

APPLICATION OF MARKETING MIX IN IMPROVING COMMUNICATION STRATEGY SUMMERSPRING MARKETING ON @TITIPLICIOUS.ID BUSINESS ACCOUNT

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Abstract

Fragrance or perfume is a scent that is much liked by the public until now. Fragrances or perfumes have many variations, from drugs, cosmetics, aromatherapy, air fresheners, and there are also toiletries. Summerspring is a room deodorizer that has the shape of an apple bottle made from 100% natural original ingredients so that the fragrance from the deodorizer feels soft and lasts a long time. Summerspring is produced by PT Dropshipaja which was founded by an influencer named Rico Huang.

Keywords:

Keywords: Marketing Mix, Online Store

INTRODUCTION

Perfume or perfume is a scent that is much preferred by the public to this day. Fragrances or perfumes have many variations, from medicine, cosmetics, aromatherapy, air freshener, and there are also toiletries. With the smell of the aroma that is released from the perfume, it can be used as an excuse for many people who use perfume.

The origin of the emergence of perfume comes from the Latin per fume which means "through smoke". The culture of using perfume in society first occurred in the civilization of Ancient Egypt, then was followed by Chinese nationalities, Hindu civilizations, Greeks, Romans and several Middle Eastern countries. Perfume is usually stored in a glass or small container. However, it is estimated that the Egyptians started using glass bottles to store perfume around 1,000 years ago. The use of glass bottles is considered more practical because they do not spill easily, and their use is more secure. Then around the 16th century to the 11th century BC, Egyptian women used perfume for toiletries and cosmetic ingredients.

Fragrances or perfumes in general for today are in the form of gels, liquids, and sprays. There are two types of fragrances used, namely natural and synthetic fragrances. Natural fragrances tend to have a mild aroma and are pleasant to breathe, so people who use natural fragrances are more comfortable, while synthetic fragrances have a pungent and sharp aroma, which makes people who use synthetic fragrances feel dizzy and nauseous.

Air fresheners are consumer products that emit scents to provide fragrance to a room, to cover and smell, or both. Air fresheners which can include scented air systems, presenting fragrance throughout a space, such as by connecting an aroma diffuser to heating, ventilation, and air conditioning systems. Air fresheners are considered to be products designed to impart an aromatic or false odor to the air; they are not considered to include air purifying devices designed to filter or purify air. For air fresheners, there are various flavors of fragrance variants that can be inhaled by the public, first with the smell of "Citrus".

According to Cynthia LaBonte, various types of fruit have fragrances that can increase enthusiasm, energy, and identify with cleanliness so that people who inhale the fragrance can feel comfortable, fresh, and confident. Second, with the smell of "Vanilla" which is the most liked by many people. According to Rachel Herz "This aromatic fragrance is usually contained in breast milk and baby formula. For most people, this aroma can bring positive feelings and calming,". Third with the smell of "Cinnamon". According to "Wheeling Jesuit University" the smell of cinnamon is shown to improve people's memory to prevent senility which often occurs on busy days. Fourth, with the smell of "Coffee" you can trust to give enthusiasm to start a new day. Not only with drinks that can make you focus on activities.

PT Dropshipaja which is engaged in fragrances, the goods they produce are air freshener perfumes with various fragrance variants. PT Dropshipaja was first founded by a well-known Instagram influencer with the initials Rico Huang and this PT produces a fragrance product called SummerSpring. SummerSpring fragrance is a room freshener that has the shape of an apple bottle made of 100% original natural ingredients so that the fragrance of the fragrance feels soft and lasts a long time. In addition to room fresheners, SummerSpring Perfume has women's and men's perfume products using quality ingredients from Europe and the perfume liquid does not leave stains on clothes.

Rico Huang has an army of Distributors, Agents, Resellers to help sell these products. One of the business accounts named @titiplicious.id is an online shop that is held by one of the distributor agents of summerspring fragrances. In the store, titiplicious.id sells various kinds of products produced by summerspring and the products they sell are promoted on an Instagram social media account named @titiplicious.id.

