

## AR PRODUCTION PHOTOGRAPHER MARKETING COMMUNICATION STRATEGY IN ATTRACTING CUSTOMER INTEREST

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### ABSTRACT

Marketing communication strategy is important in increasing the productivity of sales of a product and understanding of market conditions that can help business people to increase competition, one of which is by way of promotion. Communication, in terms of marketing, is not only used as a means or tool, but as an integral part of the company's marketing strategy or business people and even the company's mission in general. Just like other business actors, photographers also use marketing communication strategies to market the products and services they offer. It's just that there may be differences from other big business actors. One of the freelance photographers in Deli Serdang Regency which is quite developed, one of which is AR Production.

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### 1. INTRODUCTION

The development of information technology that continues to grow makes modern society have a wide information space. Today's business industry must make marketing strategies in order to be able to face market competitors. To be able to properly inform about a product offered and compete with competitors, marketing communication is needed. Communication and marketing need to be integrated and combined proportionally because these two things will produce a marketing communication strategy synergy that can be relied on by business people (Priansa, 2017). For As (The American Association of Advertising Agency) in Sulaksana (2012), states that integrated marketing communication (IMC) is a marketing communication planning concept that recognizes the added value of a comprehensive plan that examines the strategic role of each form of communication, such as advertising, direct response, sales promotion, and public relations and combine them to achieve clarity, consistency, and maximum communication impact through message integration. According to a communication planning expert Middleton in Cangara (2016) also makes a definition by stating that communication strategy is the best combination of all communication elements ranging from communicators, messages, channels (media), receivers to influences (effects) designed to achieve communication goals. optimal.

Marketing communication strategy is important in increasing the productivity of sales of a product and understanding of market conditions that can help business people to increase competition, one of which is by way of promotion. Communication, in terms of marketing, is not only used as a means or tool, but as an integral part of the company's marketing strategy or business people and even the company's mission in general. Even today, it can be said that it is very easy to find a photographer, either a full-time photographer in a photo studio or a freelancer photographer, or what we are familiar with as a freelance photographer. Just like other business actors, photographers also use marketing communication strategies to market the products and services they offer.

One of the freelance photographers in Deli Serdang Regency which is quite developed is AR Production. AR Production is currently active in carrying out marketing communication

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strategies such as providing discounts or discounts for a full wedding photo package (starting from engagement photos, pre-wedding to wedding or wedding photos). In addition, AR Production. also provides special prices for customers who use their photography services more than three times. AR Production also actively uploads photos of their work through their Facebook and Instagram accounts, and also informs them through Instagram stories that contain discount or promo information from their photo services.

AR Production not only serves consumers in the city of Medan, but also serves consumers outside the Serdang deli, such as Mandailing Natal, Medan, Tebing Tinggi, Binjai, Serdang Bedagai. AR Production's customers have increased significantly from year to year. Since its inception, namely in 2017 until now, AR Production has served photo documentation services for approximately 1200 customers from various cities in North Sumatra ranging from wedding photo packages, pre-wedding, engagement, family, birthday, and other types of photos. Based on the background above, the writer formulates the problem that the writer will examine, while the formulation of the problem is as follows:

## 2. METHOD

The data analysis technique used in this study is qualitative data analysis, following the concept given by Miles and Huberman in Sugiyono (2018: 246) carried out interactively through the process of data reduction, data presentation, and drawing conclusions. Data reduction means summarizing, choosing the main things, and focusing on the important things (Sugiyono, 2018: 247). In this study, the data reduction process that the author did was to make a list of questions to facilitate the research process when in the field. The next step in data analysis activities is data presentation. The researcher presents the data in the form of narrative text with a systematic structure arranged in several parts. The next researcher conducts an in-depth analysis to find the interactive relationship between these parts. In this study, the data presented is about Ar Production's marketing communication strategy to attract customer interest and develop this business, which will be presented in written form.

Conclusions regarding Ar Production's marketing communication strategy were carried out after data reduction and data presentation activities. The conclusion is the result of the activity of linking the formulation of the research problem, namely how the marketing communication strategy is carried out by Ar Production in attracting customer interest and what are the factors that influence customer interest. Examination of the validity of the data can be used to refute allegations in qualitative research if it is said to be unscientific. In addition, checking the validity of data is also an inseparable element in qualitative research (Moleong, 2010). Research can be scientifically proven and data testing has been carried out through checking the validity of the data. Examination of the validity of data in qualitative research includes tests of credibility, transferability, dependability, and confirmability (Sugiyono, 2021). In this study, the authors used triangulation techniques to test the validity of the data. William Wiersma in Sugiyono (2021) said that triangulation is defined as checking data from various sources at various times. Thus there is triangulation of sources, triangulation of data collection techniques, and triangulation of time. Based on the understanding and explanation according to Sugiyono and Moleong, the writer will use two techniques to check the validity of the data, namely source triangulation and theoretical triangulation. For triangulation of data sources, the researcher will re-check the results of interviews with the Ar Production owner with other sources, namely the customers or consumers of Ar Production whether the findings from the Ar Production owner are in accordance with the findings from their customers.

