

PT. Alfa Mulia Global Advertising Pattern in Finding An International Scale Buyer

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Abstract

The purpose of this research is to determine the advertising pattern used by PT. Alfa Mulia Global when looking for foreign buyers or buyers on a global scale. Advertising theories serve as a theoretical foundation for analyzing the problems in the research. The descriptive qualitative approach is used in this study. In the study, informants included the owner of PT. Alfa Mulia Global, the company manager, public relations, and business development. The researcher employs the activities of interviewing, observing, and documenting all of the researcher's informants. The researcher conducts a phenomenological study to determine the meaning of the phenomenon of advertising activities that occur in the company. The researcher uses descriptive data analysis to summarize all of the data generated from interviews using the data validity technique of triangulation, which is to check the data obtained from all informants. There are three types of triangulation or checking, namely source triangulation, data collection technique triangulation, and time triangulation. According to the findings of this study, the Company plans all aspects of its marketing and advertising strategies systematically and on a regular basis.

Keywords: advertising, marketing strategy, PT Alfa Mulia Global

1. Introduction

The rapid development of information technology on the internet has a significant impact on daily activities as well as work activities. Many technological advancements have now permeated the corporate world, with companies marketing their products using technology. Call it digital advertising, or digital posters that can be accessed by any consumer to learn about the products being sold.

Marketing strategy is an important aspect of the company; its application is how to achieve company goals with a product. Companies typically use marketing strategies to increase company productivity in both marketing and sales activities. A marketing strategy is a plan that describes the company's expectations regarding the impact of various marketing activities, such as product request programs or market product lines. Because different strategies (advertising, promotion, marketing, personal selling, customer service, and product improvement activities) have different effects on demand, companies usually carry out similar sales strategy activities concurrently. Because techniques are required to coordinate marketing plans in order for the program to run and be integrated synergistically. This method is commonly referred to as a marketing strategy (Tjiptono, 2008).

Advertising is an advertisement that resembles marketing but is not the same; marketing is an activity in the form of a process of social action, usually individuals and groups who have what their company needs by creating, promoting, and freely exchanging valuable products and services, whereas advertising is a process that uses persuasive messages aimed at marketing. Advertising can be considered a component of marketing (Vinerean, 2017)

PT. Alfa Mulia Global is an agricultural export company. This company focuses on coconut products and their derivatives, such as coconut coir waste, which is actually used as waste in Indonesia and is not used, which makes researchers interested in studying PT. Alfa Mulia Global's marketing strategy to obtain buyers from abroad to carry out international buying and selling transactions in order to obtain financial benefits to advance the company. As a result, the researcher is interested in looking for advertising patterns used by PT. Alfa Mulia Global to increase marketing.

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2. Literature Review

Advertising is a media activity that provides information to the consumer audience in order for them to take action. From the consumer's perspective, advertising is a source of information or a form of entertainment, whereas from the social perspective, advertising is a form of public service. In general, advertising is used to inform people about goods or products, whereas for the company, advertising is a marketing tool that is critical in the case of businesses. For more information, here are the perspectives of some advertising experts (advertising). Kotler defines advertising as “all non-personal communication and promotion of ideas, services, or products by certain sponsors that must be paid for.” (Kotler, 2008)

“Advertising is a media promotional tool that is frequently used to lead to persuasive communication to buyers who are targeted at the community, thus the presentation of this form of advertising is non-personal,” Saladin explained. According to Stanton, as quoted by (Siagian, 2020), advertising is made up of various treatment activities that involve and present all things promotion to the public impersonally, with clear advertising and cost messages about a product (Wibowo, 2018).

Viral marketing, digital marketing, and content marketing are all examples of advertising patterns. (Klopper, 2001) defines viral marketing as a product or service strategy that encourages individuals to continuously deliver marketing messages to audiences, generating potential growth to increase message exposure and influence exponentially. According to viral marketing online, viral marketing is any advertisement that spreads itself in the same way that a virus does, with the exception that viral marketing uses digital media (Klopper, 2001).

