

EFFECTIVENESS OF THE COMBINATION OF DIGITAL AND TRADITIONAL MEDIA IN PRODUCT MARKETING PROMOTION STRATEGIES

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ABSTRACT

This research was conducted at the Move Production Printing, which is on Jl. Megawati Gg. Damai Dalam in No. 3g, Medan. The purpose of this study is to find out how effective the combination of digital and traditional media is in product marketing promotion strategies, and what factors influence this effectiveness. The research method used is descriptive qualitative research method. In this study, the authors found that using a combination of digital and traditional media is more effective than relying on only one type of media. The integration of the two types of media enables coordinated and comprehensive promotions, which can increase product attractiveness, expand the reach of the target audience, and increase the effectiveness of promotional messages.

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1. INTRODUCTION

The marketing promotion strategy is one of the most important things for a company in the business world. In this digital era, when digital media is the most important choice for promoting a product. However, traditional media such as television advertisements, radio advertisements, visiting prospective buyers directly are still very much used by some companies.

An institution, company or organization needs good communication rules to convey information and even the desired regulatory messages, then these communication rules serve as tools or media for promotion [1]. Changes in the marketing system from traditional marketing to digital marketing to face the 5.0 era forced business people to make changes to their product marketing systems through social media. Based on this, there are still many business people who do not understand digital marketing [2]. Therefore, this research will explore the effectiveness of the combination of digital and traditional media in product marketing promotion strategies.

Utilization of information technology is not only concentrated in the administrative field. It's in an institution, company, or organization. However, the use of information technology has entered the realm of digital marketing for business people. This is because the use of information technology as a digital marketing tool makes it easy for the general public to disseminate broader promotions and business actors in conducting product sales transactions [3].

Even though the use of digital media is now common and commonplace in the business world, plus after the Covid-19 pandemic, people prefer buying products through digital media compared to traditional methods. However, traditional media is still widely used to reach consumers who are not reached by digital media, such as in rural areas or areas with minimal internet access, as well as to increase consumer confidence in products that will be improved.

Based on the results of official survey data released by the Association of Indonesian Internet Service Providers (APJII), the number of internet users in Indonesia has reached 210 million people. In the latest survey findings, the level of internet use in Indonesia grew by 77.02%, where there are 210,026,769 people out of a total of 272,682,600 Indonesians who are connected to the internet in 2021 (data source: apjii.or.id). From the data obtained through the Indonesian internet service provider association, it appears that internet users are currently still dominated by young people, in which the baby boomer generation does not really follow the trend of internet use. So, it cannot be denied that traditional methods are still very much needed as a tool in promoting products. Which is the traditional way to reach the baby boomers or people who don't use the internet.

In the midst of today's modern globalization era, the use of social media is almost enjoyed by most people. However, it turns out that not all elements of society have the ability to use social media. The existence of this conventional media is still sustainable and used today [4]. Currently, promotional tools

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using conventional media are still very popular with company salespeople to promote their products to the public, this is because there are still many areas in Indonesia that are not yet accessible by internet networks. So that conventional media such as distributing brochures, installing billboards, and other conventional methods are still very much needed.

However, with the development of technology and time, digital media has also become an integral part of the product marketing promotion strategy. Combining traditional and digital media in promoting product marketing can increase the effectiveness of sales promotion, because each media has advantages and disadvantages that can complement each other. Therefore, it is very important to study the effectiveness of this combination.

In this study, the authors will try to examine the effectiveness of the combination between the role of digital and traditional media in product marketing promotion strategies. The writer will also try to identify the factors that influence the effectiveness of the combination. This research will use qualitative methods with a case study approach. Data was collected through interviews and observations of Move Production Printing which is engaged in printing, custom screen printing, and custom souvenirs.

Based on the background above, the formulation of the problem in this study is "How effective is the combination of digital and traditional media in product marketing promotion strategies, and what factors influence this effectiveness". This research has several limitations problems, including this research only discusses the effectiveness of the combination of digital and traditional media in the product marketing promotion strategy at Printing Move Production, and this research does not discuss the cost and time aspects of implementing a marketing promotion strategy using a combination. digital and traditional media.

2. LITERATURE REVIEW

Marketing

Marketing is the process of introducing products or services to be known by the wider community. Marketing also means a way of marketing a product or service, starting from how to make a strategy to what is received by consumers [5]. Marketing is an important element in running a business. Many business people spend their time thinking about what marketing methods are right so that the goods they sell sell well in the market, because the success of a business does not depend on what and how marketing methods are carried out by business actors, especially business people [6].

From the explanation above, marketing is a reciprocal activity carried out between consumers and companies to meet their respective needs. That way the company can achieve its goals and consumers can also meet the needs and desires of the products marketed by the company [7].