LITERATURE REVIEW

Based on the background discussed above, the problem that can be formulated in this research is: "How is the Application of the Marketing Mix in Improving the SummerSpring Marketing Communication Strategy in the @titiplicious.id Business Account?"

Marketing Communication

Marketing communication is a tool or media used by a company to inform, persuade, and remind consumers about the products being sold, either directly or indirectly. According to Philip Kotler (2008:8) Marketing communication is a form that challenges and company information to consumer decision-making systems. This includes messages and product images presented by the company to potential consumers and other stakeholders.

According to Tjiptono (2022), Marketing communications are all marketing activities that seek to disseminate information, influence/persuade, and remind the target market for the company and its products to be willing to accept, buy, and be loyal to the products offered by the company concerned. . Marketing communication is the process of exchanging information in a persuasive way so that the communication process can run effectively and efficiently.

Every communication pattern has a specific purpose, as well as communication in marketing.

This communication technique has several objectives, namely:

a. Getting Connections

By communicating through various existing media such as social media or other information dissemination media, a connection will be made between the company and the customer. Communities can exchange information about business ideas and keep companies connected with consumers. this will build consumer trust and encourage business to move forward.

b. Feedback





The community asks for criticism and suggestions from consumers regarding the products being sold. These criticisms and suggestions can be made by distributing questionnaires, surveys, or special forms distributed via social media.

Giving Education

Communication media that has been used will provide knowledge to consumers through the products being marketed.

Improve service

Companies that can communicate well can help improve customer service. Service improvement can be done by creating an interactive blog, creating advertisements, and providing a story about the company's incident.

Increase Sales

The main objective of marketing communications is to increase product sales. The more products sold, the company gets a lot of profit. Communities can do good service to consumers, know what is being sought/needed, and have a solution for every problem, so business will continue to repeat itself and make consumers satisfied by buying their products.

Strategy Marketing

Marketing strategy is an effort to market a product, be it goods or services, by using certain plans and tactics so that the number of sales becomes higher. Marketing strategy can be interpreted as a series of efforts made by the company in order to achieve certain targets, because the potential to sell a proposition is limited by the number of people who know about it.

According to Kotler and Armstrong (2008), the notion of marketing strategy is the marketing logic in which business units hope to create value and gain from their relationships with consumers.

According to Kurtz (2008), the definition of marketing strategy is the company's overall program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price.

According to Philip Kotler (2018), marketing strategy is the entire company's program in determining target markets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion, and price. According to Tjiptono (2018,), marketing strategy is a fundamental tool designed to achieve company goals by developing sustainable competitive advantages through the markets entered, and marketing programs used to serve these target markets.

Marketing Mix

The success of a company in achieving its goals cannot be separated from the marketing strategy. Every company needs a tool as a reference to carry out the strategy it will design in facing market conditions. Marketing mix is one of the strategies that can be used by companies in managing marketing strategies. According to Zaharuddin (2006: 80) the marketing mix is a number of marketing variables that are controlled and used by companies as a measuring tool to achieve market share that has been determined in product marketing.

According to Octarevia (2001:55), the marketing mix is a combination of unique product, distribution, promotion and pricing strategies designed to produce mutually satisfying exchanges with the target market. Marketing mix is a combination of four variables or which are the core of the company's marketing system, namely product, structure, price, promotional activities, and distribution system (Dharmesta, 2002:24)

The marketing mix consists of several variables, namely Product (Product), Price (Price), Promotion (Promotion), and Distribution (Place). According to Philip Kotler (2003:241), the marketing mix in marketing has 4 main elements in the goods marketing mix as follows:

a. Product

Product is a technical plan in identifying each goal and purpose of the product to be sold based on the company's vision. You could say it can help companies connect the project vision with the methods used to implement it. According to Zaharuddin (2006:81) a product is something that is offered to the market so that the product can meet the needs, desires and satisfaction of consumers. then the product can be designed by considering various elements according to the



target market.