## 3. RESULTS AND ANALYSIS

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For triangulation of data sources, the researcher will re-check the results of the researcher's interview with the owner of Ar Production

**Table 1.**  
 Result of Interview with Owner of Ar Production

Researcher Interview Results with Owner Ar Production		
No	Question	Answer
1	What marketing communication strategy does AR Production use in attracting customers?	If I use social media, Facebook, Instagram, yes. So on both social media, I follow many people, adults, know it or not, I follow all of them. Because in general, parents and young people generally use social media. So I think it's effective to introduce AR Production to the public, and it's also easy to use
2	How do you use Instagram as a medium in carrying out marketing communication strategies?	Yes, I upload a lot of photos on social media, Facebook and Instagram. Every day at certain hours. Sometimes I also spam in stories. So, so that followers can know what my photos are like. So, followers can score good or not on my photo. If the (judgment) is good, it will automatically order a photo with me
3	When AR Production first appeared, were there any problems in conducting marketing communications with potential customers?	If there is a problem, yes, yes, it's impossible or not. So the problem was that I was new to being a photographer, so I still don't really understand marketing issues, it's just a collaboration with wo.
4	Do you often do promotions to attract customers?	Promotion every day. Because that's one surefire way to attract customers. So the promotion is in addition to uploading photos on social media, I also give discounts to consumers. Usually, for the bride and groom who take the full photo package, from the fiancé to the wedding, I give a discount and a bonus photo frame. Likewise, if there are customers who take more than two photos with me, I will also give a discount.
5	Have you ever done personal selling to customers?	That's if personal selling is usually to close people. Like neighbors, to friends, that's more or less. Also, I often say rich if there is a family who wants to take a wedding photo, just say it to me, Sis / Bang yes, it's more or less like that. As for the results, it's pretty good, because sometimes a lot of people take photos with me through my other customers
7	Are you targeting customers based on age, and social class?	It usually depends, yes, that means there are certain times. If, for example, I just finished my graduation, then I usually make an IG story about the graduation photo promo, so my

	<p>target is people who have just finished graduation. As for social class, yes, I have. Sometimes I also vary the price, but I also adjust the quality, of course, the price is the same. Yes, it's easier, in my opinion. Also, if there are customers whose social class is middle to upper class, then I offer a different price package. There's a standard package, silver and platinum.</p>
<p>9 Have you ever received a complaint from a customer?</p>	<p>Complaints must have been yes. His name is also a working person, right, there must have been a bit of a problem. First, there was a customer who complained, because the color of the photo did not match what the customer wanted.. But yes, I immediately apologized to him and replaced it as desired. Then there has also been a misunderstanding about the hours of customer cooperation, because for engagement, tsyakuran and circumcision events I usually give a price of 500 thousand – 1 million with 3-5 hours of work. But there are still customers who complain that the time given is not long even though it has been explained before using Ar Production's services.</p>

**Table 2.**

The results of the AIDDA analysis that the author uses as a theory in conducting research

AIDDA analysis results	
attention.	This was successfully carried out by Ar Production based on an answer from one of the customers who found out through the posting of photos uploaded on social media in the form of Facebook.
Interests.	This is based on the number of Ar Production customers who are interested in using Ar Production after being suggested by others or after seeing the results of posting photos on AR Production's social media, consumers usually contact directly via messages and chats on social media.
Desire.	This is based on customers who intend to use Ar Production's services after there is motivation or encouragement from within the customer to use Ar Production's services, they immediately chat via wa and provide an advance payment.
Decision	This is based on the number of customers who decide to use Ar Production's photo services
Action	This is based on direct actions from customers who directly order Ar Production photo services

From the results of interviews and The results of the AIDDA analysis that the author uses as a theory in conducting research, the communication strategy carried out by AR Production in attracting customer interest is The marketing communication strategies used by Ar Production in attracting customers are in the form of: using social media Facebook and Instagram by following many people and uploading photos on social media Facebook and Instagram every day, giving discounts to customers who use their services more than twice, making personal selling by offering its services directly to prospective customers by offering package photos, providing additional bonuses in the form of photo frames and cinematic videos to customers who use packaged photos. Barriers to Ar Production's interest in attracting customers are in the form of: differences in taste in the photo tones of each region, for example in urban areas they prefer natural photos compared to those in rural areas. In rural areas, people generally want bright and bright photos without looking at the tone of the photo. Price competition regardless of photo quality.

#### 4. CONCLUSION

From the results of the analysis in the next chapter, this research can be concluded that the marketing communication strategy used by Ar Production in attracting customers is in the form of: using social media Facebook and Instagram by following many people and uploading photos on social media Facebook and Instagram every day, giving discounts to, conduct personal selling by offering its services directly to prospective customers by offering package photos, providing additional bonuses in the form of photo frames and cinematic videos to customers who use packaged photos. Barriers to Ar Production's interest in attracting customers are in the form of: differences in taste in the photo tones of each region, for example in urban areas they prefer natural photos compared to those in rural areas. In rural areas, people generally want bright and bright photos without looking at the tone of the photo. Price competition regardless of photo quality

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