

# The Influence of the Company's Environment With Marketing Communications on Consumer Subscription Behavior at PT. Tri Putra Erguna

Fauzan Adli<sup>1</sup>, Muhammad Alfikri<sup>2</sup>

<sup>1,2</sup>Department of Social Science, Universitas Islam Negeri Sumatera Utara, Medan

---

## ARTICLE INFO

### Article history:

Received Aug 25, 2022

Revised Aug 30, 2022

Accepted Sep 18, 2022

### Keywords:

Marketing  
Communications;  
Marketing Activities;

## ABSTRACT

This article discusses the marketing communication strategy used by PT Tri Putra Erguna in its consumer goods marketing activities. The author will observe how PT Tri Putra Erguna's marketing communication strategy in marketing activities, and what is interesting in this research is that the company's marketing communication activities have received a lot of support from the brand owner or principal. The research paradigm employed is constructivist, and the research method employed is case study research with a qualitative approach. In this study, data was gathered through observation and interviews. This study aims to discover empirical evidence from the research object, how to reveal marketing communication strategies in the marketing activities of consumer goods products at PT Tri Putra Erguna, and to construct meaning on the implementation of marketing communication activities.

## ABSTRAK

Artikel ini berisi tentang bagaimana strategi komunikasi pemasaran dalam kegiatan pemasaran barang konsumen di PT Tri Putra Erguna. Penulis akan mengamati bagaimana strategi komunikasi pemasaran PT Tri Putra Erguna dalam kegiatan pemasaran dan yang menarik dalam penelitian ini adalah kegiatan komunikasi pemasaran yang dilakukan perusahaan ternyata banyak mendapat dukungan dari pemilik merek atau prinsipal. Paradigma penelitian yang digunakan adalah paradigma konstruktivis dan metode penelitian yang digunakan adalah metode penelitian studi kasus pendekatan kualitatif. Teknik pengumpulan data pada penelitian ini menggunakan observasi dan wawancara. Penelitian ini berusaha mencari bukti empiris dari obyek penelitian, bagaimana mengungkap strategi komunikasi pemasaran dalam kegiatan pemasaran produk barang konsumen di PT Tri Putra Erguna serta membangun pemaknaan terhadap pelaksanaan aktivitas komunikasi pemasaran.

*This is an open access article under the [CC BY-NC](https://creativecommons.org/licenses/by-nc/4.0/) license.*



---

### Corresponding Author:

Fauzan Adli,  
Department of Social Science  
Universitas Islam Negeri Sumatera Utara, Medan,  
Jalan Sisingamangaraja 2 20217 Medan, Indonesia  
Email: fauzanadlii68@gmail.com

---

## I. INTRODUCTION

Many marketing communication activities are supported by the owners of the brand or the principals. The presence of print and electronic media has created a serious attitude among entrepreneurs, necessitating the strengthening of their promotional strategies. The number of customers owned by PT Tri Putra Erguna necessitates marketing communication activities that can reach all customers, as well as how PT Tri Putra Erguna's marketing communication strategy in marketing its products. Many customers necessitate the proper coordination of marketing

communication strategies. As a market leader in the distribution of truck and bus component products, PT Tri Putra Erguna must be able to reach a wide distribution so that the agency for consumer goods products and their customers, namely Commanditaire Vennootschap or CV, sales of individuals and High companies become a regular customer.

So far, the company has implemented an integrated marketing communication strategy through advertising promotion media, sales promotions, promotions on customer displays, running car advertising panels, and other means. In the period 2021-2022, PT Tri Putra Erguna will face stiff competition from similar companies, particularly in terms of selling prices and marketing communication activities, which will be intense. In such a situation, the company's problem is that the marketing communication strategy has not been well coordinated to support marketing activities and further strengthen PT Tri Putra Erguna's brand name. Several main questions can be formulated based on the problems listed above, which become the formulation of the problem. First, how can the marketing communication strategy support PT Tri Putra Erguna's marketing activities? Second, how is the marketing communication strategy managed at PT Tri Putra Erguna? Third, how effective is PT. Tri Putra Erguna in increasing sales?

