

AFKAR SHOP'S MARKETING COMMUNICATION STRATEGY IN ATTRACTING BUYERS' INTEREST ON FACEBOOK

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Abstract:

The purpose of this research is to find out the marketing communication strategy implemented by Afkar Shop in utilizing Facebook social media as a marketing tool to increase buyer interest. This type of research is qualitative research. In this study, researchers used interviews, observation and documentation of Afkar Shop owners. The theory used in this study is positioning theory, which in this study emphasizes how Afkar Shop owners have media that they feel are capable of meeting the needs that support their business. Based on the results of the study it can be concluded that the marketing communication strategy implemented by Afkar Shop through Facebook social media is able to achieve marketing goals and increase sales. The results of this study in terms of positioning, namely Afkar Shop creates the image of "Cheap Prices of Quality Goods" for its customers. Then Afkar Shop routinely conducts live streaming on its social media accounts and always holds promos or discounts in every live.

Keywords: *Communication Strategy, Marketing Communications, Facebook*

Introduction

Online shopping is not a common practice. Online trade and business in Indonesia has been growing since the existence of social media such as Facebook, Instagram, Twitter and other social media. Digital technology plays a role in shaping many changes in the world, the birth of various new technological products, especially the internet¹. The Internet has become a means of communication that continues to grow. The role of the internet is not only as a medium of information, but also as a marketing tool and a communication tool. The internet is a communication tool that is in great demand by the public. It is also a state of transition from communication to being fully online and digital. Everyone must have a means of communication, such a cellphone, computers and other communication devices, most of which are used for information, entertainment and shopping online.

The word online here makes the business run instantly. Various aspects of traditional business transactions can be made easier and faster online. With an online business, business owners can reach potential buyers at any time without a time limit. An online business or commonly called an online shop is a business that

¹ Dewi, Radix Prima. "Sosial media sebagai sarana jual beli online." (2019).

the owner does online by uploading products that are sold in virtual form on the Internet and is a social network².

This social network is used as a promotional tool in marketing a product or service, through the internet this will make consumers more aware of the existence of a product that has been uploaded on the social network.

According to world statistics, social media Facebook is the number one social media with the most active users. Followed by the second and third ranks, Facebook, Messenger, and WhatsApp, which are the most important business branches of Facebook. Based on information from KOMPAS.com on June 10 2020 it stated that the development of social media in Indonesia is inseparable from the role of digital network technology in the world. Facebook already has more than 2.6 billion users worldwide, as reported by Our World in Data magazine³.

In this digital era, many business people are looking for opportunities on Facebook because it is believed that Facebook can be used as a medium for promoting a product or service. Online store is a shop or store that offers products and services via the internet so that online store visitors can see the products in the online store⁴.

Customers can see the products being marketed in the form of pictures or photos or even videos. An online shop or online shop can be said to be a place of business where most of the business is done online on the Internet. Online shopping offers various benefits for consumers, including savings, products can be delivered directly to the house, payment via bank transfer or pay on the spot, and affordable prices⁵.

Based on this brief explanation, the researcher chose Afkar Shop which uses a Facebook social media account with the account name Fitrii Dewi. Fitri Dewi's online shop account is a Facebook social media site that is often used and always uploads its products. The Facebook account actively conducts live streaming in promoting its merchandise. This online shop was opened around 2017 by Syafitri Kulama Dewi, who currently has 13,663 followers. The researcher conducted a brief interview with the owner of Fitri Dewi's Facebook account, according to her, one of the accounts that actively holds live streaming as a medium for selling.

Some of the marketing strategies that are often used by online shop businesses are positioning theory. Positioning is commonly known as a strategy to win as well as master the wants and needs of customers through the products offered. In another definition, positioning is an attempt to provide valid leads to customers. Positioning is an effort to gain and increase customer trust, the higher customer trust in a business, the stronger the positioning⁶.

² Nofriansyah, Dicky, et al. *Bisnis Online: Strategi dan Peluang Usaha*. Yayasan Kita Menulis, 2020.

³ Kompas.com. *Era Media Sosial Facebook Jadi yang Terpopuler di Indonesia*. 2020

⁴ Iswiyanti, Agus Sri. "Analisis Tingkat Belanja Online di Kalangan Mahasiswa Universitas Gunadarma." *Jurnal Inovasi Penelitian* 2.2 (2021): 391-396.

⁵ Berliana, Eliya, et al. "Peran Dunia Digital Sistem Informasi Manajemen Pembelian Online Dan Offline Yang Bekerja Melayani Konsumen." *Glow: Jurnal Pengabdian Kepada Masyarakat* 2.2 (2022): 44-55.

