

# Marketing Communications as Strategy Expanding Market Share In Era 4.0

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## ARTICLE INFO

### Article history:

Received October 28, 2022

Revised November 03, 2022

Accepted February 20, 2023

Available online February 25, 2023

### Kata Kunci:

Komunikasi pemasaran, kontak hubungan, strategi

### Keywords:

Marketing communication, relationship contact, strategy



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## ABSTRAK

Pasar dan koneksi komersial saat ini menjangkau seluruh dunia. Sementara itu, lambatnya laju pertumbuhan ekonomi dan kesulitan yang diakibatkannya bagi dunia usaha mendorong dorongan menuju efisiensi dan efektivitas yang lebih besar. Karena upaya pemasaran memengaruhi kesehatan pasar dan bisnis saat ini dan di masa depan, mereka telah berkembang menjadi komponen bisnis yang penting. Beradaptasi dengan lingkungan yang selalu berubah adalah salah satu aspek terpenting dalam menggunakannya. Studi ini mengidentifikasi strategi sukses dalam komunikasi pemasaran yang dapat digunakan untuk mencapai kesuksesan berdasarkan faktor-faktor seperti budaya, gaya hidup, kebiasaan pembelian, pola konsumsi, saluran komunikasi yang disukai, dan banyak lagi. Dalam penelitian ini, peneliti menggunakan teknik kualitatif yang melibatkan pengumpulan informasi melalui wawancara mendalam, analisis dokumen, dan pengamatan langsung terhadap topik. Dalam konteks ini, komunikasi pemasaran sangat penting karena membantu mengarahkan pelanggan potensial ke produk yang mereka butuhkan berdasarkan budaya, gaya hidup, kebiasaan pembelian, pola konsumsi, saluran komunikasi yang disukai, dan banyak lagi. Mempromosikan produk untuk memenuhi persyaratan, keinginan, dan harapan pasar bergantung pada komunikasi pemasaran untuk menyebarkan informasi tentang produk. Ini mungkin mengarah pada pertumbuhan segmen pasar baru. Jika pangsa pasar suatu produk tumbuh, demikian pula keberhasilan pemasarannya.

## ABSTRACT

Today's markets and commercial connections span the globe. Meanwhile, the slow pace of economic growth and the resulting difficulties for businesses stimulate a drive toward greater efficiency and effectiveness. Since marketing efforts affect the present and future health of markets and businesses, they have evolved into an essential business component. Adapting to the ever-changing environment is one of the most important aspects of using them. This study identifies successful strategies in marketing communications that can be used to achieve success based on factors such as culture, lifestyle, purchasing habits, consumption patterns, preferred communication channels, and more. In this study, researchers used a qualitative technique, which involves gathering information via in-depth interviews, document analysis, and direct observation of the topic. In this context, marketing communication is crucial since it helps direct potential customers to the products they need based on their culture, lifestyle, purchasing habits, consumption patterns, preferred communication channels, and more. Promoting the product to address the market's requirements, desires, and expectations relies on marketing communication to disseminate information about the product. It might lead to the growth of new market segments. If a product's market share grows, so do its marketing successes.

## 1. INTRODUCTION

Today's markets and commercial connections span the globe. Meanwhile, the slow pace of economic growth and the resulting difficulties for businesses stimulate a drive toward greater efficiency and effectiveness. Since marketing efforts affect the present and future health of markets and businesses, they have evolved into an essential business component. Adapting to the ever-changing environment is one of the most important aspects of using them (Drugău-Constantin, 2018; Krizanova et al., 2019). It is