b. Promotion

According to Zaharuddin (2006:89) Promotion is a planning activity that mixes advertising, personal selling, sales promotion, publicity and public relations activities in order to communicate to customers about a product and influence it in purchasing decisions.

c. Price

Price is a value that is willing to pay to get a product or service. For a company that has just been established or a company that is improving its new product, it must determine the selling price of its product. According to Zaharuddin (2006: 84), the selling price is a very important factor that must be determined in such a way that an error in setting the price will be fatal for the company.

d. Place

The first stage is to analyze the entire marketing channel system, the next step is to analyze and sort out each level of marketing channels and marketing channel services based on the importance or suitability of the product to be marketed (Zaharuddin, 2006: 86). Distribution is an activity of producers who try to distribute their products to reach the end consumers.

Social Media

Social media is a digital platform that provides facilities for carrying out social activities for each of its users. Some activities can be carried out on social media such as communicating or interacting to providing information or content in the form of writing, photos and videos. Various information in the shared content can be open to all users for 24 hours straight.

Social media first appeared on May 24, 1844. Social media was originally a series of electronic dots and dashes typed on a telegraph machine, at that time Samuel Morse also sent telegraphic messages for the first time to the public. The roots of digital communications, along with the origins of the modern internet and the current notion of social media, were pioneered by the emergence of the Advanced Research Projects Agency Network (Arpanet) in 1969. This digital network was created by the US Department of Defense to connect scientists from four universities to share software, hardware, and other data. In 1987, the National Science Foundation launched a more powerful national digital network called NSFNET. Over time, the world of communication technology has innovated again by presenting a new social media called Friendster in 2001 and managed to attract millions of users by simply registering an email address and basic online network.

Tokopedia

According to Smith (2005) Marketplace is defined as achieving marketing objectives through the application of digital technology. Tokopedia is an Indonesian technology company with a mission to achieve digital economic equality. Tokopedia was originally founded by William Tanuwijaya and Leontinus Alpha Edison. Tokopedia was founded on August 17 2009, they launched Tokopedia with the mission of digital economic equality.

In 2009, Tokopedia started its C2C Marketplace business. In 2014, Tokopedia became the first company in Indonesia in the Softbank and Sequoia portfolio. In 2015, Tokopedia pioneered instant delivery with an online transportation company. In 2016, Tokopedia just started to enter the digital product and fintech business. In 2017, Tokopedia managed to secure \$1.1M in funding from Alibaba Group. In 2021, Tokopedia and Gojek unite to become GoTo which introduces Tokopedia NOW!.

Instagram

According to Clow and Baack (2017) is a photo-sharing application that provides access for its users to take photos, use digital filters, and upload and share them on social networks. Instagram is taken from the word “Insta” which comes from the word “Instant”, while the word “gram” is taken from the word “Telegram” which is able to send information quickly to recipients (2020). In this case, Instagram is an application that has many features in it. Some of the features possessed by Instagram are in the form of taking photos, editing, and providing a filter effect for photos and videos that have been made.

In general, Instagram can be interpreted as an application that can function as a media for sharing photos and videos on social media, allowing users to take photos and videos, and add filters to add an interesting impression to photos. Instagram focuses on smartphone devices such as Android and iOS. However, users can still run Instagram in web app mode, although with limited features.

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RESEARCH METHODS

Qualitative is a type of research whose findings are not obtained through statistics or other forms of calculation and seek to understand and interpret the meaning of an event of human behavior interaction in certain situations according to the researcher's own perspective. This study uses a descriptive qualitative approach. This approach method is a research that uses descriptive analysis, according to Moleong (2014: 4), descriptive qualitative is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The qualitative method is a research procedure that produces data and is descriptive in the form of written or spoken words.

Researchers are also trying to find complete information about how the SummerSpring brand was founded which then received a lot of positive responses from the public. If you look at the interactions that occur between one customer and another customer who are so enthusiastic about buying SummerSpring perfume products online through Instagram social media, it makes researchers interested in conducting research on the SummerSpring brand. Researchers also try to get real or original information from sources so that the data obtained by researchers can be in accordance with the conditions in the field. In this case, this research will look at the implementation of the marketing communication strategy carried out by PT Dropshipaja for SummerSpring perfume products by using social media such as Instagram to implement the 4P element marketing mix.