⁶ Andy, Laurensius Tri, and Poppy Ruliana. "Strategi Pemasaran Online Dalam Meningkatkan Daya Saing dan Volume Penjualan Di Era Pandemi Covid 19." *Jurnal Nomosleca* 8.1 (2022): 17-29.

Especially in the city of Medan, online shopping trends are needed to shop instantly. Judging from the number of sellers who are active on social networks and the reactions of the community, it shows great enthusiasm and great opportunities for traders. For some of these competitors, researchers want to know the marketing strategies used by Fitri Dewi's Facebook account so that they can attract attention and have many loyal customers. Fitri Dewi's facebook account includes information about contact persons such as a shopee link and an admin number who is ready to serve quickly and respond to questions and orders from customers. Online business carried out on Fitrii Dewi's account is inseparable from the use of social media which attracted researchers to conduct research on marketing communication strategies in sales on one of the most successful social networks, namely Facebook.

This is important to study because this research is research on Facebook's marketing communication strategy which should be able to find out how marketing communication strategy is used as a tool to promote a product.

Communication Strategy

Communication strategy which is a guide for managing communication and managing communication to achieve goals. To achieve this goal, a communications plan can show how the plan will be implemented effectively and efficiently. On the other hand, methods may vary from time to time depending on situations and circumstances⁷.

The communication strategy is an important aspect that enables the acceleration and continuity of development programs, especially in the field of marketing⁸. The communication strategy plans to send messages through a combination of different communication elements, such as frequency, formality, content and communication channels, so that the messages sent are easily received and understood, and can change attitudes or behavior depending on the communication situation and communication goals⁹.

Marketing Communications

Marketing communication is the way companies try to communicate, persuade and remind consumers about the products and brands they sell directly or indirectly. Social media represents a company's voice and brand, and is a way for companies to communicate and build relationships with consumers. Communication with consumers, can tell or show consumers how and why to use the product, which person, where and when.

Marketing communication can be defined as marketing activities using communication methods whose purpose is to inform the public in order to achieve company goals, namely increasing revenue from the use of services or products¹⁰.

⁷ Sahputra, Dedi. "Manajemen komunikasi suatu pendekatan komunikasi." *JURNAL SIMBOLIKA: Research and Learning in Communication Study (E-Journal)* 6.2 (2020): 152-162.

⁸ Panuju, Redi. *Komunikasi pemasaran: pemasaran sebagai gejala komunikasi komunikasi sebagai strategi pemasaran*. Prenada Media, 2019.

⁹ Lunarindiah, Gatri, et al. "Buku Ajar Komunikasi Bisnis & Negosiasi." 2021

¹⁰ Eagle, Lynne, et al. *Marketing communications*. Routledge, 2020.

"Integrated Marketing Communications from Media to Digital Connectivity", that marketing communications in the digital era have very different practices to connect consumers and brands with unlimited content reproduction. The role of the media in marketing communication practices is changing from implementing message strategies to broadening consumer understanding in the digital world¹¹.

Marketing communication is an activity that aims to disseminate information, influence and persuade or enhance the target message of a company and its products, so that they are ready to accept the products offered by the company, to buy loyally¹².

Facebook

Facebook is a site whose main function is a social network. This network shows where they are connected because of the similarity of human relationships, starting from family members of people they know¹³.

Facebook has more than one billion active users, more than half of whom use mobile phones. Users must register before using this website. Users can then create personal profiles, add other users as friends and exchange information, including automatic notifications when profiles are updated.

Research Method

Qualitative research is a research method that collects descriptive data in the form of words or text and observed behavior by people. Qualitative methods are expected to produce a deeper picture of speech, writing and visible behavior of people, groups, communities or organizations. holistic view. Qualitative research seeks to gain a comprehensive understanding of social reality from the participant's perspective¹⁴.

Data collection techniques were carried out in three ways, namely interviews, observation and documentation. Interview is a data collection technique used by researchers to obtain verbal information. Observation is the collection of data from observations made through successive observations and observations of events or incidents. The purpose of the document is to retrieve information from the document¹⁵.

¹¹ Juska, Jerome M. *Integrated marketing communication: advertising and promotion in a digital world*. Routledge, 2021.

¹² Alfarisi, Moch. *Legacy Marketing Communication in Increasing Sales Through Instagram during the Covid19 Pandemic in the City of Surabaya*. Diss. Universitas 17 Agustus 1945 Surabaya, 2022.

¹³ Megayani, Megayani. "Analisa Faktor Tingkat Keberhasilan Digital Marketing Lewat Media Sosial Facebook." *STEI*. 2021

¹⁴ Nurlan, Fausiah. *Metodologi penelitian kuantitatif*. CV. Pilar Nusantara, 2019.