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also true in marketing communication, where a well-balanced arsenal of communication methods results in enduring connections with clients, expanding markets and businesses, and reaching the target market. Marketing communications are one of the most difficult but crucially important components of modern marketing (Kitchen & Proctor, 2015; Tairova & Giyazova, 2020). It is no exaggeration to say that effective marketing communications are modern marketing's most challenging and critical aspect. The proliferation of new digital media sources has exacerbated this difficulty in recent years. These choices present exciting new opportunities for marketers and add substantial complexity to their decision-making processes (Keller, 2016). To effectively and efficiently reach the target market (target mark), the marketing communication (marketing communication) process has stages or steps that cannot be underestimated (Batra & Keller, 2016; Brown & Thompson, 2022). It is because, no matter how well the marketing strategy plan is designed by the conditions and competitive position of the industry, a product or service is marketed. If the marketing communication process is not carried out effectively and efficiently, the product or service will not succeed. Companies use marketing communication to reach customers and remind them about their goods and services (Kotler, 2012). Marketing communication is how businesses interact with their target audiences and shape public perception of their products and services, to put it—insisted on the many roles marketing communication plays for target audiences (Kotler, 2012). Promotional materials may explain to buyers who uses the product, why, and where and when it will be utilized. Find out what products are available, who makes them, what brands they are, who can safely consume them, what benefits they provide, where they can be purchased, and how to get your hands on them. Therefore, marketing communications play a crucial role in allowing businesses to disseminate information about their goods and services to the intended audience, boost sales and market share, and even build brand equity via factors like name recognition and positive consumer associations (Jahdi & Acikdilli, 2009; Popescu et al., 2013). Through the marketing communication mix and the fundamental framework of general communication, marketing communications contribute to the formation of brand equity by influencing brand perception, response, and relationships (advertising, sales promotion and experience, public relations and publicity, direct marketing & interactive marketing, word of mouth, and personal selling) (Buil et al., 2013; Keller, 2020; Šerić et al., 2014).

Competition in products and services is sometimes very difficult to control. Market participants must think hard to win the competition. Market share is a very important measure in seeing the position of a product or service in market competition. A higher market share position than competitors will show where the position of the product or service is in the market. The percentage of market share will show how strong the position of the product or service is in the market. Therefore, a good strategy to win the competition in the market must be applied to expand market share. Expanding market share requires a smart marketing communication strategy. When examining how client companies see SMEs' marketing communication as a whole, it becomes clear that sales teams, price cuts, and free product giveaways are the most effective strategies (Popescu et al., 2013). In addition to deciding which methods and resources will be used, marketers need to think about who they are communicating with (themselves) and who they are talking to (themselves) when developing a marketing communication strategy. Numerous businesses have created an online presence and continual consumer conversations (Gallaughier & Ransbotham, 2010). Several studies have investigated social media in marketing communications and show that marketing communication through social media affects marketing results (Berthon et al., 2012; Hudson & Thal, 2013; Kumar et al., 2017). However, there is limited research examining successful marketing communication strategies to expand the market in the 4.0 era. This study identifies successful strategies in marketing communications that can be used to achieve success based on factors such as culture, lifestyle, purchasing habits, consumption patterns, preferred communication channels, and more.

## 2. METHODS

Research methods are the methods used by researchers in approaching the object under study. These methods are guidelines for a researcher in research so that they can be collected effectively and efficiently to be analyzed by the objectives to be achieved. Many types of variables influence a research design or research approach. In addition, it is influenced by research objectives, available time and funds, research subjects and the interests or tastes of researchers. In this study, researchers used a qualitative technique, which involves gathering information via in-depth interviews, document analysis, and direct observation of the topic. The method used is qualitative is observation, interviews, or document review. The object of research used is Marketing Communications As Strategy for Expanding Market Share In Era 4.0. The characteristics of qualitative research are: 1) Qualitative research is carried out in the natural setting or context of a whole. It is done because nature requires the existence of facts as a whole that cannot be understood if separated from their context. 2) Humans as instruments in qualitative research,

researchers alone or with the help of others, are one of the main data collection tools. 3) Qualitative methods, the methods used are observation, interviews, or document review. 4) Rather than focusing on the end product, they are more interested in how they got there since that's where the link between the components they are analyzing will become most apparent. This investigation is categorized as a case study because of the topics covered. A case study is an empirical investigation of the historical context and contemporary context of a social unit, person, group, organization, or community. Case studies are an in-depth examination of a particular issue or phenomenon in the present, thus its other names: complete, intensive, detailed, and in-depth investigations. In most cases, case studies provide researchers extensive access to, or opportunity to, the social unit they are studying.

