

## Digital Communications for Promotional Recycled Products Materials: A Description of Marketing Strategies at UD Hardi Jaya Drum

Tri Wahyu Susilo

*Student at Master Programs of Communication Science, Faculty of Social and Political Sciences, University of Sebelas Maret - Indonesia.*

Article Received: 05 August 2017

Article Accepted: 29 September 2017

Article Published: 28 October 2017

### ABSTRACT

This article tries to decrypt thoroughly about the market strategies of products made by the UD Hardi Jaya Drum. During this time, as the provider of a variety of drums relies on channeling strategy to market their products. Technically, the marketing range with channeling strategy will be very limited, consequently difficult also to increase sales volume.

Awareness of the importance of technology-based marketing strategy, is realized by the owner. Hardi Jaya Drum have been taken an advantage of new media technology with a variety of platforms, to support the its marketing strategy. Marketing communications company that built it in the digital era, as now, the owner is recognized as one form of consciousness of doing business, which turned out to be dimensional technology literacy.

The conclusion of this description is, a communication technology in the digital age is very important to support of the business progress. The implementation of e-business is a necessity for business development efforts in to the broader scale. Hardi Jaya Drum as SME / Small and Medium Enterprise category the company has implemented appropriate e-business needs.

Keywords: Digital Communication, Marketing Strategy and Product Recycling.

### PRELIMINARY

An inevitability, the very fast technology advances will also impact on economic development. We are know that stretching mechanism of the economy is digital (digital economy). Some empirical evidence shows that information in the digital form, has been improved progress of marketing of variety of goods and services effectively and efficiently. The demands to advance and compete with other players of the digital economy, requires a company to change the system or their marketing strategy.

The development of digital information has created a market for goods and services become *hypercompetitive*. The law of causality is, more easily accessible information, leading to more information obtained by both corporate and consumer units individually. In line with the development of information technology, then private consumers will turn into a more competitive private. The consumers become treated to a large selection of goods and services, before deciding to buy. Any or every consumers would certainly consider a good offer, at a price which their logic. The internet technology plays a major role in reshaping the market and the design of a business unit. On the other hand, the form of consumers' lives from time to time have been change, it will be following the development of internet technology information presented. The pattern of life of consumers around the world will expose widely. Thus, they tend to want more than what they already have. The digital economy has given them exposure information, as a comprehensive reference, through the concepts of e-business, e-commerce, e-marketing, e-education, etc.

In this article, a case of marketing strategies of UD Hardi Jaya Drum can be used as a discussion of the application of the concept of digital economy at the SME sector. Small-scale company that provides any model, shape and price of drums have been relying marketing *channeling* system. Consumers generally buy goods from the

information of previous buyers. The owners also do direct deals by contacting potential customers, through a *data base* they already have. Such business interactions are conventional, with limited prospective customers. The marketing activity based on information technology in a simple *platform* selected so that SMEs can also penetrate the massive market. The business developed by Hardi Jaya Drum actually used goods business use. The used drums of plastics, zinc, iron, and paper are raw material for used products. The recycled products that require high creativity and it also socialized through the blog content or microweb of Hardi Jaya Drum.

## **THE IMPORTANT MARKETING CONCEPT**

### ***MARKETING STRATEGY***

In the literature of management science, the strategy can be defined as follows: "The art and science of formulating, implementing, and evaluating cross-functional decisions that enable the group to achieve its objectives." (David, 2005). From the definition above, one important thing is the goals of the organization, which is the fundamental orientation of its existence. His relationship with information and communication technology, the world of marketing is not possible to avoid it. The strategy of management focused on integrating of whole of system of management, marketing, finance / accounting, production / operations, research and development and computer information systems to achieve organizational success." (David, 2005).

Other experts, Kotler and Armstrong said that, marketing strategy is a marketing mindset that will be used by the business unit to achieve its marketing objectives. A marketing strategy is a process of summarizing the general marketing mindset that the business unit wants to achieve its marketing objectives and more specifically declaring the market to target, position and level of marketing expenditure. This section summarizes specific strategies for each element of the marketing mix and explains how each strategy responds threats, opportunities and important issues are raised in parts of the previous plan." (Kotler & Armstrong, 2007). Furthermore, the marketing strategy is not born just like that, there are any stages must be passed. The stage of the process of strategy planning is through three stages of analysis, namely: 1) Stages of data collection, 2) Stage analysis, and 3) decision-making phase. (Rangkuti, 2002).