Marketing Communication, The concept of marketing communication serves as the primary framework in this study. Marketing communication can also be defined as a communication activity that aims to convey messages to consumers through various media in the hope that communication will result in three stages of change, namely changes in knowledge, attitudes, and desired actions. Marketing communication is another type of communication that aims to strengthen marketing strategy in order to reach a larger segmentation. This study can also be described as an effort to increase customer loyalty to the company's products, namely goods and services. A marketer must understand that the success of a marketing communication strategy can be measured by the amount of product sales or income generated by consumer use of services. According to Kennedy and Soemanagara (2009: 5), marketing communication activities are marketing activities that use communication techniques to provide information to a large number of people in order to achieve company goals and increase income from using the services or purchasing the products offered. Marketing communication, in other words, is a type of communication that aims to strengthen the marketing strategy in order to achieve a wider segmentation. Furthermore, marketing communication activities are activities that are aimed at introducing, establishing, or creating interactions between companies, business partners, and consumers and these activities, or is an attempt to communicate companies, products, and services to third parties (business partners, suppliers, and consumers).

Integrated Marketing Communication (IMC), according to Schultz in Alifahmi (2005:14), is communication between marketers and customers in the form of efforts to talk to people who buy or do not buy products. This entails not only inviting a response, but also accepting responsibility for the outcome. Meanwhile, marketing communication, as defined by DeLozier (1966) in Alifahmi (2005:14), is a continuous dialogue between buyers and sellers in a market arena. Marketing communication, according to Nickels (1984), is a two-way exchange of information and persuasion that allows the marketing process to function more effectively and efficiently.

Meanwhile, Alifahmi (2005:14) defines IMC as the process of establishing and strengthening mutually beneficial relationships with employees, customers, and all related parties through the development and coordination of strategic communication programs that enable them to enter into constructive contracts with the company. In particular, Tom Duncan (2002:7) in Estaswara (2008:72).

## II. RESEARCH METHOD

The qualitative research method was used, with a case study approach. Interviews with marketing resource personnel and field observations were used to collect data. Following the

collection of key informant interviews, data reduction was carried out. Data reduction is the continuous selection of data that is relevant to the research problem during the research process.

### III. RESULT AND DISCUSSION

Personal selling is an important partner that cannot be replaced by other forms of marketing communication, according to the various forms of marketing communication used, because personal selling can produce two-way communication through face-to-face activities with prospective customers in person-to-person communication. The author's research findings are described in greater detail below. The researcher conducted the analysis using the SOSTAC method, a strategy developed by Paul R. Smith that contains a summary of the stages that must be included in the marketing strategy from the development strategy to the implementation stage. The stages of SOSTAC are as follows:

x S - Situation Analysis, which means where we are now. x O - Objectives, the goals we will achieve. x S - Strategy, the way to achieve the goal. x T Tactics, aspects of strategy. x A - Action, implementation or implementation.

Tactics are detailed activities such as the implementation of the company's strategies. Tri Putra Erguna's marketing communication mix includes advertising, sales promotion, personal selling, publicity, events, and direct marketing. Tri Putra Erguna is responsible for advertising activities. Advertising is a type of communication that makes use of mass communication via the media. So far, Tri Putra Erguna's advertising activities have been widely supported by existing market brand holder companies or principals. This is quite reasonable because the company benefits greatly from marketing products whose brands are already well-known because the company's name is quickly recognized by customers by bringing products or well-known brands, customers are more considerate and highly dependent on PT. Erguna Tri Putra

Tri Putra Erguna engages in personal selling activities. Tri Putra Erguna, as a company that markets consumer goods, relies heavily on personal selling or individual sales because it is easier to provide consumers with complete information. As a result, communication built through individual sales is much better able to understand what consumers want. Messages can be conveyed in the form of services provided by marketers rather than words or symbols when communicating products. Personal selling is a type of face-to-face communication with customers, as well as sales improvisation through person-to-person communication. Personal selling is an important partner in marketing communications that cannot be replaced by other promotional elements. Personal selling activities at Tri Putra Erguna are typically carried out by sales or salespeople working under the supervision of a sales manager who promotes products directly to the target market. Personal selling information is adapted to the context of the consumer environment, delivered, and product demonstrations can be performed to increase their trust in the products we offer. As a result, in personal selling, it is necessary to have a sales role that is recognized by the company as capable of supporting promotional activities such as event marketing and sales promotion. Tri Putra Erguna uses personal selling to entice prospective customers to purchase the products offered in order to increase sales. Because personal selling can result in two-way communication through face-to-face activities with potential customers, the company is aware of the existence of salesmen to carry out personal selling. This is also effective when salespeople visit the numerous wholesalers, retailers, and traditional shops in the Tanah Karo area. These salespeople's marketing communications are quite effective in encouraging consumer purchases. As one of the marketing communication activities, PT. Tr Putra Erguna's personal selling activities go through several stages:

- a. Pay close attention (attention) The purpose of sales force marketing communications at this stage is to place their target consumers in the acceptance stage.
- b. Interest (interest) At this stage the purpose of personal selling is to attract the attention of target consumers, so that consumers can have a strong interest in the product ± PT. Expand Precious Diamonds. Some of the behaviors of the salesperson at this stage are:

1. Recognize the behavior of target consumers, whether they are starting to be interested in the products offered.
  2. The subject of the salesperson's conversation must be related to issues around selling products or goods, new products, competitor products, and others.
  3. Observe the state of the soul or mood of the consumers who are the target of sales.
  4. Salespeople must position themselves as representatives of the company, for example in company uniforms with the Erguna Symbol.
- c. Desire. At this stage, salespeople must be able to answer any questions from customers, which is important in convincing customers to feel confident about the reputation of the company's products and the products purchased by customers are the right choice in their eyes. As a result, sales supervisors and promotion staff must be able to provide extensive product knowledge to salespeople in order for them to satisfy and convince customers.
- d. Action. After Tri Putra Erguna's salespeople have created an atmosphere of marketing communication that can lead to consumer confidence and trust, it is likely that consumers will order and purchase the products offered. The benefits obtained from marketing communications through personal selling are that personal selling activities are able to create a marketing communication activity because, in addition to two-way communication interactions between sellers and buyers, personal selling is also able to explain the products offered clearly and convincingly so that they can influence and persuade buyers to purchase them. Personal selling allows salespeople to learn more about the needs of their target customers. Given that PT Tri Putra Erguna is a consumer goods distributor, the role of personal selling as a person who conducts promotional activities with customers is critical. PT. Tri Putra Erguna's event marketing activities are typically carried out at traditional retail outlets. Event marketing programs are carried out in a limited time frame, such as when modern retailers hold discount promotions or low prices, in which PT. Tri Putra Erguna participated. When there are promotional events, such as GIIAS Indonesia, or activities in the Polonia Medan LANUD Area near the end of the year, regular exhibition activities are carried out. Exhibitions are also held in shops that specialize in selling tools and goods from authorized dealers as well as imported goods.

## Discussion

Essentially, the marketing concept emphasizes consumer needs and desires, which are supported by integrated marketing activities aimed at successfully achieving company goals. Thus, the marketing concept contains four major elements: consumer orientation (consumer needs and wants), integrated marketing activities, customer/subscriber satisfaction, and long-term company goals. Marketing synthesis is a comprehensive effort to integrate strategic plans such as product, place, price, and promotion in order to satisfy consumer needs and desires and obtain the expected benefits through an exchange or transaction process.

PT. Tri Putra Erguna employs a variety of promotional methods, including advertising, sales promotion, personal selling, and direct marketing. This advertising is part of fulfilling the marketing function, in which advertising is used to influence the feelings, knowledge, meanings, beliefs, attitudes, and images of consumers in relation to a product or brand. PT. Tri Putra Erguna uses retail advertising (Retail Advertising) that is affixed to the consumer's car or truck, and the advertising strategies used are planning, implementation, and control. The stages of the advertising strategy are the plan, which includes a SWOT analysis of the product and the design of the ad that will be created. Following that, we proceed to the do stage, where we conduct an advertising trial to gauge consumer reaction. Following that, in the Check stage, control is performed on the displayed advertisements, analyzing the public response and the level of sales. The final stage of this advertising is the action stage, which is the stage of publicizing advertisements

Sales promotion is a type of direct persuasion that uses various incentives to stimulate product purchases as well as immediately or increase the amount of goods purchased by customers. Personal selling (personal selling) is an oral interaction between individuals with the goal of creating, improving, mastering, or maintaining a mutually beneficial relationship in the company's consumer sales. PT. Tri Putra Erguna employs personal selling techniques such as door-to-door selling and direct selling.

Direct marketing, also known as direct sales, is direct communication with carefully targeted individual customers, with the goal of eliciting an immediate response or cultivating long-term customer relationships. In this study, it was discovered that PT. Tri Putra Erguna employs the type of customer promotion that aims to encourage consumers to be willing to try new products, encourage consumers to make stock for already established products, and to establish good relationships with customers. Examples of activities carried out by PT. Tri Putra Erguna include a product warranty and a sample product.

PT. Tri Putra Erguna also employs trade promotion to persuade retailers or other traders to make specific brand preparations, distributors to provide display space for company products, promote company brands, and encourage consumers to choose company brands. Discounts, specialty advertising, free goods, and participation in sales contests are all part of PT. Tri Putra Erguna.

PT. Tri Putra Erguna also employs the Business and Sales Force Promotion type, which aims to encourage business leads, stimulate purchases, provide consumer rewards, and motivate other consumers to be more active in product sales. Based on the findings of a study on the impact of the company's environment on marketing communication on consumer behavior at PT. Tri Putra Erguna, marketing communication occurs and has a significant impact on consumer behavior.