Information gathered and provided for analysis is known as data. In this broader sense, data refers to all information gleaned from sources like interviewees, records, and surveys for scientific inquiry. Words and deeds are the primary sources for qualitative data, with supplementary data like papers as backups. Here, we classify the information we access based on three categories: verbal, behavioral, and written. So the power collected in this study is the result of activities directly related to the implementation of the research, namely the operational framework of the Enggal Jaya Trading Business, as well as data that support the answers to the problems that have been determined. The data sources used in this study are 1) Primary data. Primary data is data taken from the first source in the field. Primary data sources include Person. This source of information may supply verbal replies via interviews or what we are calling informants for the sake of this study. Place data obtained from a description of the ongoing conditions relating to the problems discussed in the study. A paper is a source of information that uses symbols like text, numbers, and graphics. Secondary data is data obtained from a second source after primary data. Although it is said that sources outside of words and actions are secondary sources, it is clear that this must be addressed. Additional items from textual sources, such as scientific publications and journals, archival sources, personal records, and government documents, might be categorized according to their original purpose. The secondary data in this analysis comes from files detailing the implementation process of Marketing Communications As a Strategy for Expanding Market Share In Era 4.0, dealing with the public and unpublished data that may be found in archives as evidence, documents, and reports. Data collection methods are methods that researchers can use to collect data. Data collection procedures can also be interpreted as a conscious effort to collect the necessary data and carried out systematically with standard procedures. So that in this study, relevant data can be obtained, the researchers used several data collection methods. In this study, researchers used direct observation or observation as a data collection method. Moh. Nazir defines observation as returning data by using the eye without the help of other standard tools for this purpose. According to Guba and Lincoln, quoted by Lexy J, this method is used for several reasons: 1) This observation technique is based on direct experience. 2) Observing and recording actions and occurrences in their natural settings are additional benefits of using observational methods. 3) Observation helps scientists keep track of happenings in settings involving proportionate knowledge and data-driven inference. 4) There are often doubts among researchers, lest the data they collect may be biased. 5) Observational techniques allow researchers to understand complex situations. 6) It may be a helpful tool when other forms of communication do not permit observation (Fiantika, 2022).

Researchers use this technique because it allows researchers to see and observe the phenomena that occur in the field and make it easier for them to write. While in the field, the researcher carried out research characterized by social interaction that took a long time between the researcher and the subject in the subject's environment. During that time, the data in field notes were collected systematically and applied without interruption. To observe something is to look at it and write down what you see. In a broad sense, observation is not limited to direct or indirect observations. In this case, the researcher went directly to the field and visited the location of Marketing Communications As a Strategy for Expanding Market Share In Era 4.0. It is done to get concrete data. With this, it is hoped that it can be known further and more clearly how to implement marketing strategies.

In-depth interviews are conversations conducted to obtain opinions, perceptions, feelings, knowledge, sensory experiences and informants regarding the problems studied. In connection with this discussion, several things need to be considered in conducting interviews, including a) Maintaining good relations with those who will be interviewed and explaining the purpose of the interviews to be conducted in the hope of revealing as much data as possible; b) Delivering the statements contained in the questionnaire which was compiled systematically; c) Record all verbal answers given by respondents or informants carefully, efficiently and effectively by paying attention to the implied intent of the answers. The advantages of collecting data using interviews are that the data needed to be directly obtained so that it is more accurate and can be accounted for. The documentation method is a data collection technique applied by researchers investigating written objects such as books, magazines, documents, diaries, etc.