Data is the most important point of a study, with data researchers can find out the results of a research that has been done. According to Suharsimi Arikunto (2002), are all forms of facts and figures that can be used as material for compiling information. So that facts in any form can later be used as data for research, and the source itself can be from any trusted source.

In this research, there are two types of data, namely primary data and secondary data.

a. Primary Data

Primary data is a type of data that can be obtained directly, so that the party conducting the research collects the data directly in front of the informants. According to Sugiyono (2016), primary data is data that is directly obtained from the source to the data collector. primary data is the basic or main data used in research. Primary data is the type of data that is collected directly from the main sources such as through interviews, surveys, experiments, and so on. Primary data is usually always specific because it is adjusted to the needs of researchers.

b. Secondary Data

Secondary data is a type of data obtained indirectly. According to Arikunto (2013: 22), data obtained from graphic documents, photographs, films, video recordings, objects and others that can enrich primary data can enrich primary data. In this study, secondary data can be obtained from documentation, namely content from social media Instagram @titiplicious.id Perfume SummerSpring.

Data collection techniques are methods used by researchers to produce data that will later be made. In this study, researchers used two data collection techniques. The first uses in-depth interview techniques, and the second uses documentation techniques to complete the research:

a. Interview

According to Lexy J. Moleong (2012: 186), an interview is a conversation with a specific purpose. In which the conversation is carried out by two or more parties, namely the interviewer (who asks questions) and the interviewee (who gives answers to the questions). According to Sugiyono (2020: 115), interviews are divided into three types, namely structured interviews, semi-structured interviews, and unstructured interviews. . in this study, researchers can use semi-structured interview techniques

b. Participatory Observation

In this study, the observation that researchers used was participatory observation. Participatory observation is a qualitative data collection method that is carried out by closely observing a group of people/culture/community and their habits by involving themselves intensively in that culture for a long time, to gain understanding. This participatory observation can be classified into four, namely passive participation, moderate participation, active participation, and complete participation. In participatory observation that the researcher did, the researcher made passive observation in which the researcher went to the activities of the people being observed.

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c. Documentary

According to Sugiyono (2020:124-125), documents are records of past events. Documents can be in the form of writing, pictures, or someone's monumental work. Documents in the form of writing such as stories, biographies, experiences, diaries, policies, and regulations. Documents in the form of images such as photographs, sketches, descriptions of life, and so on. Documents in the form of works such as works of art in the form of pictures, films, sculptures, and so on. According to Bogdan (Sugiyono, 2020: 124), states that most of the scope of qualitative research, documents are used by looking at the results created by an individual that describes experiences, actions, and beliefs.

RESULTS AND DISCUSSION

Researchers conducted interviews with sources, agents, distributors and resellers of summerspring products at the online shop @titiplicious.id because this shop is one of the distributor shops held by PT Dropshipaja. These sources were chosen because distributors and resellers were willing to conduct interview sessions with researchers with the sales process on social media and online stores. Elements of the 4P marketing strategy are a collection of basic components that can be an initial benchmark for businesses so that consumers want to buy their products. This marketing strategy is commonly used by large businesses and small businesses.

First, the place element, is the first stage by analyzing the entire marketing channel system, the next step is to analyze and sort out each level of marketing channels and marketing channel services based on the importance or suitability of the product to be marketed (Zaharuddin, 2006: 86). Titiplicious.id uses an online-based media platform, consumers can purchase goods online without leaving their homes by using certain online store applications. Titiplicious.id uses the place element by using the Instagram social media platform to display and display content created by the online marketplace owner using summerspring products from PT Dropshipaja, and selling these products through the online media marketplace Tokopedia so that consumers can shop on the application. There is a slight difference in that the marketing distribution of these goods is only done online to the titiplicious.id online store.