#### IV. CONCLUSION

According to an analysis of PT. Tri Putra Erguna's marketing communication strategy, the company employs various forms of marketing communications such as advertising, personal selling, sales promotion, publicity, and event marketing. The company receives a lot of help from major corporations or well-known brand holders in carrying out its marketing communication activities. The Below The Line promotion strategy is implemented at distribution channel locations that sell Tri Putra Erguna products, whereas Above The Line promotions are mostly implemented by brand holders or principals. Tri Putra Erguna frequently participates in exhibition activities or promotional events in collaboration with brand owners or principals for promotions that use non-price or non-price competition strategies.

Advertising activities are aimed at increasing PT. Tri Putra Erguna's brand awareness through the use of local newspapers, and it has been discovered that displaying products in mailer catalogs widely distributed by hypermarkets, supermarkets, and modern retailers is useful to support the company's product promotion activities. This is consistent with PT. Tri Putra Erguna's vision of marketing consumer goods products that are already well-known by the public, making it easier to market them. Pt. Tri Putra Erguna does not use billboards because every product he sells has already been advertised by the brand holder or principal, and billboards have a very limited range.

#### References

- Brannan. (2004). *Komunikasi Pemasaran Terpadu, Memadukan Upaya Humas, Iklan dan Promosi Untuk Membangun Identitas Merk*. Jakarta: PPM Jakarta. (2011).
- Corporate and Marketing Communication, Diterbitkan atas kerjasama pusKombis Mercu Buana dan AspiKom. Cresswell, John W. (1998). *Inquiry Kualitatif dan Desain Penelitian*:
- Memilih A-antara Lima Tradisi. Thousand Oaks: Sage. David, Fred R. (2006). *Konsep Manajemen Strategis*, Edisi

- Indonesia, Edisi 12. Jakarta: Penerbit Salemba Empat. Fil. C. (1999).
- Komunikasi Pemasaran: Konteks, Isi, dan Strategi. Herthfordshire: Prentice Halls. Kotler, Philip., & Kevin Keller. (2009).
- Manajemen Pemasaran, Edisi 13, Jilid 1, Edisi Bahasa Indonesia. Jakarta: Erlangga.
- Kriyantoro, Rahmat. (2006). Teknik Praktis Riset Komunikasi. Jakarta: Penerbit Kencana
- Grup Media Prenada. Kennedy, John E., & R. Dermawan Soemanagara. (2009). Komunikasi Pemasaran, Taktik & Strategi. Jakarta : PT Buana Ilmu Populer, Kelompok Gramedia. Machfoeds, Mahmud. (2010).
- Komunikasi Pemasaran Modern. Yogyakarta: Penerbit Cakra Ilmu. Moleong, Lexy J. (2010). Metodologi Penelitian Kualitatif, Edisi Revisi. Bandung: PT Remaja Rosdakarya.
- Mulyana, Deddy., & Solatun. (2007). Metode Penelitian Komunikasi, Contoh-Contoh Penelitian Kualitatif dengan pendekatan praktis. Bandung: PT Remaja Rosdakarya. Morissan. (2010).
- Periklanan, Komunikasi Pemasaran Terpadu. Bandung: Grup Media Prenada. Neuman, W.Lawrence. (1997).
- Metode Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif. Boston: Alyn dan Bacon. Ouwersloot, Hans., & Duncan, Tom. (2008).
- Komunikasi Pemasaran Terpadu. AS: Mc Graw Hill, Pendidikan. Pudjiastuti, Wahyuni. (2010).
- Acara Istimewa, Alternatif Jitu Membidik Pasar. Jakarta: PT Elex Media Komputindo, Kompas Gramedia. Raco, J R. (2010).
- Metode Penelitian Kualitatif, Jenis, Karakteristiknya dan Keunggulannya. Jakarta: Penerbit PT Gramedia Widiasarana Indonesia. Rossiter, J.R. & Percy, L. (1998).
- Komunikasi Periklanan & Manajemen Promosi, edisi ke-5. New York: Mc Graw ± Hill, Inc. Shimp, Terence A. (2000).
- Periklanan Promosi, Aspek Tambahan Komunikasi Pemasaran Terpadu, Jilid 1 & 2 . Jakarta: PT Gelora Aksara Pratama . Smith, PR., Chris Berry., & Alan Pulford. (1993).
- Komunikasi Pemasaran Strategis. Inggris: Halaman Kogan . Soemanagara, Rd. (2006) .