The meaning of marketing can be explained by the following picture.

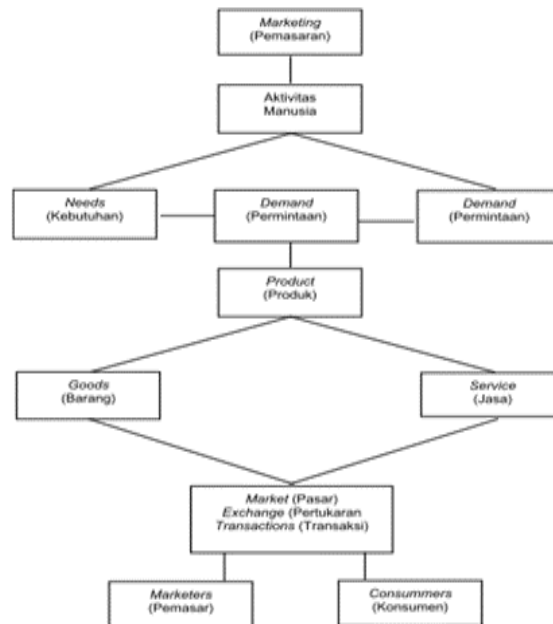


Figure 1 : Marketing chart

Marketing Concept

In essence, the marketing concept emphasizes the orientation of the needs and desires of consumers which is supported by integrated marketing activities aimed at the success of achieving company goals. Thus there are four main elements contained in the marketing concept, namely: orientation to consumers (consumer needs and wants), integrated marketing activities, customer/customer satisfaction, and long-term company goals [8].

According to [9] in his book, there are various reasons why the marketing concept was started, namely:

- a. Product sales began to decline.
- b. Product growth began to slow down.
- c. Purchasing patterns have started to change.
- d. Competition with competitors is increasing.
- e. Cost of sales increased: companies found their spending on advertising, sales promotion feeling out of control so management decided to do a marketing audit to fine-tune which concept to use.

Digital Marketing

As we know, promotion or advertising in Indonesia is currently more inclined to go through the internet, and if you recall that advertising on television in Indonesia has its own time limit for marketing a product, advertising is now shifting more to the internet [10]. Digital marketing is a very interesting field to be involved in because it brings new opportunities and insights every year. Innovation is provided with the continuous introduction of new technologies, new business models and renewable communication approaches [11].

Digital marketing has several different terms but have the same meaning. Some alternative terms for digital marketing include online marketing, internet marketing and web marketing [12]. Compared to traditional marketing such as print media, billboards, direct sales, digital marketing is basically more data-driven. Many popular digital platforms provide campaign reports for comprehensive data analysis today such as facebook ads [11].

Traditional Marketing

Even though in the digital era, traditional marketing or often referred to as conventional marketing is still very much used by several companies, this is inseparable from the fact that there are still many people who do not use digital media.

Until now, traditional marketing is still needed in the digital era like today. Because, Customers who have previous experience with a brand will most likely be able to remember and recognize the brand. Advertising driven by the company and word of mouth by other customers are also major sources of brand awareness [13]. This is inseparable from the lack of understanding of business people about the importance of marketing in running their business, both conventionally and online. Marketing is an important element in running a business. Many business people spend their time thinking about what kind of marketing method is right so that the goods they sell are selling well in the market, because the success or failure of a business depends on what and how the marketing method is carried out by the business actor. especially business people [6].

Until now the most widely used method is direct selling or personal selling, which is very much influenced by the way a marketer speaks to attract more consumers.

Promotion Strategy

Many promotional strategies are used in advertising, including endorsement / review from a content creator, endorse itself comes from the word endorsement which means an act of supporting or agreeing with something. Endorsements made by a content creator can attract a lot of interest from their followers to buy a product they are promoting. This is a form of promotion carried out by online shops to attract new potential buyers [10].

In recent years, the concept of advertising has also developed. Traditionally, advertising has always been one-sided, with the company sending the message to the customer as the audience. Today, the development of social media allows customers to respond to these messages. It also allows consumers to communicate with other consumers [13].

To increase sales, the company's customers need to work hard and smart. If the main purpose of advertising is to inform, influence, persuade or remind target customers about the company and its

marketing mix. Done right, advertising can influence consumers in terms of where and how they spend their time and money [14].

3. METHOD

In this study the types of data used were as follows: Primary data were obtained through interviews with objects or informants as well as conducting field observations. The primary data in this study is by observing and conducting interviews between the researcher and the owner of the Move Production printing press. And secondary data obtained through collecting literature from articles published in journals or proceedings, books that are relevant to the research being studied at this time.

This research was conducted at the Move Production Printing which is located at Jl. Megawati Gg. Peace Within No. 3G, Medan City. This research will be conducted from February 2023 to May 2023.

Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. Without determining data collection techniques, researchers will not get data that meets the established data standards [15].

Without knowing or using the right method, research will not get good data that has been set. In this study, the method used is descriptive qualitative method, while the technique used is through observation, interviews and documentation of the object being studied.

Data Analysis Techniques

In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories, flowcards and the like. By displaying data, it will make it easier to understand what happened, plan further work based on what has been understood[15].

In this study, researchers used the data analysis technique of the Miles and Huberman models. Miles and Huberman's data analysis model is a well-known qualitative analysis method used to understand and interpret data in qualitative research. This model was developed by Matthew B. Miles and A. Michael Huberman and has been used in various fields of social research.

In his book [15]entitled Qualitative and Quantitative Research Methods, he cites the theory of Miles and Huberman (1992) in which qualitative data analysis is divided into three series of activities, the three of which are:

- a. Data Reduction, data in qualitative research are generally in the form of qualitative descriptive narratives. There is no statistical analysis of data or using numbers in qualitative research. The analysis must be narrative in nature by looking for similarities and differences in information.
- b. Data Display, this stage involves making reduced data in a format that can be understood and interpreted. The presentation can be done through tables or descriptive narration.
- c. Conclusion and Verification, in this last step, the reduced and presented information is interpreted to draw conclusions and qualitative generalizations or generalizations with respect to the research question. The process involves comparative analysis, testing the suitability of the results with existing theory, and confirming conclusions by integrating data from various sources.

4. RESULT AND DISCUSSION

A. Promotion Mechanism Using Digital Media

Based on the findings at Move Production Printing as a business engaged in printing and screen printing services, it is known that it uses a promotion mechanism by advertising on social media. The methods used by Move Production Printing include advertising their products on the Facebook and Instagram platforms. It is not uncommon for Move Production Printing to use paid advertising methods provided by the Facebook platform under the name Facebook Ads, which aims to expand the reach of the market it receives.

Digital promotions used by Move Production Printing cannot be separated from the rapid development of internet users in Indonesia. The rate of development of the use of digital media can be seen from the following table:

Table 1. Increase in Internet Users in Indonesia

Years	Internet User Penetration	Total Population of Internet Users
2022-2023	78,19%	215,63 Million People
2021-2022	77,02%	210,03 Million People
2019-2020	73,7%	196,71 Million People
2018	64,8%	171,17 Million People

Source: Indonesian Internet Service Provider Association Survey and processed by the author, (2023)

B. Promotion Mechanisms Using Media or Traditional Ways

The findings obtained from interviews and observations conducted at Move Production Printing can be seen that, Move Production Printing uses a personal selling method or mechanism by visiting or contacting via telephone to Move Production Printing consumers, this traditional method is used to defend or promote products and services to consumers who have purchased and used Move Production printing services.

Personal selling, such as visiting or calling consumers who have used Move Production printing services, can increase brand awareness and enhance the company's image. A good relationship will also foster a good impression on consumers.

C. Combination Effectiveness in Using Digital Media and Traditional Ways in Promotion Strategy

As is known from the research findings, this research focuses on the company's success whether the company succeeds in achieving its previously planned goals, which goals will be achieved thanks to the process of combining these promotional strategy activities. Effectiveness is the most important factor in achieving the goals or objectives set by every company.

Based on the results of interviews that the authors obtained from the owner of the Move Production Printing regarding the effectiveness of combining two types of promotion methods, it was considered quite effective, as evidenced by:

- a. Brand awareness, which can be seen from the increased engagement and awareness of brands or services in Move Production Printing.
- b. Corporate Image, where the good image of Move Production Printing is improved with various service promos and guaranteed work done on time.
- c. Satisfaction, which can be seen from the increasing number of orders from old consumers of Move Production Printing.
- d. Market share, where engagement on social media continues to increase and old consumers are starting to help promote Move Production printing by conveying it through word of mouth.

The combination of digital and conventional is carried out by Move Production Printing because the market share is cross-generational so it really needs two types of promotions to be able to get awareness from generations who do not use social media and awareness from generations who use social media.

