


## PT Serabut Nusa Berdaya omnichannel strategy in promoting its products and services

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Article Info	ABSTRACT
<b>Keywords:</b> Omnichannel, Promotion, Fiber Nusa	<p>The world of advertising in this era is developing very rapidly, as can be seen from the number of companies or MSME businesses that utilize new media (digital media). Many brands and companies carry out advertising campaigns using new media as a form of strategy to keep up with developments and demands of the times. Serabut Nusa Berdaya has the aspiration of becoming a forum for Indonesian MSMEs that provides equal opportunities in business competition and modernization. One of the technologies that is currently becoming a trend is technology and strategy through digital media or often referred to as digital marketing. The method used is descriptive qualitative, with data collection through interviews, observation and documentation. The research results show that PT Serabut Nusa Berdaya's omnichannel strategy consists of 6 points, namely: 1) Customer experience / focus on customer experience, in the form of friendliness and real time response as well as providing discounts for those who join the live stream channel at Serabut Nusa. 2) Preparing a marketing plan, by knowing the benefits and advantages of your own product, then researching competitors, and personalizing each social media platform. Apart from that, it is also collecting information, disseminating information. 3) Segmentation of prospects and personalization of business flows, the segmentation used is geographic segmentation. People tend to have difficulty finding delicious, unique, cheap and quality food souvenirs. 4) Context marketing / relevant context, the strategy used is to provide trending content but still carry the character of Fiber Nusa. 5) Use the right automation marketing tools, the automation tool used is Facebook Creator Studio (Facebook &amp; Instagram). 6) Customer-centric business, Serabut Nusa Berdaya places both consumers and potential consumers as friends to establish synergistic communication with the aim of increasing customer loyalty.</p>
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### INTRODUCTION

Based on forecasts and investigations by various groups, Indonesia is now in a period known as the Demographic Bonus. The results of this survey show that Indonesian people from Generation Z make up 27.94% of the total population in Indonesia. Generation Z is an age group born between 1997 and 2012. Generation This means that the presence of Gen

Z and Gen X plays an important role and has an impact on the progress and change of everything in Indonesia.

Based on the results of the 2020 population census, it is known that the population of Indonesia in 2020 reached 270,203,917 people (as of September 2020). The population of Indonesia is the latest population data based on synchronized Population Administration (Admindik) data from the Directorate General of Population and Civil Registration (Ditjen Dukcapil) of the Ministry of Home Affairs (Kemendagri). In the last ten years (2010-2020), there has been an increase in population of 32.56 million people or an average of 3.26 million every year. Meanwhile, Indonesia's population growth rate is 1.25 percent per year.

Internet users in Indonesia in 2018 were 95.8 million, growing 13.3% from 2017 when there were 84 million users. In the following year, internet users in Indonesia will continue to increase with an average growth of 10.2% in the 2018-2023 period. In 2019 the number of internet users is projected to grow 12.6% compared to 2018, namely to 107.2 million users. In 2023, the number of internet users in Indonesia is projected to reach 150 million users.

SNB as a start-up company or what is now more commonly referred to as a Start-up has the aspiration of becoming a forum for Indonesian MSMEs that provides equal opportunities in business competition and modernization. In carrying out its pioneering work, SNB adheres to the principle of digital marketing as the main stream of a campaign, therefore in its mission, SNB underlines that the ideals of struggle and goals of the MSME movement must be in line with the development of information technology and new media which are the main stream of development in life today.

In summary, omnichannel provides an experience to customers or users without being limited by whatever device they use, even when done offline (Fuchs, 2014). Manufacturing, suppliers, warehousing, distribution and other parts of the retail business can use omnichannel in their development to reach the appropriate targets (Harris, 2012). An omnichannel strategy focuses on the overall customer experience and not on what happens to individual customers in one shopping channel and separately from others (Hickman & Sekhon, 2020).

## METHOD

This research is a case study research with a descriptive approach. Descriptive studies are carried out to determine and explain the characteristics of the variables studied in a situation, which involve collecting qualitative data. Data collection was carried out by observation, interviews and documentation. The data analysis carried out was in the form of matching patterns from the results obtained from interviews with informants at SNB. This data is used in analyzing research containing pattern comparisons based on data taken and based on believed theories. In this research, the results of interviews with informants were compared with the predicted patterns, namely patterns from advertising and mass communication theory. Next, the pattern matching is elaborated with theories contained in the theoretical framework of Mass Communication, New Media Theory, and Disruptive Innovation Theory.

## RESULTS AND DISCUSSIONS

### Fiber Nusa Berdaya Omnichannel Strategy in promoting its products and services

#### a. Focus on customer experience (Customer Experience)

The results of the case study from customer experience are SNB's priority in implementing an omnichannel strategy, namely maximum consumer satisfaction. A good experience with online services can be seen from the quality of existing products, logistics services that can satisfy consumers, as well as payment services that are more diverse and can attract consumer interest.