Second, the product element, according to Zaharuddin (2006:81) is something that is offered to the market so that the product can meet the needs, desires and satisfaction of consumers. Based on the analysis that the researcher has done, the informant stated that the products presented by titiplicious.id on social media are original products from the PT Dropshipaja company so that these goods can be resold to other distributor agents who want to work with PT Dropshipaja and have quality and security which already has BPOM permits for some types of summerspring fragrance products. The product shows its own summerspring brand by providing packaging and labeling on the product so that it can attract people's attention in purchasing the fragrance and can fulfill people's desires and satisfaction.

Third, the price element, is a value that is willing to be paid to get a product or service. For a company that has just been established or a company that is improving its new product, it must determine the selling price of its product. According to Zaharuddin (2006: 84), the selling price is a very important factor that must be determined in such a way that an error in setting the price will be fatal for the company. By applying the prices set by the online store, titiplicious.id to the public, they can provide affordable prices for people who like room fresheners, and so on. The prices for products marketed by the titiplicious.id online store provide prices according to what they sell to consumers. For some items, they are sold wholesale which is specifically for agents or resellers so that buyers can buy these goods at low prices.

Keempat, elemen *promotion*, menurut Zaharuddin (2006:89) merupakan suatu kegiatan perencanaan yang membaurkan kegiatan periklanan, penjualan personal, promosi penjualan, publisitas dan hubungan masyarakat dalam rangka untuk berkomunikasi kepada pelanggan tentang suatu produk dan mempengaruhinya dalam keputusan membeli. ke masyarakat yang dilakukan oleh titiplicious.id, toko *online* ini dapat meningkatkan *traffic buying* dengan mempromosikan konten di beberapa iklan tempat dan menyewa jasa *endorsement*. Strategi promosi yang dilakukan oleh toko *online* titiplicious.id dapat meningkatkan minat masyarakat yang sempat melihat iklan konten tersebut di media sosial, *story*, *feeds*, dan lainnya dikarenakan konten tersebut melakukan promosi satu arah

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terhadap konsumen dan promosi penjualan yang dilakukan oleh titiplicious.id dapat meningkatkan minat pembeli.

CONCLUSIONS

From the results of research that has been carried out by researchers regarding the application of the marketing mix in improving the summerspring marketing communication strategy on the @titiplicious.id account. Researchers can conclude as follows:

First, in the place element, it can be concluded that by selling online in online marketplace media, sellers and buyers can make buying and selling transactions easily without requiring other additional costs. As a seller, agent, distributor, you only need capital goods to come and market these products at online stores, and as a buyer, you can make purchases of goods without leaving your home. You just have to wait until the goods are already in the hands of consumers. In this way it can increase people's buying interest in online marketing-based businesses.

Second, in the product element, it can be concluded that by exposing summerspring fragrance products to the public, we can get to know what these products sell. The product exhibits several types of goods that have their own brand called summerspring and make packaging and labels on these products so that they can attract public attention in purchasing these fragrances.

Third, in the price element, it can be concluded that selling with goods that have been presented by the company can make it easier for resellers to set prices for a particular product. Providing practical and cheap prices can increase public interest and attention to buy these products.

Fourth, in the promotion element, it can be concluded that by advertising the results of summerspring fragrance product content that has been made from Canva and so on, it can increase the number of traffic buy interest to the public. This is in addition to promoting these products in advertisements, products can be promoted by hiring people who can be considered quite famous or can be said to be celebrities and help carry out a product promotion through their Instagram stories in their own way so that they can increase the attractiveness of the public who see the celebrity's story.

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Nama Mahasiswa I :

Calvin

NIM :

64180183

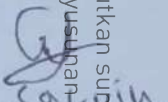
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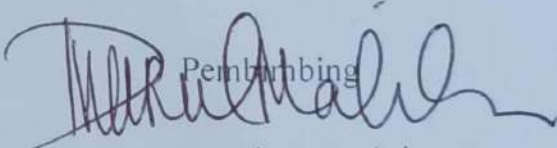
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Mahasiswa

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Pembimbing
(Dyah Nurul M.)