

TOYLOGY'S INTEGRATED MARKETING COMMUNICATION STRATEGY IN AN EFFORT TO MAINTAIN BRAND AWARENESS IN NEW MEDIA

Zulfahmi Yasir Yunan¹, Rizki Amirulloh², Nurlina Rahman^{3*}

¹Universitas Muhammadiyah Prof. DR. HAMKA

²Univerasitas Muhammadiyah Prof. DR. HAMKA

³Universitas Muhammadiyah Prof. DR. HAMKA

Corresponden email: *nurlinarahman@uhamka.ac.id

ABSTRACT

The development of information and communication technology has implications for various aspects of life, including the economy, one of which is facilitating buying and selling transactions that can be conducted via the internet or online, resulting in high competition. One company as an online seller is Toylogy. To be able to compete, Toylogy requires strategies such as those used, namely integrated marketing communications or IMC with the aim of maintaining brand awareness. Regarding this matter, researchers are interested in analyzing how Toylogy's integrated marketing communications strategy is carried out in an effort to maintain brand awareness in new media. This study uses the theory of integrated marketing communications or IMC, the concept of brand awareness, and new media used by Toylogy as a place to conduct IMC such as marketplaces and social media. This study uses a qualitative approach with a descriptive research type. Data collection techniques used are observation, conducting in-depth interviews with the General Manager, Customer Service Manager, Social Media Staff, and Toylogy Customers, as well as Documentation. The results of the study are that Toylogy uses integrated marketing communications or IMC strategies such as advertising, direct marketing, sales promotions, publicity and public relations, personal selling, interactive marketing, and word of mouth, all of which use new media, namely marketplaces and social media. The IMC conducted by Toylogy tends to be effective in maintaining brand awareness, namely at the third level, brand recall, this is based on interview results and supported by sales levels that tend to be stable.

Keywords: Integrated Marketing Communications or IMC, Brand Awareness, New Media, Online Shop.

INTRODUCTION

In today's digital age, information and communication technology is developing rapidly, impacting almost all aspects of life, including the economy. Within the economy, the development of information and communication technology can facilitate buying and selling transactions. While previously, buying and selling processes were conducted face-to-face between sellers and buyers, now with information and communication technology, transactions can be conducted online. This ease of buying and selling also makes buying and selling seemingly limitless. In addition to making things easier for consumers, advances in information and communication technology have also made it easier for anyone to become a trader or entrepreneur by selling online.

The increasing ease of online selling has created intense competition among sellers in the same sector. Therefore, strategies are needed to compete and survive in this highly competitive market. One strategy that entrepreneurs can employ is integrated marketing communications, or IMC. This marketing communication activity utilizes various strategies in running a business. The purpose of IMC activities is to achieve company goals and change consumer opinions and behavior through the use of various promotional elements (Morissan, 2015:7).

IMC, or integrated marketing communications, is used as a strategy by companies for several purposes, one of which is to increase and maintain brand awareness. Previous research by Iwan and Kaman (2017) explains that brand awareness has a significant and positive influence on consumer purchase intention. One company that uses IMC, or integrated marketing communications, as a strategy to maintain brand awareness is Toylogy. Toylogy is an online shop that offers a variety of children-related products, from educational toys to baby supplies. Toylogy uses various marketplaces to market its products, such as Tokopedia, Shopee, Lazada, and others. Based on observations from researchers conducting pre-research, by using an integrated marketing communications (IMC) strategy, Toylogy has been quite successful in maintaining its

Proceeding books:

The 3rd International Conference and Innovation Exhibiti on Global Education (ICEGE)

business in the marketplace. This can be seen in the following six-month sales report on the Tokopedia marketplace:

Table 1. Toylogy Sales Report on Tokopedia at the End of 2023

Toylogy Sales Report on Tokopedia	
Month	Sales
July 2023	673 transactions
August 2023	644 transactions
September 2023	681 transactions
October 2023	712 transactions
November 2023	708 transactions
December 2023	727 transactions

This data provides the rationale for conducting research on Toylogy. Amidst increasing competition, Toylogy has been able to meet these challenges by maintaining stable sales. Based on the above descriptions, the researcher is interested in analyzing Toylogy's integrated marketing communications (IMC) strategy in an effort to maintain brand awareness in new media.

RESEARCH METHOD

This study used a qualitative research approach. According to Borg & Gall (in Sugiyono, 2018:7), a qualitative approach is often referred to as a naturalistic research method because the research is conducted in natural settings. A case study was chosen as the research method for this study. Case studies use multiple data sources (as much data as possible) to carefully examine, describe, and explain many elements of a person, group, program, organization, or event. With this method, researchers can collect data using various tools, including participant observation, in-depth interviews, documentation, questionnaires (survey results), recordings, physical evidence, and so on (Kriyantono, 2016:65). The type of research used was a descriptive qualitative approach, which aims to explain phenomena as deeply as possible through in-depth data collection. The purpose of this method is to explain and answer the research problem in greater detail by studying an individual, group, or event in depth (Sugiyono, 2018:9). Purposive sampling was used in this approach to identify informants.