Researchers used the documentation method in this study to document activities related to activities that use Marketing Communications As Strategy for Expanding Market Share In Era 4.0. In this case, documentation is carried out on various data sources, both from evidence, information about a person's background that has been gathered from many sources, including but not limited to archival documents and written reports. Marketing Communications As Strategy Expanding Market Share In Era 4.0 Data analysis is also called data processing and interpretation. The goal of data analysis is to help the researcher get a deeper knowledge of the case under investigation so that they may deliver their findings to a wider audience. Meanwhile, it is important to keep searching for meaning to deepen this comprehension. The data from interviews, observations, and documentation were arranged in groups according to the research focus and then carried out qualitatively. The research used an interactive model during data analysis that referred to the opinion of Miles and Huberman that this research was carried out interactively and took place continuously so that the data reached saturation. Collecting, analyzing, presenting, and deriving conclusions from research data occurs cyclically.

### 3. RESULTS AND DISCUSSIONS

#### Results

##### The Role of Marketing Communication

Marketing communications function in an organization or corporation by informing, convincing, and reminding customers, directly or indirectly, about the items and brands for sale (Silva, 2016). Marketing communication aims to inform customers and potential buyers about the product, including its benefits, who should buy it, and when and where it will be available. Technology-driven changes in the marketing and communication ecosystem. The evolution of the Internet and the business world are two areas profoundly impacted by the new methods of communication. It has implications for customers' ability to learn about a product. Marketing communications can shape brand equity and sales of products or services. As stated by Kotler & Keller, in the rapidly changing marketing communication environment, Integrating advertising into your marketing strategy may help build brand equity and boost sales. Still, it is not the process's only or even the most significant factor. It spurs more sales, even though the reach of this kind of communication can go only so far before it dilutes the product's value. Eight key communication models make up the marketing communication mix. They all work together to improve the efficacy and efficiency of marketing communications (Kotler, 2012). The form of marketing communication is presented in Table 1.

**Table 1.** The form of Marketing Communication

Media	Forms of Communication
Advertisement	Print and impression ads Outer packing Packaging insert Film Brochures and booklets Posters and flyers Directory Reprint ad Billboard Long sign Point of purchase displays Audiovisual materials Symbols and logos
Sales promotion	Contests, games, sweepstakes, lotteries Premiums and prizes Sample Bazaars and trade shows Exhibition Demonstration Coupon Rebate Low interest financing Entertainment Second hand exchange allowance

Media	Forms of Communication
Events and Experiences	Sports Entertainment Art Festival Charity event Factory tour Company museum
Public Relations and Publicity	Media equipment Speech Seminar Annual report Charity donation Publication Community Relations Lobby Identity media Company magazine
Direct Marketing and Interactive Marketing	Catalog Letters Telemarketing Electronic shopping TV shopping Fax mail E-mail Voicemail Blog Website
Word of Mouth Marketing	person to person chat rooms Blog
Personal Sales	Sales presentation Sales meeting Incentive program Sample Bazaars and trade shows

The basic framework of marketing communications by companies can be directed to influence consumers on product style and price, packaging shape and color, salesperson's attitude and dress code, store decoration, as a form of communication to buyers. Describe the elements in the basic framework of general communication between marketers and buyers (Kotler, 2012). Marketing communication activities are also very important in shaping brand equity and encouraging product sales effectiveness and efficiency. For example, creating awareness about the brand and a positive assessment or feeling about the brand can facilitate stronger brand-consumer connections. According to Philip Kotler & Kevin Lane Keller, build a brand through integrated marketing communications, as shown in Figure 1 (Oliva, 2022).



Figure . Integrated Marketing Communication



To properly construct marketing communications, it is necessary to determine who the message is aimed at. People who could purchase the company's goods or services might be customers, users, decision-makers, or organizations with sway over consumers. It is also important to gauge customer loyalty to the company's brand and its rivals. Based on the results, a specific action plan for marketing and public relations dissemination will be developed. In light of these responses, more insights may be gleaned from the target market's brand knowledge profile via image analysis. A strong solution to effectively developing marketing communications is through a systematic process that begins with determining the target audience in detail, selecting the right channel, and delivering an effective message (Gordon, 2013).

