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Marketing Communication Strategy in Maintaining Customer Loyalty

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Civil Minimarket Marketing Communication Strategy in Maintaining Customer Loyalty” focuses on how the Madani Minimarket marketing communication strategy maintains customer loyalty. To find out how the marketing strategy is: Market segmentation strategy, product strategy, pricing strategy. Meanwhile, to know marketing communication strategies, namely: advertising, sales promotion and publicity. The research method used by the author in this study is a type of qualitative research. Data collection techniques used in this study were library research and field studies, namely field observations and in-depth interviews. The selection of informants was carried out through an observation process. Based on the research results, it was obtained an illustration that the marketing strategy used by Madani was market, product and price segmentation. while the communication strategy used is advertising, sales promotion and publicity by using online and offline media. Online, namely social media and offline, namely banners, pamphlets and the like to share information about products and price discounts.

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1.Introduction

Public Relations activities are very close activities the relationship with activity communication , Public Relations is something profession that makes communication as base activities carried out , in A public relations company became bridge liaison between company with the public , fine That internal public (employees) and the public external (society / consumers), public relations also has function guard image positive company and maintain consumer with all form activity persuasion carried out , goals main from activities performed _ besides can influence candidate consumers , maintain loyal consumers , as well none other than increase sale product nor service .

Communication strategy marketing is a strategy carried out by public relations with method do approaches To use convey the message you want submitted by the company about salesman nor services offered _ to public . Communication marketing created with objective main that is sell . Companies offering _ _ salesman nor service race race implement communication strategies marketing To use interesting interest community and sustain loyalty existing consumers _ become customer still . Therefore , according to Neni Yulianti (2001: 1) the role communication marketing from year to year become the more important and necessary thought extra in frame introduce , inform offering , influencing , and retaining Act in demand buy from consumers and customers potential something company . In the era of competition increasing business _ strict , firm must try hard For No sink Because defeated by the product kind Good new product _ nor for a long time endure form a brand image. For increase sale its products , parties management from the minimarket must be do various policies with objective attract consumers _ For shop at their supermarket or minimarket . Usual policies _ done such as _ organize placement the products sold like that so consumers _ get comfort in shopping , designing campaign marketing with set a discount for purchase combination product certain and not only focused on arrangement product and management room However how Can introduce product to public with method promote product in a way periodically in matter This is marketing communications as priority main .

As said Redi Penuju in communication marketing (2018: 9-10) center activity marketing something company No Again concentrated on

being improvements quality product . product still important , however his concentration must transformed become image (image). Product image that's what it is in the era modern This more determine purchase rather than the product That Alone . here it is communication own share For push image product stimulate interests , desires , and finally do purchase . So For progress something company Of course in increase loyalty customer company must have a communication strategy good marketing and not _ lost The company is also important provide quality and economical products _ in accordance need buyer so that exists loyalty consumer to company .

Loyalty consumer or faithfulness to company does _ somebody with method do purchase salesman nor service in a way periodically or repeatedly being one of the targets or the purpose of implementing the communication strategy marketing not except Mini Market Madani . By Historically Madani is Minimarket kind shop or surroundings so that public Already become habit and comfort shopping at Madani Minimarket so that although Now side by side with Indomeret and Saburo but loyalty customer towards Madani Minimarket still awake .

Communication strategy marketing is description about objective something marketing and steps For reach objective the . Communication marketing own a number of characteristics . Lovelock and Wright delivered that communication marketing must consists from characteristics as following :

Inform and educate candidate consumer about goods nor services that will for sale .

- 1) Persuade target consumers with explain that products sold _ is product best compared to product its competitors . Product the must create impression that product the can fulfil consumers ' needs .
- 2) Remind again to customer for come back buy product said .
- 3) Maintain connection Good with customer stay and provide updates and explanations advanced about product the . Explanation This must covers How customer Can get results or experience best in use product the .

Loyalty customer become more things _ can reliable For see success

A company . According to writer loyalty different with satisfaction which is attitude , loyalty can defined based on Act in demand buy . Loyalty customer No only just For achieved but must maintained .

2. Research Method

Study This use method study qualitative , data collection techniques used is observation , interviews and documentation . Determination Informant are: Director of Madani Minimarket Madani Minimarket Employees and Mini Mart Customers Madani . Technical data analysis is the process of organizing and sorting data into patterns , categories and units description base so that found theme and formulated hypothesis Work as the data suggest (Moleong , Methodology Study Qualitative , 2009).

