

# MARKETING COMMUNICATION ONLINE STRATEGY OF CV. MULTICRAFT INDONESIA

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## ABSTRACT

*This study aims to analyze the marketing communication strategy used by CV. Multicraft Indonesia to increase its products the company. This study utilized the qualitative descriptive analysis approach. The data was collected primarily by interviewing the Head Staff Marketing of CV. Multicraft Indonesia was the one who took responsibility to give policy and planning, especially in marketing products. In addition, the study utilized secondary data collected during the research on the communication strategies implemented in the company. The results saw that CV. Multicraft Indonesia used four methods in its marketing communication online strategy. They are (1) an advertisement on a marketplace platform such as Shopee, Tokopedia, or Lazada, (2) a sales promotion that consists of five sub-bab (voucher, flash sale, promo store, free shipping costs, and point of sale & merchandising, (3) a "reseller" method for those who want to be a reseller or partner of CV. Multicraft Indonesia, and (4) endorsement by choosing public figures or celebrities who have a big impact on the products or brand.*

**Keywords:** *marketing communication strategy; promotion; advertising*

## INTRODUCTION

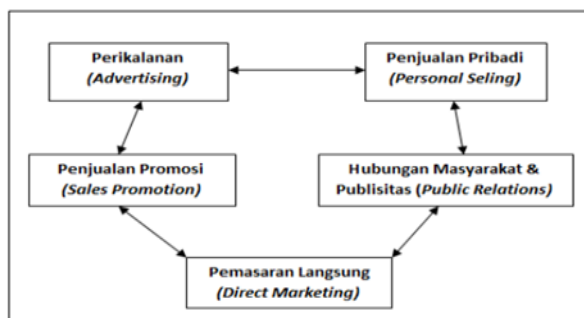
Marketing strategy is a tool that a company has planned by developing advantages and marketing programs that the target market has used (Tambajong, 2013). The things that underlie a company's marketing strategy are the development of technological advances and consumer demand constantly increasing. (Singh, 2018) The growth of business conditions today is experiencing significant growth; we can see this phenomenon from the growth of companies with the same products as competitors so that indirectly there will be competition in the fight for consumers. In addition, each company knows that the products or services produced will be marketed so that the company continues to grow and experience an increase in product sales (Shrivastava, S., & Dawle, 2020).

In other view, marketing communication communication as one of the mixes of marketing elements that have a crucial effect in supporting organizational success in marketing. (Dwityas et al., 2022) According to (Farradia, 2022) there are two main elements in marketing communication: communication and marketing. Namely communication is the process of conveying understanding and thinking between individuals (Dwityas et al., 2022). Meanwhile, marketing is the activity of companies or an organization that transfers exchange values. (Tjiptono, 2014) said that planning in marketing communication requires obtaining added value, including general

advertising, direct response, sales promotion, and public relations, and combining these four things by realizing consistency, maximum communication impact, and clarity. A communication strategy must design a plan or design such as new ideas (Wardaya, 2016) mentioned that. A company must be aware and careful in selecting the communication planning because when experiencing an error in selecting a strategy, it can experience losses on material, time, and energy. A correct marketing technique would not happen without good communication that the company presented to the consumer as communication and marketing are inseparable. The development of information and technology as it is today, allows customers to look up and gather information from the internet easily. Some communication strategy used by CV. Multicraft Indonesia for selling the company's products is through e-commerce including Tokopedia, Shopee, Bukalapak, and others. CV. Multicraft Indonesia was established in 2009. The company is engaged in producing and distributing decorative lamps, bookshelves, cabinets, and hangers.

There have been three previous studies related to marketing communication strategies. (Kristiningsih, 2010) conducted a study entitled "Marketing Strategic Planning to Create Sustainable Competitive Advantage (The Case of the Management Study Program at Wijaya

Kusuma University Surabaya." An analysis of marketing strategies has also been carried out by Ridho Azlam Ambo Asse (2018) entitled "Online Marketing Strategy (Case Study of Facebook Marketing Warunk Bakso Congkrank In Makassar." Anastasia Maria Sri Rejeki also analyzed the "Youth-Millennial Online Shop Marketing Communication Strategy in Increasing Brand and Seller Awareness. marketing communication must be prepared from scratch so that the communication process can run effectively and does not cost much. Singh, (2018) explained five elements of the marketing communication promotion mix: advertising, sales promotion, personal selling, public relations, and direct marketing.



**Figure 1**  
**Promotion Mix In Marketing Communications**

Source: Philip Kotler (2012)

With the phenomenon of health industry business competition, researchers are interested in conducting a study on "CV Marketing Communication Strategies. Multicraft Indonesia". The purpose of the research is to analyze the sales promotion strategy carried out by CV. Multicraft Indonesia, and analyze the advertising strategy carried out by CV. Multicraft Indonesia. Based on the explanation of the background of the problem, the researcher formulated two formulations of the problem as follows":

1. How is the promotion strategy used by CV Multicraft Indonesia on its marketing communications?
2. How is the advertising strategy carried out by CV. Multicraft Indonesia?