Several things need to be considered to Build Brand Equity: Determine the purpose of communication (Alhaddad, 2014; Lin et al., 2019). A clear understanding of why a firm uses a certain marketing communication strategy is crucial to ensuring that the message sent to customers resonates with them and leads to sales. Based on their research, Rossiter and Percy defined four marketing communication objectives according to the hierarchy of influence model. The product or service in a certain category is called for when there is a misalignment between the consumer's present motivating state and the intended emotional state. The "brand state," or one's familiarity with the many brands available in a given market. Consumers are less likely to forget a brand they recognize than one they can easily recall. We look at the brand's stance, or how effectively it appears to meet contemporary needs, and evaluate it from there. There might be some unfavorable brand demands and some positive ones (sensory gratification, intellectual stimulation, or social approval). The desire to acquire a certain brand, or the intention to do some self-directed activity relating to a purchase. Consumers are prompted to make an intentional purchase decision when presented with promotional offerings such as coupons or buy one, get one free deal. Design communication. After identifying the target market and the purpose of marketing communication, marketers can design marketing communications to achieve the desired response. According to Kotler & Keller, there are at least three rules to achieve the desired response: First, while formulating a message strategy, upper-level management must consider the brand's positioning and the competitive landscape to ascertain if the company will achieve parity or differentiation. According to John Maloney, there are four sorts of pleasure that consumers look for when purchasing a product: intellectual, sensory, social, and ego. Buyers may see this prize as a result of their personal experiences with the goods, whether direct or indirect. 2) Creative strategies, Both the form and substance of a message impact the efficacy of marketing communication. If communication fails, it might be because of sending the incorrect message or a failure to explain the intended message clearly. Consequently, we may categorize it as either an informative (or just interesting) attraction or a transformative (transformational). 3) Message sources, many marketing communications only use sources within the company. Other communication uses famous people or unknown people. The message's source is of course removed from the attractive target market to contribute directly to the effectiveness of marketing communications. The more effective it is in linking the source of messages that attract the target market to the products offered, the results of the response from the target market can be seen.

Select marketing communication channels. Marketing communication channels can be divided into two: 1) Personal communication channels, two or more people communicate face-to-face, via telephone, and e-mail. Here we can distinguish between communication, advisory, expert, and social channels. A study by Burson-Marsteller and Roper Starch Worldwide found that a person's average word of mouth tends to affect buying attitudes and two others. So Kotler & Keller say that personal communication affects two situations, namely; when the price is high, it will have a bad effect because there is a risk that consumers will not buy, and vice versa. What is clear is that people often ask for recommendations on a product from one or several others. 2) Non-personal communication channels, namely communication channels that are directed to many people, for example, through the media, sales promotions, certain events, and public relations (PR). In principle, channels of communication through public relations include two directions: internally addressed to the staff and all employees and externally addressed to the wider community as the target market.

The marketing communication mix is a marketing communication that uses various activities to streamline and streamline the marketing communication process. The marketing communication mix can use eight main communication models: 1) Advertising, which reaches buyers who are widely dispersed geographically and can be repetitive, amplifying expressiveness and impersonality. 2) Sales promotion, by using discounts, discounts, gifts, vouchers, etc., to attract the attention of buyers. 3) Public relations and publicity are very appropriate when the market has a perception that does not match what marketers want. Kotler & Keller explained that there are three different qualities, including; high credibility, ability to reach buyers and dramatization. 4) Events and experiences, the advantages are; relevant, involving, and implicit. 5) Direct marketing has many forms, including; by telephone, online, and others. 6) Interactive marketing has three characteristics: customizable, up-to-date, and interactive. 7) Word-of-mouth

marketing can be online or offline, with three characteristics: credible, personal, and on time. 8) Personal selling. This model is most effective at the next stage of purchase formation, especially in shaping two or more people's preferences, beliefs, and actions. This model has three strengths: personal interaction, development, and response.

