators that must be carried out by Seibu Department Store Indonesia in maintaining customer satisfaction, it is for communicators or divisions of marketing communication or known as PR (public relations) that are no longer available in Seibu due to downsizing caused by covid then now backed up into one person, namely the Store Manager and carried out by the relevant team.

2. To answer the media planning strategy carried out by Seibu Department Store Indonesia in maintaining customer satisfaction is the Chat

& Buy feature from Seibu which is managed from the Whatsapp application which gets a good response from its customers. With this feature, loyal consumers from Seibu can continue to shop without having to come to the store but can feel service that is as good as direct service. So as to make consumers able to choose various collections and sizes as desired with friendly service and service quality five star diamond service.

3. To answer the strategy of overcoming obstacles that must be done by Seibu Department Store Indonesia in maintaining customer satisfaction is to face all the difficulties that exist to carry out evaluation and development. If there are obstacles and obstacles, a joint meeting will be held to find a middle way or a way out, after which improvements will be made. If it is still not optimal then there will be further evaluation.

4. To answer the audience segmentation strategy that must be done by Seibu Department Store Indonesia in maintaining customer satisfaction is the content created by Seibu. Where the content is created by following ongoing trends and combined with products or goods sold by Seibu. After that, it will be checked regarding the engagement obtained and received from social media carried out for promotions such as TikTok and Instagram. If the content is deemed not to get a good response from the audience, it will look for ways to replace it, but if it is good it will be maintained as one of the basics for determining audience segmentation to find out the tastes and characters who see and like the content. Moreover, being able to attract and make purchases from such content is a good thing for Seibu Indonesia.

B. Suggestion

1. Academic Advice

This research is certainly still far from perfect, so the researcher would like to give suggestions to further researchers to be able to continue or use this research in the future. For further researchers who want to conduct research with department store objects , it is hoped that they can explore other factors that have not been studied in this study. This research is also expected to be a guideline for future research

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which will certainly be much more refined and refined in the future.

2. Practical Advice

So far Seibu Indonesia has been quite good at maintaining customer satisfaction through quite effective communication and marketing strategies. A little extra if the content from social media is more activated and also by endorsing the KOLs (Key Opinion Leaders) it might get even better results. Where lately content creators, celebrities, and others are being loved by the wider community. Hopefully it can increase sales from Seibu Indonesia.

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Tanggal Sidang : 13 OKTOBER 2022

Judul Karya Akhir

: STRATEGI KOMUNIKASI PEMASARAN SEIBU DEPARMENT
STORE INDONESIA DALAM MEMPERTAHANKAN
KEPUASAN PELANGGAN

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