SNB also provides attractive customer facilities by providing discounts through certain applications. One of the e-commerce features that is growing rapidly and is becoming part of online marketing strategies is live streaming. Through this feature, sellers can explain products in more detail and interestingly. SNB provides discounts to customers who join the live channel. The applications used by SNB are the Instagram and Tiktok live channel features. SNB has a unique characteristic of attracting customers. For example, by opening a sharing session regarding the economy and MSME problems in this era and also explaining the unique products they have.

#### b. Use of data as a reference when preparing marketing plans

There are many things that fall into the marketing plan category. First, strategy in gathering information. Information gathering is very important, because it is the initial milestone in the main chain of creating a strategy that is right on target. Second, distribution of information, in this step, information is very important to distribute. Third, promotional strategy, the right strategy will bring maximum results. The following image shows the marketing plan that has been agreed for the date and month by the SNB.

Marketing planning can shape the characteristics of a manager to have more systematic thinking. SNB prepares marketing plans based on data from companies and consumers which includes how and what real actions a company takes to achieve their targets in order to get maximum profits. This means that this marketing plan will later become a product with a clear goal. Where in its implementation, a product created can be easily accepted by the market because it has a clear purpose.

#### c. Lead segmentation and business flow personalization

Market segmentation has a big influence on product sales and implementing business strategies. With market segmentation, companies can find out which target consumers are suitable and suitable for the business they are running. SNB makes various efforts to find new target markets. This target is determined based on the specifications of the product, so that marketing is appropriate.

Market segmentation activities can provide benefits for the discovery of new opportunities for companies. Companies can assess which markets provide new opportunities. This aims to avoid potential threats from competing companies. For example, a company will choose to focus on markets with large sales volumes or on markets with fewer competitors.

d. Marketing Context / Relevant Context

With context marketing, the content provided to customers becomes more relevant. SNB carries out a strategy based on consumer behavior and marketing efforts and must understand what the general public needs at this time. SNB carries out a content marketing strategy as an effort to create and distribute content that is always relevant and valuable to attract, acquire and engage a clear and understood target audience with the aim of encouraging profitable customer action. Content marketing is implemented by SNB as a marketing strategy by creating or creating content that is an invitation in nature with the aim of providing information to potential resellers and eventual consumers.

SNB applies content marketing according to its context as the implementation of an omnichannel strategy which aims to facilitate the process of determining success through measurable and targeted social media marketing metrics. By knowing the tastes and needs of customers, this becomes a benchmark for whether or not the products made are suitable for their needs and tastes.

e. Proper use of marketing automation tools

Automation means finding ways to simplify tasks that require repetition, which not only saves time and effort but also makes the entire process more efficient. Marketing is the process of selling products and/or services. Marketing automation in Setabut Nusa means automating processes or actions related to marketing. The automation tool used by SNB is social media.

SNB can create complex multi-touch campaigns that adapt to user behavior and preferences una in real time by leveraging a powerful marketing automation platform across marketing channels. This results in a highly targeted and customized customer experience, which drives deeper engagement and higher conversion rates. These content platforms typically offer a comprehensive feature set, including lead generation, customer relationship management integration, detailed analytics, and even artificial intelligence capabilities to optimize campaigns and predict customer behavior.

f. Customer-centric business

A customer-centric marketing strategy is a marketing approach that focuses on customer needs and interests in every aspect. These aspects are such as advertising, promotions and sales of any product or service. SNB tries to offer maximum value to customers at every point of interaction. Below is a case study related to this, namely that SNB carries out offers and promotions regarding SNB MSME products.

Customer-centric businesses tend to ensure that customers are at the center of business philosophy, operations and ideas. SNB believes that customers are the main reason for their existence. So, Fiber Nusa uses all the means at their disposal to maintain customer satisfaction. One of them is providing discounts and discounts on shipping costs (postage). SNB tries to establish good relationships with customers by communicating online with the aim of customers returning to carry out transactions at SNB.

## Discussion

Omnichannel is a cross-channel business model that prioritizes the quality of customer experience. Customers from companies that implement an omnichannel strategy can shop or obtain information using various channels at once, both online and offline.

### Customer Experience/focus on customer experience

Customer experience is a consumer's interpretation of the consumer's total interaction with a brand (Moriarty, Nancy, & Willia 2012). Based on the research results, this means that SNB provides discount facilities for customers who join livestreaming via social media. The livestreaming trend is capable of turning viewers into buyers. Apart from livestreaming, Serabut Nusa has a "See Now Buy Now" feature (Ambastha, 2012). With this feature, every consumer can watch shows while directly shopping for the products they want on SNB Social Media and connect directly via a link to the Serabutnusa.com web app. In this way, SNB can continue to have closer interactions with its consumer base.

Interpersonal communication between companies and consumers through livestreaming features involves primary and secondary communication processes. The primary communication process involves verbal and non-verbal symbols used in the form of words, writing, signs and other symbols (Moriarty & Nancy, 2012). This statement is supported by the theoretical concept put forward by Fill (2009), where interactions between sellers and buyers are able to improve consumers' shopping experience. In short, starting from the customer navigating the site, talking to customer service, when they receive the product or service they purchased from the company until they complain about the product (Anderson, 2020). The concept of customer experience is a concept where when consumers purchase a service, a set of activities cannot be stated clearly (Kaczorowska & Spychalska, 2017).