As a result, the concept refers to a message that spreads to others because the first recipient enjoys it and chooses to forward it to others. (Mowen & Minor, 2002). This is the offline marketing equivalent of word of mouth. Organic marketing, referral marketing, and even network marketing are less common terms for viral marketing. Many people mistakenly believe that viral marketing only occurs online, and that media is merely a means to an end.

In light of this, it is clear that the term “word-of-mouth” does not accurately describe the concept of viral marketing, as messages distributed via media such as mobile phones are excluded. While the term “viral marketing” may have a negative connotation (due to the negative connotation of the word “viral”), it probably best defines the concept because of the manner in which the message is distributed. Viral marketing applies the principles of multi-level marketing (MLM) to all customers, transforming each customer into a salesperson. Because the pattern of communication reflects the pattern by which a highly contagious virus can move through a set of interacting hosts, the above phenomenon may best explain the term viral marketing (Laurie et al., 2019)

One of the first definitions of content marketing was proposed by (A. Shimp, 2003): “the creation and distribution of educational and/or engaging content in various formats to attract and/or retain customers.” Then, according to (Freddy, 2009), “content marketing is a strategy centered on creating valuable experiences.” For many years, content marketing has been a part of the digital marketing strategy of companies that operate online frameworks. As a result, (Freddy, 2009) established a global content marketing education and training organization, which was accompanied by the CMI website (Content Marketing Institute). The following is how CMI defines content marketing:

“Content marketing is a strategic marketing approach that focuses on creating and distributing valuable, relevant, and consistent content in order to attract and retain a well-defined audience – and, ultimately, to drive profitable customer action.”

Digital marketing is a type of marketing that involves attracting potential customers to a business by using promotional offers, banners, articles, videos, images, flash animations, platforms that display advertisements, website redirects, and other similar methods. Sales or information marketing activities planned as creative enticements for visitors where a specific business website becomes an attractive attraction This promotional information is primarily placed on the website's main page or front page in order to reach the target audience. Digital marketing is the practice of conducting brand awareness of a company and its products or services to potential customers through web-based channels. The goal of digital advertising is to get people to see the company's ads and visit the website, and then convert those visitors into potential customers. It uses the same basic tactics as traditional offline advertising processes for establishing and building brand recognition. Pricing different products, running campaigns and displaying advertisements about these services, discounts, and special offers

Essentially, marketing strategy is a company's strategic plan to increase productivity by allocating company resources. Marketing strategy aims to focus on the long term within the company by adhering to the company's long-term plans for the achievement of company goals. Marketing incorporates the company's vision and assists in the implementation

of company policies. Marketing strategy is the process of determining the company's policy planning for the benefit of the company in realizing the vision and mission of the company. Marketing strategies include running advertisements, offering discounts on products, and introducing the company to the public.

According to (Mowen & Minor, 2002), the marketing strategy process follows the steps of defining marketing problems (looking for opportunities), searching for facts related to the source of the problem, analyzing facts, determining problem solving and other alternative paths, selecting the best alternative, and making decisions. Marketing is a term that encompasses all important interconnected mechanisms in the form of product planning and pricing, marketing and distribution of products and services to meet the needs of actual and potential buyers, and marketing strategy as a goal to meet and increase profits within the company (Panda & Mishra, 2021).

3. Methodology

This is a case study investigation. A case study, according to (Creswell, 2007), is research that investigates a related case. This study employs a descriptive analysis qualitative research method that eliminates the need for numbers in the study. According to (Nugrahani, 2014), qualitative research produces new findings that cannot be obtained through statistical data or other quantitative research. As the data source for this research, all data obtained are based on observations, interviews, observations, in the form of oral, written data, or perpetuation of the moment in the form of images. The company PT. Alfa Mulia Global is the subject of this research, which is conducted with research informants such as company owners, heads of public relations, company managers, and business development using descriptive data analysis techniques, which require researchers to conduct interviews, observations, and documentation when conducting interview activities.