## **DIGITAL BUSINESS**

In a general definition, the digital business or often referred to as e-business is the use of information technology to manage the company. E-Business illustrates the use of tools and electronic platforms to conduct business (Kotler, 1986, Kotler, 2003). In the definition that not much different, Judy Strauss said the e-business is optimization activity business company continue through digital technology. The development of the internet has greatly enhanced the company's ability to run their business faster, more accurately, over time and wider space, reduced costs, and with the ability can be customize and personalize bids to consumers (Strauss, 2003).

Furthermore, it can be seen internet technology has triggered fundamental changes on the company. The change including: (1) Marketing process can be widely performed. The level of competition between the product and the higher corporation, (2) The Growth of industrial sector will depend on the uptake of information and knowledge,

(3) The measure the productivity of human resources is emphasized, from the formal activity namely the presence in the workplace, (4) The structures at organization are being more flat, distributed and empowered within the organization of the Internet age will increase flexibility and cost suppression; teamwork is emphasized in order to respond or give birth to new innovations (Sutedjo, 2001).

## DISCUSSION

The need to develop the scale of the used drum business fully realized by the owners Hardi Jaya Drum. As a SME category company, Hardi Jaya Drum is apparently wanted to come into contact with the digital world. Good thinking is in line with the opinion that the Kotler describes the use of tools and electronic platforms for business running. (Kotler, 2003). Therefore Hardi Jaya Drum design an online-based marketing strategy, albeit in a simple platform. According to researcher, the Hardi Jaya Drum company developed four variants of digital communication to support its business. The first is a digital communications based social media, i.e., facebook and instagram account. Social networks allow folders doubled the media exposure to the public. With more and more exposure to the message, then it is likely the transaction will be higher. It says by the owner as follows:

*" ..... social networking, such as Facebook, instagram, etc. Why? Because social networking is a trend nowadays, could the kit is a imagine changing times so quickly makes us to be able to adapt, which was once the picture is just a regular picture, now images can make people believe in the fact, for example, we want to order something, we certainly look pictures are available in the networking media, then with the paradigm of u his tent then I will also use this way ... "* (Hardi, 2017).

In fact, such a form of digital communication functions the same as a product catalog, but its wide penetration allows for a more targeted goal. In the catalog prod uk, goods - goods that diperj ual traded on display in a format that is easily seen by the audience. Prospective consumers more freely to choose what is needed.

The next marketing strategy is to build a blog. To make a growth of sales, the Hardi Jaya Drum also make marketing strategy also complements the virtual world by creating micro-blogging. Blog is one web-based application, so when applied to the business world he is like a mobile shop/stall, as Hardi said, below:

*" ... Second is Blog. Why blogs, I think the blog is a walking stall, why? Because the shop was once the stalls that could not move anywhere and transact in these locations, using blogs then, stalls we could see anywhere, anytime, 24 hours non-stop, but un t uk entrust blog if our efforts su dah legality, do not forget to upload SIUP, TDP, and TIN. Here I will try menggun a right blogspot, since this unt starters so u k u k starters if un t u k pay dearly not dare, so here I am trying to use blogspot, which is where we are still using the free or paid. .... "* (Hardi, 2017).

Hardi Jaya Drum creates a blog that is still free of charge which has its own blogspot. Other hosting that offers free of charge for example is wordpress.com. To start entering the virtual world, platform-free dues are indeed quite adequate. Moreover, the templatanya also has varied. It's just in terms of prestige, audience/consumers (especially for new media-literate consumers) will identify that this blog is still free. The company has not made its own

hosting to display its web. It may also affect the level of trust, although it may be at a level that can still be ignored. Marketing via blog can indeed reach more prospective customers. The use of blogs for business must also take into account the concept of SEO (Search Engine Optimization), so once inside google, and typed keywords, blog or web company is categorized as the first page of google.