Purposive sampling is a method for selecting data sources for analysis based on criteria related to the case study being studied and the researcher's objectives (Sugiyono, 2018:368). Data collection utilizes several techniques, including: 1) Non-participant observation. According to Nasution (in Sugiyono, 2018:226), observation is the foundation of all science. It is conducted by accurately observing, observing, paying attention to, and recording events that arise in the surrounding environment, also considering how each aspect relates to one another; 2) In-depth interviews, a data and information collection technique involving direct conversations with informants to obtain comprehensive, organized, and in-depth data. These interviews are conducted intensively so that informants can fully explain their answers to the researcher's questions (Kriyantono, 2016:102-103); 3) Documentation, a process of recording and storing meaningful data or facts in carrying out an activity (Sari and Kurniati, 2022:03). Documentation is used as a method in the data collection process to supplement information and provide supporting evidence for additional information.

The researcher analyzed the data using triangulation analysis techniques, which involve analyzing the responses of the subjects who served as informants by examining and understanding their validity with empirical data from other sources (Sugiyono, 2018:243-245). In this study, the researcher employed the source triangulation method, which involves comparing or cross-checking the reliability of information obtained from different sources.

RESULTS AND DISCUSSION

Based on the integrated marketing communication components proposed by Kotler & Keller, Toylogy utilizes several IMC components to maintain its brand awareness, which are outlined as follows: Advertising is an activity aimed at promoting products to a broad audience. In this regard, Toylogy conducts advertising activities within the marketplaces where they operate, such as Tokopedia, Shopee, Lazada, and others. Toylogy focuses its advertisements on marketplaces because it is deemed highly effective. Through marketplace ads, Toylogy's products gain higher visibility, thereby attracting potential customers and driving orders. Furthermore, advertising activities help maintain brand awareness, as consistent advertising ensures that Toylogy's products and the company itself are frequently seen and recognized by the public.

Direct marketing aims to alter customer behavior to encourage product purchases. In this case, Toylogy utilizes built-in chat features on marketplaces like Tokopedia, Shopee, Lazada, and others.

Proceeding books:

The 3rd International Conference and Innovation Exhibiti on Global Education (ICEGE)

Additionally, Toylogy leverages the direct message (DM) feature on the social media platform Instagram, as well as WhatsApp. Toylogy conducts direct marketing to provide information regarding new product arrivals, ongoing promotions, and other updates to entice consumers to place orders. Beyond driving sales, direct marketing is deployed by Toylogy as an effort to sustain its brand awareness. By engaging in direct marketing, Toylogy ensures it remains recognized and remembered by the target audience.

Sales promotions are implemented to encourage customers to place orders more rapidly. Toylogy carries out these promotions within the marketplaces where they sell. On these platforms, they offer a variety of attractive incentives such as discounts, shopping vouchers, free shipping, cashback, and more. This strategy is employed to attract a larger customer base and to remain competitive against similar stores. Moreover, sales promotions are utilized by Toylogy to maintain brand awareness; these incentives encourage customers to continually shop at Toylogy, which subsequently enhances and sustains Toylogy's brand awareness.

Public relations and publicity are conducted to expand consumer reach and maintain positive relationships with customers. Toylogy utilizes its official social media channels, such as Instagram, TikTok, and YouTube. On these platforms, they share engaging information, including new product releases, key product features, and ongoing promotions, in order to widen their consumer reach and preserve brand awareness. Toylogy actively maintains good relationships with customers by providing updates on new products and attractive promos, handling complaints professionally, and giving rewards to customers who provide the best product reviews each month. These activities are designed to build a strong rapport and maintain a positive relationship with customers, thereby sustaining their brand awareness. Personal selling is conducted to build closer proximity with consumers. In this context, Toylogy achieves this by providing product information tailored to individual customer needs through marketplace chat features and social media platforms. This personalized interaction also serves to maintain brand awareness.

Through personal selling, customers feel a sense of closeness, which helps Toylogy become well-known and remembered by its clientele. Interactive marketing focuses on leveraging communication expertise to engage customers. Toylogy executes this by hosting live streams on the social media platform TikTok. During these sessions, Toylogy interacts directly with viewers; the audience leaves comments, which are immediately addressed by the live stream host. This activity is aimed at expanding consumer reach and maintaining brand awareness. Through interactive marketing, Toylogy ensures it remains recognized and remembered by its customers. Word of mouth is a form of verbal communication consisting of reviews or testimonials given by the public regarding a product. Toylogy utilizes product reviews on marketplaces like Tokopedia and Shopee as a primary word-of-mouth tool. Since these reviews are highly visible to prospective customers, Toylogy strives to deliver the best possible service across all touchpoints to secure positive feedback. Positive reviews from existing customers build greater trust among prospective buyers and reinforce brand awareness.