3. Results and Discussion

Strategy Madani Minimarket Marketing

Marketing strategy carried out by Minimarket Madani that is with choose , formulate the target market that is using segmenting, targeting and positioning strategies, in addition that , with developing a marketing mix or mix marketing consisting _ from four element that is product , price , distribution and promotion , which with use marketing strategy formulation the aim For interesting buyers and retainers existing customers _ There is .

Market segmentation

From the editor source person researcher so can concluded that segmentation is the process of compartmentalizing heterogeneous markets into the potential customers who have similarity needs and or similarity character who has same response _ in spend the money . So For know more broad and deep about marketing Madani so researcher share become three part variable main used _ in do market segmentation _ among others:

Segmentation geographical or region

Segmentation geographical (geographic segmentation) divide consumer become a number of segment based on place stay they . That is alternative market segmentation apart segmentation demographics and segmentation psychographics . Segmentation geographical divide the market into several units simultaneously geography such as countries, cities or complex housing area . First , segment geographical show to you , location stay influence needs and

tastes consumer . A number of product suitable for certain regions But No for other regions . With divide the market accordingly location , company can offer the right product . Second , geographic area coverage also influences it consumption source Power . Business medium and small Possible more love the local market instead of international markets . Besides Because limited budget , they _ own more insight _ in about appetite nearby customers _ they . They Then focus effort marketing and avoidance expenses that are not efficient . For example , them can using radio or letter news local For target audience local instead use letter news national .

Segmentation demographic

Based on variable demographic above Madani Minimarket make draft that is is place shop For family . So on segmentation demographic This is Madani Minimarket aiming all variables that exist in segmentation demographic This like group age , type sex . Start from children , adults , fathers , mothers , men and women. From results interview above _ Segmentation demographic is divide the market into group based on variables like age , type gender , size family , income , work , religion, race . Education and nationality .

Segmentation psychographics

Segmentation psychographics share buyer become group different based on characteristics class social , style life and personality .

Targeting or determine the target market

That is election big or breadth segment in accordance with Madani Minimarket capabilities For enter segment the . Based on segment above , Madani Minimarket in set the target market tends to be is moms .

Positioning or determine the market

That is determine competitive position _ For product or service a market. Madani Minimarket positioning his company different with other minimarkets .

Whereas four elements contained in the mix marketing or the marketing mix implemented by Minimarket Madani is as following :

Just now Marketing

Product Strategy

Product is every What that's all that's offered to the market For get attention buyers , users or consumers who can fulfil desire or need the user . Product No only consists from tangible goods , however _ definition more products _ wide covers object physical , services , activities , people, places , organizations , ideas or mixture from things the . Product strategy carried out by Minimarket Madani in develop the product with :

- Create a Logo or Motto
- Make More products _ cheap .
- Give facility card member Madani

Pricing Strategy

Price is amount of money (possible added a number of goods) required For obtain a number of combination good products and services . _ In economy , market prices of A goods can influence level wages , rent , interest and profit on payment factors production like power work , wages , capital and others. Whereas in company , price is decider for request the market , the price give results maximum with create a number income and profits clean , price can influence position competition company and its market share .

Determining the Madani Minimarket marketing strategy from facet price with method see or compare price something goods moreover formerly with price the same goods as its competitors . Madani Minimarket in determine price No must always more cheap price with price its competitors but , you can more cheap , same with price its competitors or a little more expensive from on price its competitors with raise or increase quality goods the .

For example For One type product , price competitor more cheap , then company will see is price can lowered or sell it with same price . _ That all depending on policy company with see various factors that influence it .

Distribution Strategy .

According to The American Association, distribution is something organizational unit structure in consisting of companies on agent , dealer, trader wholesalers and retailers through A commodity product or service marketed . Whereas in sector services , distribution is enhancing means _ existence or enjoyment something additional services _ its users or income , fine with maintain amount existing buyers _ or interesting buyer new . Means _ the can form office center , office branches and others who can makes it easier buyer in shopping .