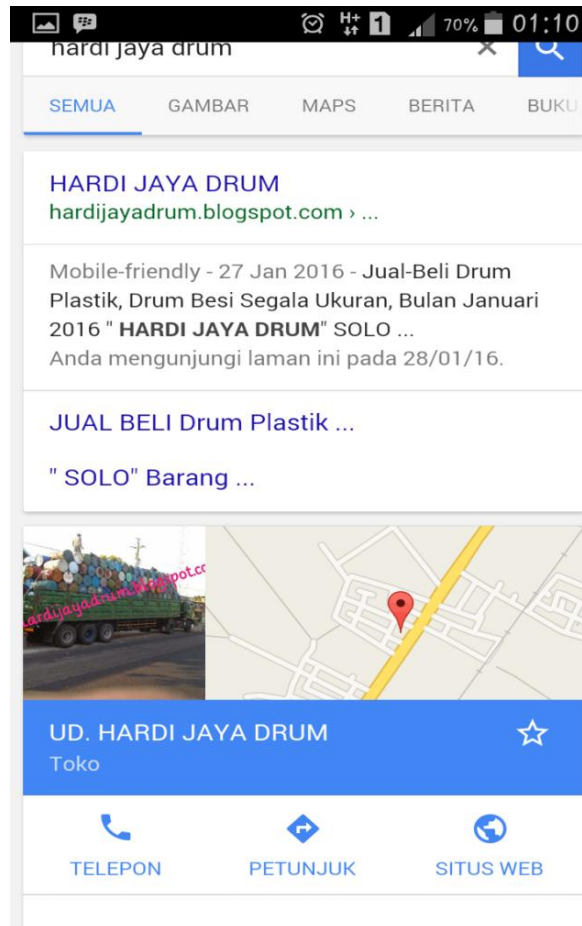


Image: Blog of Hardijaya Drum

The definition of e-business is the use of an electronic platform to implement our company (Kotler, 2003) is indeed broad implementation. Broadly speaking the components of virtual reality in the electronic platform are audio and visual alloys. Communications products on the basis of audiovisual technology in the internet will certainly give knowledge on a product for the public. Internet technology provides the space with audivisual channels, as we know it today is a youtube channel. Based on interviews with the owners of the company, UD Hardi Jaya Drum also been uploaded business activity snya into the channel tube, and displaying geographic position by his company on google map s platform. He had a view:

*" .... I guess three is Youtube. Why youtube? Because with my assumption but we can see the image, prospective buyers will have more confidence again if we suguhkan vidio manufacture of goods made drums. .... and profile hrough m p e mpany vidio we make, we emudian k upload to youtube, so besides can see via social networks, and blogs in addition, with Youtube. That way, the confidence of consumers who will buy our products will be more confident with their audio and visual .... and to terakhir into four namely*

*to be credible again we list to Google Map s. What's the fun? so its function let customers will want to come and want to see the goods, then we ki rim an address and she open that address, it will show a map and be guided to the address of our office, without the need to ask questions again and without the need to commute telephone we again ..... (Hardi, 2017).*

From some of the above views, apparently the company owner has a far-sighted business vision. Proven by the presence of the company drum providers used in business technology in cyberspace. The combination of channel youtube and google map s application, is certain to be easier for potential customers to find a selection of products that are needed. This strategy, recognized the owner is a necessity for companies not to miss in technology applications.

### **THE FINAL WORDS**

Technology as a manifestation of human civilization is growing very rapidly. Technological developments in the field of information and communication have a big impact in people's lives. If we look at the pattern of consumption of society is also increasingly changing. The pattern of life and the strong interaction to the internet media to make consumers want a variety of products, variations in access ways and various other forms of convenience. These developments make consumers more critical and sensitive in comparing different products offer. Consideration of quality versus price becomes more reinforced when faced with more and more choices. People usually want to get a good deal at a better price he said.

With a lifestyle of consumers who like this, companies are required to improve competitiveness to the wider community. Modus is nothing else but to take advantage of e-business in the improvement of the marketing strategy. In the end it must be recognized that the inevitable du nia businesses also have to adjust to the infor masi and communication technology. Implementation of e-business is a necessity for business development efforts on a broader scale. Hardi Jaya Drum as SME category the company has implemented e-business to suit his needs.

### **REFERENCES**

- David, Freud. R. 2006. *Konsep Manajemen Strategis*. Edisi 10. Jakarta: Salemba Empat.
- Kotler, Philip. 2003. *Manajemen Pemasaran*. Edisi 12 Jilid 1. Edisi Bahasa Indonesia. Jakarta: PT Indeks.
- Kotler, Philip. 1986. *Manajemen Pemasaran*. Jakarta: PT. Prenhallindo.
- Kotler, Philip. & Amstrongs, 2007. *Marketing Management: Prinsiples Of Marketing*. Jakarta: Fakultas Ekonomi Universitas Indonesia.
- Rangkuti, Freddy. 2006. *Analisis SWOT Teknik Membedah Kasus Bisnis*. Jakarta: Gramedia.
- Strauss, Judy at, al.2003. *E-Marketing*. third edition, New Jersey : Prentice Hall.
- Sutedjo, Budi. 2001. *Perspektif e-Business: Tinjauan Teknis, Manajerial, dan Strategi*. Yogyakarta: Penerbit Andi.