According to the four levels of brand awareness formulated by Kertamukti, Toylogy currently operates at the Brand Recall level. Brand Recall occurs when a customer can remember a specific brand based on a product category. In this study, Toylogy is consistently recalled by customers as a store that sells toy products. This finding is supported by the researcher's interview with Fitri, a Toylogy customer, who stated that Toylogy successfully stands out in her memory as a brand selling children's toy products. Similar data was obtained from an interview with Robiatul Adawiah, the Customer Service Manager of Toylogy, who revealed that approximately 40% of Toylogy's buyers place repeat orders. This indicates that Toylogy is successfully recalled as a go-to store for toy products by nearly half of its entire consumer base. This phenomenon is further supported by Toylogy's sales data reports on the Tokopedia marketplace during the first 6 months of 2024, presented as follows:

Table 2. Toylogy Sales Report on Tokopedia in Early 2024

Toylogy Sales Report on Tokopedia	
Month	Sales
January 2024	791 transactions
February 2024	772 transactions
March 2024	805 transactions
April 2024	826 transactions
May 2024	794 transactions
June 2024	813 transactions

Based on Toylogy's sales report on Tokopedia, it can be seen that Toylogy's sales on the Tokopedia marketplace remain relatively stable. An integrated marketing communications strategy plays a crucial role in building and maintaining brand awareness. Toylogy's integrated marketing

Proceeding books:

The 3rd International Conference and Innovation Exhibiti on Global Education (ICEGE)

communications strategy is considered effective and well-received by the public. This is based on Toylogy's sales report data from July 2023 to June 2024, which indicates. Stability amidst increasingly fierce competition in the same sector. The relationship between brand awareness and purchasing decisions is that consumers know and recognize a brand, which is why they purchase a product from that recognized brand.

According to Tony Feldman, new media, or new media, is a medium that can make all forms of information more easily obtained and accessible. This new media has the characteristics of a social network, requiring an internet connection to access it. New media can also be considered a form of technological and information development. In this study, the researcher focused on the new media used by Toylogy, namely marketplaces and social media. A marketplace is a platform that provides and facilitates online buying and selling transactions of goods and services between sellers and buyers. In this case, Toylogy uses marketplaces like Tokopedia, Shopee, and Lazada to conduct IMC, including advertising, direct marketing, sales promotions, personal selling, and word of mouth. Social media is a platform born from the development of information and communication technology, where using the internet, a user can exchange information with other users without the constraints of space and time. In this case, Toylogy uses social media to conduct IMC, such as direct marketing, personal selling, and interactive marketing through TikTok.

CONCLUSIONS

Toylogy employs an integrated marketing communications strategy to maintain brand awareness across new media, including advertising, direct marketing, sales promotions, publicity and public relations, personal selling, interactive marketing, and word of mouth. By employing an integrated marketing communications (IMC) strategy, Toylogy successfully maintained brand awareness at the third level: Brand Recall, or recall of the brand, where Toylogy is remembered as a store selling children's toys.

REFERENCES

- Fakhruroji, M. 2017. Da'wah in the New Media Era. Bandung: Simbosa Rekatama Media.
- Iwan & Kaman N. 2017. The Influence of Celebrity Endorsers, Brand Awareness, and Product Price on Purchase Interest in Mie Sukses (An Empirical Study of Residents of Pinang District, Tangerang City). Cakrawala. 17(2), 146-155.
- Kertamukti, Rama. 2015. Creative Strategy in Advertising: Message Concept, Media, Branding, Budget. Jakarta: PT Raja Grafindo Persada.
- Kotler, Philip & Kevin Lane Keller. 2016. Marketing Management. Jakarta: Erlangga.
- Kriyantono, Rachmat. 2016. Practical Techniques of Communication Research. Jakarta: Kencana Prenada Media Group.
- Morissan. 2015. Advertising: Integrated Marketing Communications. Jakarta: Kencana Prenada Media Group.
- Nurhadi, Z. F. 2017. Adolescent Social Communication Model Through Twitter. Aspikom Journal. 3(3), 540.
- Sari Eka Purnama Indah Wenny & Kurniyati. 2022. Midwifery Documentation Textbook. Pekalongan: PT Nasya Expanding Management.
- Shimp, Terence A. 2014. Integrated Marketing Communications in Advertising and Promotion. Jakarta: Salemba Empat.
- Sugiyono. 2018. Qualitative and Quantitative Research Methods and R&D. Bandung: Alfabeta.
- Yustiani R. & Yunanto R. 2017. The Role of Marketplaces as a Business Alternative in the Information Technology Era. Scientific Journal of Computer Science and Informatics. 6(2), 45.