### **Marketing Public Relations (MPR) Strategy**

The purpose of this strategy is to ensure that the primary goals and objectives of the organization are met through the strategic placement of the company's mission or the establishment of the goals of the organization by taking into account the strengths of the organization and its environment, and the development of specific policies and strategies to achieve these goals. MPR is not distinct from marketing but works closely with the other elements of the promotions mix in an integrated manner. Rather than being a distinct department, MPR works inside the marketing department and often reports to the marketing director. Upstream social marketing can benefit from MPR. A core part of marketing public relations is corporate advertising, including image advertising, event sponsorships, advocacy advertising, and cause-related advertising. Image advertising can strengthen the image of the social marketing organization and potentially dissuade negative attributes of the social marketing organization by lessening mental resistance from upstream target audiences. According to Thomas L. Harris, public relations marketing is a strategy and implementation that merges the concept of public relations with marketing to optimize organizational successes and achieve excellent connections with stakeholders (Perbawasari et al., 2019). Marketing public relations is the process of planning, implementing, and evaluating programs that encourage the purchase and consumer satisfaction through the communication of reliable information and impressions that link the company and its products to the needs, wants, concerns, and interests of consumers (Ruslan, 2017). Based on these facts, Marketing PR is a discipline that merges the planning and execution of marketing campaigns (Marketing Strategy Implementation) with the public relations (PR) profession's work program activities (Work Program of Public Relations). Three core marketing and public relations tactics should be used when putting this plan into action: Push Strategy. This strategy encourages the prospects for the company's new products/services to be accepted by the public. In this strategy, public relations has the power to drive marketing success. Pull strategy (attractive strategy) In this strategy, public relations has and must develop the power to attract public attention. This strategy attracts the public to continue using the company's products/services. If this strategy is effective, many consumers will ask retailers about the product. The tools of this pull strategy are usually mass media, special media, sponsorship events, special audience programs, and so on. Pass strategy (influence strategy). By appealing to the third-party hi gatekeeper, a business may increase the likelihood that the public would embrace and purchase its goods and services. Organizing one-off events is a smart move that may significantly impact the target audience by having well-known celebs drop by as special guests.

In addition, by receiving honorary guests of the State to stay and enjoy the facilities provided. It can be understood that these three strategies are very important because these strategies can attract buyers/consumers. In carrying out Marketing Public Relations strategies, companies usually take advantage of publicity through mass media and rely on mass trust to attract public sympathy. These three tactics have been proven effective through the Pull, Push, and Pass Strategy, enabling the company to develop its capabilities further (Widuhung, 2021). It is also in line with research, which states that by using pull, push, and pass, the company's strategy has succeeded in building the image they want (Ramadani & Sofia, 2019). Referring to the opinion which presents the idea of Mega Marketing, namely by incorporating two new P elements. If previously it was only 4P (Product Price. Place, Promotions), then the two additional elements are (Power and Public Relations), so that later it becomes the 6P formula (Kotler & Keller, 2016).

The 4P pattern is conventional and easy to control because of the correlation or relationship between tangible and measurable components. As for the 2P ( power ), namely the strength of opinions, perceptions, responses, and the goals to be achieved by PR is difficult to measure, and the problem of image or trust results is difficult to measure and difficult to control because it is qualitative (Ardianto, 2016). The PENCILS formula is usually used in Ruslan's MPR activities. Publication (Publication and Publicity). Every aspect of public relations involves getting the word out to the general public about deserving businesses and organizations via publications and other dissemination methods. Public relations in this context is working with the media to generate coverage to improve the public's perception of the institution or group it speaks for. It is known that every function of Public Relations is to organize peer-to-peer publications. The publication is carried out to get a positive image of the company and can also increase knowledge about the company. Event (Development of the program of events) Designing a particular event, better known as a special event selected in a certain period of time, place,