## METHOD

This study utilized information on marketing communication strategies used by the CV. Multicraft Indonesia using qualitative descriptive research. The primary data was collected data that is directly obtained from informants (Head of Sales Marketing (CV. Multicraft Indonesia through interviews. The data collection process carried out in this study is through two stages, namely: interviews and documentation. At the stage of the data analysis method, the researcher makes several stages, including the researcher making lists of questions for interviews with informants, documenting data related to this study, analyzing the results of data obtained in interviews that researchers have conducted, according to Tjiptono theory (2014).

**Table 1**  
**Lists of Questions For Interviews**

No.	Questions
1	What are the communication marketing strategy used in this company?
2	Among all of those strategies, which one has the highest impact in this company?
3	What are the strength of each strategies?
4	What are the weakness of each strategies?
5	You are as the Head Executive Manager of this company, what will you do if there is one strategies got the highest impact than others?

## DISCUSSION

Based on the interview results with the head of marketing sales CV. Multicraft Indonesia that the company uses four types of marketing communication strategies. First, advertising marketing communication strategies (advertisements) in marketplaces such as Shopee, Tokopedia, and Bukalapak. Those are very useful because it has an impact related to the increasing number of customers.

Second, "sales promotion" communication strategies have also been used in CV. Multicraft Indonesia to increase the number of customers. This strategy has several types of sales communication sub-strategies, including vouchers, flash sales, store promos, free shipping, point of sale, and merchandising, on the voucher sub-strategy. The company uses vouchers to attract consumers with a nominal purchase that depends on each order's sale. In addition, there is also a

flash sale (a promotional program that gives consumers to buy a product at a price that is cheaper than the usual price within a specific duration limit. The company implements a "flash sale" marketing communication strategy to introduce products. Thus, it may encourage buyers to place orders faster.

In the store promo sub-strategy, the company provides a promo for specific products. For example, for products which abundant stock but do not sell well in the marketplace, the store provides a promo such as a buy 1 get 1. In addition, there are also discount package features and saving combos in the discount package feature when the consumer buys two products so that it will get a discount of 10%. In the "combo-saving" package feature, when consumers buy two products, they will be given a choice by the company, namely a discount-saving combo or a gift.

CV. Multicraft Indonesia uses a free shipping sub-strategy. Consumers who buy products with a certain nominal will automatically get free shipping. There are two types in the free shipping sub-strategy: from the marketplace (Shopee, Tokopedia, Lazada, and others) and the seller himself. In the free shipping feature from the marketplace, companies must register first and deduct admin fees from each consumer order. Moreover, the free shipping (*gratis ongkir*) feature from the company by adding promos that have been added from the marketplace so that getting free shipping subsidies received by the company is getting bigger.

"*The point of sale and merchandising*" sub-strategy is applied by CV. Multicraft Indonesia. This strategy is carried out by creating banners or store posters online and designing photos of attractive products. This sub-strategy makes it easier for buyers to determine what categories of products are in the store.

Third, there is a marketing communication strategy for sales partners (resellers). The store gives freedom to anyone who wants to become a sales partner on a CV. Multicraft Indonesia without permission and whatever. In addition, there are five types of resellers, including social media resellers, where these resellers make transactions as dropships from the marketplace by utilizing free shipping and cashback features. "Reseller bundling" takes advantage of the discount package feature in the marketplace. Wholesale agents, when the selling partners use wholesale prices because the factor of the number of goods ordered is significant to get a discount. Priority agents, and

selling partners, spend above the nominal 15 million per purchase note. Platinum agents are just like priority agents but those selling partners shop on the CV. Multicraft Indonesia is above the nominal value of 100 million per purchase note.

Fourth, CV. Multicraft Indonesia applies an endorsement marketing communication strategy, a promotion carried out by public figures who connect to the company's products or celebrities who have the trust and recognition of many people.

## CLOSING

### Conclusion

Based on the analysis above, there is a conclusion that CV. Multicraft Indonesia uses Multicraft Indonesia using four methods in its online marketing communication strategy. First, use advertising strategies in marketplaces such as Shopee, Tokopedia, and Lazada. Second, there are five sub-chapters using the sales promotion method (vouchers, flash sales, store promos, free shipping, and point of sale and merchandising). Third, use the sales partner (reseller) method against anyone who wants to become a partner on the CV. Multicraft Indonesia. Fourth, endorsement by choosing public figures or celebrities who have an interest in products in the company or who greatly influence a product. This research has boundaries so that future research can be continued or developed by researchers interested in marketing communication strategies for a product.

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