### Preparation of marketing plans

One way to do this before implementing a marketing strategy is to create a marketing plan (Crabtree & William, 1992). Marketing planning does not only include details of targets, activities and budget for marketing, but there are various other objectives that are beneficial for the effectiveness of business marketing so that it is effective (Beck & Rygl, 2019). Based on the research results, SNB has developed a plan to achieve the highest possible sales volume. Fiber Nusa prepares marketing plans based on data, including favorite products and consumer behavior.

According to Hickman & Sekhon (2020), marketing planning functions as a tool for communicating the big picture of sales activities and company branding. Researchers refer to patterns in marketing plan theory which can guide researchers to evaluate whether a business has values that form distinctive characteristics to compete with other competitors (Faradella, 2020). Fiber Nusa's step in carrying out marketing planning is determining targets. Marketing targets will become a benchmark in marketing planning (Ieva & Ziliani, 2018).

### Lead segmentation and business flow personalization

Market segmentation is a very important concept in business life (Hoffert, 2016). In business activities, market segmentation is used will be to choose target markets, look for



opportunities, formulate communication messages, serve better, analyze consumer behavior and design products (Julia, 2014). Consumer segmentation is carried out by dividing targets into segments based on consumer behavior and behavior (Campbell & Luchs, 1997).

The segmentation carried out by Serabut Nusa can be used to identify customer groups naturally and another benefit is to understand each segment's motives, characteristics and needs. In line with the theory expressed by Kaczorowska & Spychalska (2017) that information related to market segmentation allows companies to gain strategic benefits over their competitors, by helping them to identify the attitudes and needs of different and unique segments. This geographic segmentation can enable companies to determine where to sell and advertise products (McQuail, 2011).

#### **Marketing Context/relevant context**

Context Marketing is a dimension that refers to the "way" (how to offer) a company offers value to customers. Where companies differentiate themselves from competitors based on how they offer value to customers (Anderson, 2020). This research is very suitable based on research results, context marketing through content production carried out by the Serabut Nusa team, namely marketing through social media (Griffin, 2006). Social media marketing strategy is an interactive marketing communication activity between a company and customers and vice versa to create sales of products and services from the company through managed social media (Catherine, 2017).

The statement above is in accordance with the theory stated by Belch & Belch (2013), that contextual marketing can be realized in three forms. First, personalized information. For example, special offers such as discounts, coupons, gimmicks that are personal to customers, aka not generic. Second, customized interactions, such as interactions with chatbots. Third, total immersion which totally involves consumers in the personal service.

#### **Proper use of marketing automation tools**

Researchers refer to patterns in Return Of Investment which can guide researchers to help companies improve their business. Fiber Nusa uses Facebook Creator Studio (Facebook & Instagram) as a tool for comprehensive data analysis. According to theory from Kang (2019), automated marketing tools via social media can provide insight from collected customer and prospect data.

In this case, companies can utilize these insights to group customers and prospects based on certain categories, such as gender, interests, and so on (Andajani, 2018). This is because marketing automation has a 360 degree perspective regarding customer databases, which can make it easier for companies to determine who are loyal customers and which ones can be approached again (Lee, 2020).

#### **Customer-centric business**

Customer centricity is how a company, organization or brand will prioritize customers as the center of all interests (Creeber & Martin, 2009). Based on research findings, Fiber Nusa Berdaya makes customers the focal point of all decisions regarding product quality, product features and related services. In Sauers' (2008) opinion, the customer is not king, but he is an old friend who we must treat like a colleague who asks for an opinion.

Company value begins in the mind with perceptions about the product and company (Astuti, 2008). The interactions carried out by the company will understand customer needs and requirements. By closely interacting with customers, companies will work to create a relationship of trust and commitment. This will help companies and customers make the right decisions. According to the theory put forward by Caropeboka (2017), every relationship involves a human element. Human interaction can greatly impact a business and its relationships with customers. This fact is the backbone of the service industry (Assink, 2006).

## CONCLUSION

The Based on the results of the research and discussion, it can be concluded that Fiber Nusa Berdaya's omnichannel strategy in promoting its products and services consists of 6 points, namely: Customer experience / focus on customer experience, in the form of friendliness and real time response as well as providing discounts for those who join the live stream channel on SNB. Preparing a marketing plan, by knowing the benefits and advantages of your own product, then researching competitors, and personalizing each social media platform. Segmentation of prospects and personalization of business flow, the segmentation used is geographic segmentation. Context marketing / relevant context, the strategy used is to provide trending content but still carry the SNB character. Proper automation, the automation tool used is Facebook Creator Studio (Facebook & Instagram). Customer-centric business, placing both consumers and potential consumers as friends to establish synergistic communication with the aim of increasing customer loyalty.

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