and object with a special nature to influence public opinion. Some activities include Callender Event, Special Event, and Moment Event. News (Creating news). Attempts to create news through press releases, newsletters, bulletins, and others usually refer to the technical writing of 5W+1H (who, what, where, when, why, and how) with the systematic writing of an inverted pyramid. For this reason, you must be able to write because most of his duties are for writing (PR writing), especially in creating publicity. Community involvement (His concern for the community). Public Relations Officer's daily duties are to make social contacts with certain community groups to maintain good relations (community relations and humanity relations) with the organization or institution he represents. Inform or image (Inform or obtain an image). Public relations (PR) serves two basic purposes: to educate the public about something and to draw attention to that object, hoping to elicit a favorable reaction in the shape of an enhanced reputation. From ignorance to understanding, appreciation, and finally, the emergence of something, ideally in visual form. Lobbying and Negotiation (Approach and Negotiation). Skills for lobbying in a personal approach and then the ability to negotiate are very much needed for a PRO so that all plans, ideas, or ideas for activities of an institution or organization before being promoted need support from influential individuals and institutions so that a win-win solution arises. Social Responsibility. Responsibility is a key component in public relations, and it is not enough to consider the bottom line for the institution or organization and the people it represents; PR professionals need to show they care about the community as a whole to succeed at winning over the hearts and minds of their target audience. Public relations (a company role) includes social marketing tasks.

### Strategy to Expand Market Share

Behind the ongoing business assessment, A company's future business and business orientation can only be determined via careful strategic planning. Strategy development begins with an assessment of whether or not the company's present operations may be optimized further. Ansoff in (Darroch, 2014) has suggested a useful framework for determining strategy, known as the product/ market expansion grid. There are three strategies that the company can implement, a market penetration strategy (penetration), a market development strategy (expansion), and a product development strategy (stay). A market penetration strategy aims to get more of the market or more people to use the product. The current customer base is kept without making any big changes to how the products are made. Cost improvements and product improvements are part of a market penetration strategy because both new products try to attract customers by having a lower price, more features, or better features (Kahn, 2018). Here the company looks for ways to increase market share for its current product in its current markets. Companies can run three main ways: 1) Increase the number of buyers in the same segment. To increase the number of buyers, companies must increase the willingness of customers to buy the product or both. Willingness to buy can be increased by showing the benefits already in the product. Purchasing power can be increased by offering purchases on credit or increasing the ease of obtaining products (by increasing distributors, increasing deliveries, or reducing stockouts). 2) Increase Purchase Frequency. Increasing the frequency of purchase can be achieved by providing information about new uses for a product (expanding the use of the product). 3) Increase Purchase Amount. Increasing the number of purchases can be achieved by providing lower prices, discounts, special volume packaging, or repackaging products in special ways and making them easier to use.

Companies need to find new markets whose needs may be met by the company's current products. There are three ways that the company can do this: New Geographic Market. The company may need to expand its business activities to new regional, national, or international locations. New Segment. The company needs to test whether there are many potential users in a place, who do not buy the product, but whose interest is high. Thus, if the company has sold its product to the consumer market, it may be able to sell it to the organization's market (the new segment). Operation Evaluation. Companies may need to direct their strategy to consumers who have never used or bought so that consumers are interested in buying (evaluation).

Companies must consider developing new products or improving their products for their current market. There are four ways that the company can do this: High Margins. Companies may need to maintain customer satisfaction with product performance by maintaining a consistent quality image. With satisfaction, consumers will be loyal to the product and company. So to increase sales volume, the company can implement a strategy of quality, fixed prices, and raised (high margin) with the target of loyal consumers. Cost Reduction. In increasing sales volume, companies need to reduce their production costs, for example, with mass products, so that product prices can be lowered with constant quality. Product Mix. Companies may need to develop new products to increase their sales, such as new versions, shapes or packaging, etc. Diversification. Companies can implement this strategy if a golden opportunity exists outside the current business. In its implementation, it can be done through three types of



diversification: physical diversification strategy, horizontal diversification strategy, and conglomerate diversification strategy. Outdoor media promotions or out of home such as billboards, signboards, posters and banners (banners), provide promotional opportunities to reach many consumers who are usually installed at crossroads or on the side of the road facing vehicle drivers are now increasingly lively. Billboard as an outdoor promotion medium, the intensity and impact will differ from the construction type owned. Neon Boxes measuring 4m x 8m have a comparable impact to billboards measuring 8m x 16m; why? Neon boxes provide a stronger stimulus than billboards only lit by a few 400 Watt HIPT lamps.

