



MARKETING COMMUNICATION STRATEGY SMALL AND MEDIUM ENTERPRISES (SMEs) "MARCIN" HERBAL SHOP IN BANDUNG, INDONESIA

Dhini Ardianti,

Charisma Asri Fitrananda

Communication Science Program Studies, Faculty of Social and Political Science,
Universitas Pasundan Bandung, Indonesia

dhini.ardianti@unpas.ac.id charisma.asri@unpas.ac.id

ABSTRACT

Small and Medium Enterprises (SMEs) in Indonesia are currently estimated to have reached 56 million businesses. SMEs are able to absorb the workforce in Indonesia, there are 107 million people who have depended on SMEs. Although SMEs are growing from year to year, they are still required to use a method in business competition, by addressing the development creatively. Creative in creating a product to market it through marketing communication strategy that suits their type of business. This research wanted to know how the marketing communication strategy was applied by SMEs to introduce product of Marcin Herbal Shop in Bandung, and to find out about marketing communication strategy that most directly impact to the Increase in sales of herbal shop. The object of this research is to find out the marketing communication strategy of Marcin's herbal product hops in Bandung, Indonesia. The subject of this research is for women in beauty care with natural ingredients. This research uses the theory of promotion mix of elements proposed by Kotler and Keller, as well as the theory of Communication Hierarchy Effect by Lavidge and Steiner. The research method used is qualitative descriptive method. This method aims to describe a particular state or social phenomenon. Data collection techniques used in-depth interviews, observations, document studies, and literature. The results Showed that SMEs Marcin Herbal Shop in Bandung, only use four of eight mix of promotion that is personal selling, events, publicity, and direct marketing. The rest of mix promotion like advertising, sales promotion, interactive marketing, and word of mouth promotion, they have not done. In essence, the marketing communication strategy that most directly impact on product introduction and sales of Marcin Herbal Shop in Bandung is an event, personal selling, and direct marketing. The communication hierarchy is actually at the brand awareness. Keywords: Marketing Communication Strategy, SMEs, Herbal Shop