¹⁵ Makbul, M. "Metode pengumpulan data dan instrumen penelitian." (2021).

Results and Discussion

Afkar Shop is a sale made online. The owner of Afkar Shop is Mrs. Syafitri Kumala Dewi who is 27 years old. Afkar Shop has changed the sales system which was originally only word of mouth and currently uses Facebook as its marketing medium.

The name Afkar Shop is inspired by the name of the owner's son, Muhammad Naufal Afkar Hasibuan. As for the background to the presence of Afkar Shop products, at first Mrs. Fitri saw an item or product that was viral on social media, so that Mrs. Fitri was interested in running an online shop business, while the products being sold were hijab accessories. Afkar Shop started its business in 2017 which only sold hijab accessories and then grew and has many products being sold so that Afkar Shop is known to the public on Facebook social media. Based on observational data, Afkar Shop's official Facebook account is Fitrii Dewi with 13,663 followers. It is in 2022 that Afkar Shop opens its physical shop which is located on Jl. Bromo Ujung No. 63, Medan. The opening of this physical store aims to provide an alternative for consumers to experience direct shopping and try Afkar Shop products.

The reason Afkar Shop uses social media Facebook is social media that is often used in society regardless of age, from children to adults. So that promotions via Facebook can reach all groups with one promotion. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), there are 210.03 million internet users in the country in the 2021-2022 period. That number increased by 6.78% compared to the previous period which amounted to 196.7 million people. Although many competitors have emerged, Facebook still has a large number of users in Indonesia. According to Napoleon Cat, there will be 179.6 million Facebook users in Indonesia by 2022.

Of the many products that are traded, hijab products are the most in demand by the public. Afkar Shop always tries to promote its products as much as possible. This is intended so that people are familiar with the products sold by Afkar Shop. Not only on Facebook social media, Afkar Shop also sells its products on the Shopee application. Afkar Shop includes the Shopee link on its Facebook media account and shares three WhatsApp admin numbers, so that it is easier for potential buyers to get information from Afkar Shop.

On social media Facebook, Afkar Shop is also actively involved in the Online Buying and Selling group, in which there are online traders selling various types of wares. Apart from using Facebook social media to market its products, Afkar Shop also has resellers or distributors who buy their products which will then be resold in order to develop their distribution network. Currently Afkar Shop has 182 resellers spread across various regions in Indonesia.

From the results of interviews and observations conducted by researchers with direct interviews with the owner of Afkar Shop, Mrs. Fitri, revealed that the marketing communication strategy used by Afkar Shop on Facebook media in increasing buyer interest is in accordance with positioning theory. In a simple definition, positioning is often referred to as a strategy to win and control the minds of customers through the products offered. In terms of positioning, Afkar Shop places its strategy with "low prices on quality goods" to its customers. In the

comments presented by customers, the average answer was "Good" and "Cheap", therefore Afkar Shop's efforts in positioning were successful.

Regarding the products at Afkar Shop, Mrs. Fitri as the owner explained that the products she sells are all types of hijab. Not only that, Afkar Shop also sells all kinds of women's and men's clothing, from children to adults, then there are also shoes, bags, to children's games.

Afkar Shop's Facebook social media does live streaming or live broadcasts and makes discounts every live. Live streaming can be done through the Facebook application. starting live streaming is not difficult, because it can be done directly from a smartphone. Facebook offers privacy settings so users can choose who sees their live broadcast. the time limit for each live stream that starts is 4 hours, but Afkar Shop only does live streaming for 2 hours. At the time of the live streaming, Afkar Shop had many viewers, while the audience was around 200 people or more. When doing live streaming, Ibu Fitri always has promotions or discounts that are much cheaper than the previous price, so that everyone who watches is interested in buying the products that are being sold by the Afkar Shop. Therefore, Afkar Shop is increasingly increasing the number of followers and customers until now.

Marketing on Live Facebook is expected to increase consumer interest. ease of use is one thing facebook live social media has to offer. so that anyone who wants to can easily access this media. In addition, sellers can easily show their products to customers using the Facebook feature. this had a positive impact on Afkar Shop. As a result, the number of customers buying from Afkar Shop by watching Afkar Shop's Facebook Live continues to increase, which increases the interest of buyers in Facebook media.

Conclusion

In accordance with the results of the interviews and research that has been done above, the following conclusions can be drawn. Facebook is a social media that allows its users to connect with other users from around the world with its basic function as a social media that displays all user information. In addition, Facebook can also be used as a marketing medium where users can buy and sell on social media, such as doing live streaming. By doing live streaming and discounts made by Afkar Shop, their Facebook account is known by many people in various circles and now Afkar Shop also has many resellers who can help market their products.

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