### Discussion

Visuals on outdoor promotions determine the success of effectiveness in addition to their strategic position. In out-of-home developments, buildings can also be used as promotional tools, especially multi-storey buildings with a glass cross-section on one side of the building facing the street using a backlight sticker, that is, if it is not visible from the inside of the building, it is visually visible from the outside. The advantages of outdoor with this type of Billboard allow the replacement of messages many times without requiring high dismantling and installation costs. The prohibition of green lanes on several roads that have the potential to reach more masses is due to government regulations regarding the order, beauty and aesthetics of the city. However, the narrower outdoor placement space eventually led to new ideas in out-of-home media, namely through wall painting in several shops and buildings. Unfortunately, the advantages of home media compared to an advertisement on television still need to catch up in achieving coverage but have the advantage of a higher frequency. If the advertisement is on television, audiences can ignore the message by switching to another channel. Then, message abandonment can be minimized if the power of stimulation is on a high billboard or neon box. Every time the audience goes through that road in a day to go to the office or the shopping center, the audience unconsciously sees the visuals displayed on billboards or neon boxes. It is one of the advantages of being out of home.

Marketing communication with MPR divides the media into Media Group Communication. Group (community) media are usually used for activities involving certain groups such as seminars, panel discussions, exhibitions or webinars (currently being carried out). As mentioned that exhibitions also use group media, forms of group media include video presentations on a big screen, poster displays or folders. Why is the poster included in the group media? The visual size is quite small and can only be read or viewed in a limited space. The posters are produced in large enough quantities, thus requiring placement close to visitors. Installing posters on the walls of houses presents a new problem, so this poster needs to pay attention to aesthetics and beauty. It will be easily damaged, especially by building owners or the local government. Sometimes also seen closing other posters belonging to competitors' products.

Personal Communication Media. In direct selling activities, communication is carried out using personal communication media. Sales deal directly with consumers or find out information about a product from leaflets, letters, facsimiles, What's Up, Facebook, Online Promotion, Social Media, Instagram and others. When a salesperson deals directly with consumers, the weapon always prepared is some product information, commonly referred to as marketing kits. Catalogue, Company Profile and folders, examples of products, testimonials, or some references are part of marketing kits, including agreement forms and purchase receipts. Catalogues, company profiles and folders contain information needed by consumers to find out how far the advantages and benefits of a product and service are offered. Social media. Since social media hit the marketing universe, many companies have optimized their use. They study and exploit all the spaces that promise profit. With the support of technology that has been available, social media has become a reliable marketing tool. Even today, several start-up companies have used all their marketing activities through social media. The enormous potential of social media has become the target of several companies that are very considerate of the value of efficiency. The ease of reaching target consumers in a relatively short time has placed social media such as Instagram to get buyers. Social media has succeeded in boosting sales and leading the company to expand the market share of the marketed products.

### 4. CONCLUSION

In the 4.0 era, organizations must coordinate their efforts to reach their target market via strategic design rather than the findings of an industry study of the competitive landscape at different product life cycle stages (target market). A product's market share is very necessary to measure marketing performance. In this context, marketing communication is crucial since it helps direct potential customers to the products they need based on their culture, lifestyle, purchasing habits, consumption patterns, preferred communication channels, and more. Customers may feel confident in their purchasing

decisions when they are informed about the product's intended purpose, who should not eat it, where to acquire the items, how much they will cost, and who to contact if there is a discrepancy in the value of the product. There is no way around the fact that a marketer must develop and implement a marketing plan (marketer). How can a product best satisfy the interests and requirements of its potential buyers to achieve commercial success? That satisfies and exceeds the expectations of the market or demographic being targeted. Achieving these will determine whether a product has grown with its increasing market share. One interesting thing about marketing communications in the 4.0 era is that it can reach information consumers wherever they are. The cost with advances in internet technology is that marketing communication costs are very cheap or low costs can have a very large impact (low-cost high impact) on the product competition in the market. Promoting the product to address the market's requirements, desires, and expectations relies on marketing communication to disseminate information about the product. It might lead to the growth of new market segments. If a product's market share grows, so do its marketing successes.

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