Besides with open a number of branch , Madani Minimarket also makes a number of easy facilities _ buyer that is with card member . Card member makes it easier buyer in transaction with No bring cash _ or at the time That No have money and want shop so can shop with card this and also get present with method collect points from card member and payment _ done in a way credit or in installments each the month . Madani Minimarket also provides security for buyers and also convenience . The method used by Madani Minimarket For give comfort is with the room already air conditioning , arrangement things that make things easier buyer in look for the items he needs . Besides give comfort Madani Minimarket also provides security with provide place safe parking _ For his customers .

Communication Strategy Madani Minimarket Marketing Promotion Strategy .

Promotion is activities For communicate advantages product and persuade consumer For buy it . Besides So , promotions can also be done stated as tool For instill , maintain new values _ for company , introducing facilities , convenience and benefits that can be obtained obtained consumer from company .

According to Philip Kotler, promotion or communication marketing consists on four means or important tool _ namely : advertising (advertising), promotion sales (sales promotion), publicity (publicity) and sales personal (personal selling). In face Madani Minimarket also competes _ promotion . As for activities promotions carried out by Minimarket Madani in promote the products are as following

Advertising

Advertisement is every form presentation and promotion No personal will ideas , things or services paid for by a particular sponsor . From the eyes a consumers , advertising is something source information or only something form entertainment . Whereas view social advertisement is something form service something group public . By general advertisement help explain will something product , meanwhile for company That Alone advertisement is something tool very important marketer for companies , and minimarkets Madani not enough so maximizing activity promotion in form advertising as something the most effective and popular way public general , with

reason will waste budget .

Promotion Sale

Madani Minimarket in do activity promotion sale using online and offline media, in online promotions usually madani using social media , Facebook and Instagram however more inclined to Facebook compared to Instagram whereas Offline promotions using pamphlet or flaiyer .

In accordance with explanation on writer confirm with field research data _ it turns out Correct exists it turns out use Facebook ads for promotion products new or discount product price . _

Publicity

Publicity is activity promotion For fishing consumer through activity like exhibition and service social . Activity publicity aim For make prestige company Good in the eyes the consumer . Activity publicity carried out by Minimarket Madani is with method become donor or sponsorship of events, whether organized by the community around , company and student events . Activity publicity For public like in event seven mercy August where is Madani Minimarket follow become a sponsor, Eid adha with cut animal sacrifice and share meat the sacrifice For society around Madani Minimarket _ is at . Madani minimarket is also working The same with various company like with wallet poor people , where? activity social activities are carried out wallet poor people will cooperate with Madani Minimarket in form procurement the items needed , will taken from Madani Minimarket .

Loyalty Consumer

Response Positive from consumer

Loyalty Consumer is a must thing owned by everyone Madani Minimarket company , loyal consumers really hope that they will come return with do purchase repeat with indicator meaningful success _ Already company give the one who made it consumer feel satisfied , comfortable and suitable on products offered by the company . There's a lot Loyal consumers can be one _ key success on a company that has been growing for a long time ., the place comfortable , unique , and employees or the servant at Madani is like that friendly , and serving with Good .

Response Negative from Consumer

Through researchers ' observations and interviews do in dig

information from customer still nor No customer Stick to Madani Minimarket it turns out researcher find There is response from consumer that is form input , suggestions and criticism .

4. Conclusion

Communication Strategy marketing carried out by Minimarket Madani in maintain Loyalty Customer that is with carry out a communication strategy marketing in the form of : Marketing strategy used madani For promote product that is Using a marketing strategy that selects , formulates the target market that is using segmenting, targeting and positioning strategies, in addition that , with developing a marketing mix or mix marketing consisting _ from four element that is product , price , distribution and promotion , besides That the products used madani All of them are halal and with Pom's permission use marketing strategy formulation the aim For interesting buyers and retainers existing customers _ There is .

Communication marketing used by Madani Minimarket that is more use strategy promotion that is among them advertising , promotion sales , publicity .

1. Advertising is an effective strategy For reach scattered consumers _ with low cost _ as well as wide coverage , advertising done through print media like Brochures , pamphlets , banners and via social media like Facebook Ads, Instagram .
2. apart from That marketing carried out through Promotion sale that is all type form communication persuasive design _ For promote or inform to customer about product or services and for influence customers _ interested For buy it .
3. apart from it's a Communication strategy marketing carried out by Madani Minimarket that is through personal selling , namely sale in a way directly (face face) between seller with buyer For introduce something product to customer as well as form understanding customer to product .

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