This study was carried out between May and July of 2022. Researchers gathered all types of data discovered. The data was gathered through documentation, observation, and interviews with relevant sources. The researcher writes the research findings by writing descriptively, completely, and clearly what was discovered in the field. Data validation using a triangulation model that includes check, check, and cross check to ensure that the data obtained is correct. The researcher will check the dating, then after obtaining the data, the researcher will cross-check by asking the same questions to the same resource person to ensure the data obtained is appropriate, and finally the researcher will cross-check by asking the same questions to different sources to ensure the data obtained is included in the data. valid classification

4. Result and Discussion

PT. Alfa Mulia Global is a company that specializes in exporting goods. This company was founded in early 2022 and has been operating until now; it is classified as new, but it has been operating very smoothly. The first resource person the researcher met for the interview was the company's head, Mr. Fauzan Aziman Lisli, who explained the company's establishment as well as its vision and mission to carry out buying and selling activities that focus on agricultural products in order to increase farmers' selling prices and thus improve the quality of life of local farmers, particularly in North Sumatra. However, if there are overseas buyers who want products other than agricultural products, the company may try to meet their needs. "Our company's primary focus is on agricultural products such as coconut fruit and its derivatives such as coconut fiber, coconut fiber powder (cocopeat), and coconut sticks." If there is a demand for non-agricultural products such as community crafts, however, the company will export the product." (Klopper, 2001)

Mrs. Nia Aulia Lubis, a manager at PT. Alfa Mulia Global, is the second informant. The resource person explained his main task as a manager, which is to control or supervise all company plans so that all company activities are organized in accordance with the duties of each field within the company in order to achieve company goals. Mrs. Nia Aulia Lubis stated that it is difficult to be a manager in a company with high growth potential because the primary market is the international market. "I must be able to plan, organize, lead, and control all company activities as a manager." Nia Aulia Lubis' mother spoke up (Widiastomo, 2021).

Mrs. Khairunissa Siregar, the head of public relations at PT. Alfa Mulia Global, is the third resource person. The resource person described the pattern used to approach the company and the community or farmers as the company's primary supplier. According to the informant's explanation, they approached the company in the beginning through digital media. All digital media that can be used to communicate with both foreign buyers and the community or farmers. According to Mrs. Khairunissa, a public relations firm must be able to build and maintain a good or positive image between the company and foreign buyers, as well as the company and farmers (Herlin, 2015).

Mr. Aidil Abror Nasution, Business Development PT. Alfa Mulia Global, is the fourth resource person. When asked about the marketing pattern used by this company, Mr. Aidil implemented steps in the marketing strategy, namely by preparing good and quality products, preparing the best prices for buyers and companies, preparing places to make deliveries, such as ship ports for sea routes, the airport by plane from the air, and the last one carries out promotions so that they can negotiate. To maximize the marketing strategy that has been developed, the company must do advertising, which is to persuade the target audience or buyer to reach an agreement with the buyer through attractive, clear, concise, and concise persuasion. Because the company is a new company that requires a wide range of marketing and can be accessed by many people, the company uses digital marketing to promote in the early stages, because the company is engaged in exporting agricultural products from Indonesia to all countries that require these goods (Rusdi, 2019). As a result, Mr. Aidil stated that the company's strategy would be maximized in order to reach an agreement with foreign buyers. For the time being, companies other than digital marketing are implementing a visual marketing strategy, which entails utilizing the results of visual media such as graphics on our products, which will be made attractively to attract buyers, as well as images and videos (Shiratina, 2020).

5. Conclusion

Regarding the research, the researcher concludes that in order to maximize all of the plans that the company has prepared, all members of the company carry out their work in a systematic manner, and reach an agreement with the buyer. PT. Alfa Mulia Global uses digital marketing to conduct an advertising pattern, and in persuading the target audience or buyers, the company also uses advertising elements, such as advertising that is short (to the point), easily understood by the target market, and, of course, appealing. Before implementing the pattern, PT. Alfa Mulia Global takes steps in the marketing strategy, such as preparing good and quality products, preparing the best prices to benefit buyers and companies, preparing places to make deliveries, such as ports of ships for sea routes, airports for aircraft from air routes, vehicles for shipping. land routes, and the last promotion is the ability to negotiate with buyers.

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