Supporting and Inhibiting Factors of the Effectiveness of the Combination of Digital and Traditional Media in Product Marketing Strategies

Factors Supporting the Effectiveness of the Combination of Digital and Traditional Media in Product Marketing Strategy:

- a. Audience diversification, the combination of digital and traditional media allows companies to reach a wider and more diverse audience. Digital media can reach a younger and tech-savvy target market, while traditional media is still effective in reaching older audiences and older consumers who may rarely see product posts on company social media.
- b. Message reinforcement, using a combination of digital and traditional media, companies can amplify their promotional messages. For example, a compelling television ad could be supported with the same content on social media or through an email marketing campaign. This can strengthen the impression and expand the range of messages conveyed to consumers.
- c. Two-way interaction, digital media provides opportunities for two-way interaction between companies and consumers. Through social media, consumers can provide feedback, ask questions, or share experiences with companies. Traditional media such as print or television advertisements may not provide direct opportunities for interaction, but they can encourage consumers to seek further information through digital channels.
- d. Better monitoring and analysis, the combination of digital and traditional media allows companies to better monitor and analyze the effectiveness of promotion strategies. Data generated from digital campaigns can provide information about consumer engagement rates, conversion rates, and consumer preferences. This information can be used to optimize ongoing promotional strategies or design more effective promotional strategies in the future.

Factors Inhibiting the Effectiveness of the Combination of Digital and Traditional Media in Product Marketing Strategy:

- a. Different target audiences, digital and traditional media may have different target audiences. If the company's target market is more towards the older generation who are more likely to use traditional

media, the use of digital media may not be effective in achieving this target. Vice versa, if a company's target market is younger and more active in digital media, the use of traditional media may be less effective.

- b. Costs and budgets, combining digital and traditional media in a marketing strategy can be a significant expense. The cost of producing television commercials, print ads, or placing billboards can be prohibitive, especially for small companies that have limited budgets. In addition, the costs of digital campaigns such as online advertising or managing social media can also increase if they are not managed efficiently.
- c. Complex management and coordination, managing the combination of digital and traditional media in a promotional strategy can require complex coordination. Companies must ensure that the message conveyed is consistent across all media channels, while adapting content for each different platform. If not managed properly, this can result in confusion or inconsistent messages to consumers.
- d. Technological changes and trends, rapid technological developments and consumer trends can act as barriers to effectively combining digital and traditional media. Companies must always keep abreast of the latest media and technology trends, and adapt to changes in consumer behavior. Otherwise, the company may fall behind and the opportunity to effectively reach the audience may be lost.

Results of Previous Research on the Effectiveness of Digital and Traditional Media Communications in Promotional Strategies

[16] has conducted research entitled Effects of Online Marketing and Offline Marketing on the McDonald's Brand Association. With the case study research method, as well as the data analysis method using Partial Least Square (PLS). And the research results show that online marketing and offline marketing variables have relatively the same magnitude of influence on brand association. So there is no dominant variable that influences brand association.

Research [17] with the title SWOT Implementation of Online and Offline Marketing Strategies at PT Roti Nusantara Prima Jatiasih Branch, obtained the result that the reach of marketing strategies using the online system has a wider reach than the offline system, but still maintains an offline marketing strategy for complement each other with online marketing strategies.

Another study was also carried out by [18] entitled The Influence of Online Social Media and Offline Promotional Media on Brand Selection of Skincare Products and Beauty Clinics. Getting online social media and offline promotional media has a significant influence on the selection of skincare products and beauty clinics, but social media is more effective than offline promotional media.

Discussion

From some of the previous studies reviewed, it can be concluded that this research and the research currently being researched have similarities in which the role of digital media and conventional methods both have a complementary effect for product promotion strategies. However, this previous research also has a comparison which of the three previous studies that the researchers cited have in common, namely digital media is more effective than conventional methods.

The results of the research that researchers found that digital media and conventional methods are both effective in helping the promotion strategy of a product because they have different segments. Which is the conventional way to get attention from consumers who are in areas with minimal internet access, parents who don't use social media and old consumers. While promotions using social media are carried out to get the attention of new customers from active users of social media.

5. CONCLUSION

Based on the results of this study, the conclusions from the research results can be formulated as follows: This research investigates the effectiveness of the combination of digital and traditional media in product marketing promotion strategies. Through the research conducted, the authors found that the use of a combination of digital and traditional media in product marketing promotion strategies gave positive results. The use of digital media, such as social media, company websites, and online advertising, has the advantage of reaching a wider audience, increasing interaction with potential customers, and providing better measurement capabilities for promotion effectiveness. On the other hand, traditional media, such as television, radio, print and billboard advertisements, still have power in reaching certain market segments, building trust and increasing brand awareness. In this study, the authors also found that using a

combination of digital and traditional media is more effective than relying on only one type of media. The integration of the two types of media enables coordinated and comprehensive promotions, which can increase product attractiveness, expand the reach of the target audience, and increase the effectiveness of promotional messages.

However, the authors also realize that the effectiveness of the combination of digital and traditional media can be influenced by several factors, such as product characteristics, target market, and promotion budget. Therefore, the authors recommend marketing practitioners to carry out further research and careful analysis before implementing this promotion strategy in their business context. This conclusion indicates that the use of a combination of digital and traditional media in product marketing promotion strategies has the potential to achieve better results than using only one type of media.

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