


Marketing Communication Strategy In Small Business Of Rokyati Crackers In Ulak Kerbau Baru Village (Ogan Ilir)

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Article Info	ABSTRACT
Keywords: Communication Strategy, Marketing, Small Business, Shrimp Crisp	This research aims to analyze and disseminate marketing communication strategies implemented by the small business Kerupuk Rokyati in Ulak Kerbau Baru Village, Ogan Ilir. In an era of increasingly fierce competition, marketing communications plays an important role in strengthening the market and increasing product sales position. The research method used is descriptive qualitative, with data collection techniques through in-depth interviews, observation and documentation. The results of the research show that the marketing communication strategy implemented by Kerupuk Rokyati is still conventional. Therefore, this research recommends the use of social media and digital platforms as a more modern marketing communications strategy to expand market reach and increase brand awareness.
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INTRODUCTION

Communication is very important for human life, because it helps develop human knowledge from day to day and contributes to a social system that needs each other. Communication is a process where individuals communicate through certain media to others and respond to their messages. This is important to promote localism and foster goodwill among local communities.

Communication is a symbolic process that connects humans with their environment, builds relationships between humans, and provides information to understand and respect the interests of others. In the analysis of marketing strategies for small businesses, localism and entrepreneurship are essential to harness the potential of local products and build relationships with local communities.

In Ulak Kerbau Village, small businesses can create unique products and promote them in the local market. By understanding consumer preferences, marketing strategies can be tailored to meet their target audience, create effective communication media, and deliver valuable messages. By implementing effective communication strategies, small businesses can effectively reach their target audience and create positive change in their local communities.

The purpose of the research on marketing communication strategies in small businesses of rokyati crackers in Ulak Kerbau Village in Ogan Ilir is to find out marketing communication

with local cultural values of the community and to introduce small businesses of the Ulak Kerbau Village community in Ogan Ilir.

METHODS

Literature Review

Marketing Communications

Marketing communication is an important aspect and a determinant in the success of marketing. Furthermore, it is an activity that aims to make decisions and direct exchanges to be more satisfying (shimp: 2003). Marketing communication plays a very important role for marketers, because without communication the public will not know the existence of the product in the market. Determining who is the target of communication will greatly determine the success of communication. By determining the right target, the communication process will run effectively and efficiently. (Sutisna: 2002). Direct marketing communication (personal selling) is an example of direct marketing where the process of marketing products is carried out directly by meeting face to face with potential buyers. In general, marketing management will explore places that will be targeted for their products. In marketing there are 4Ps, namely:

- a. Product is something that is offered to the market so that the goods can answer the problems, desires and fulfillment of buyers, so that the goods can be planned by considering different components according to market objectives.
- b. Price, the measure of cash charged for a good or administration, is the overall value that customers exchange for the benefit of responsibility for the good or administration. lace,
- c. Promotion, is an arrangement action that combines publicity, individual sales, deal advancement, exposure and advertising (exposure and advertising) to convey to clients about an item and influence purchasing choices.
- d. Public Relations, based on IPRA (International Public Relations Association) defines public relations as a good mental administrative capacity that is regulated and carried out continuously by associations, public and private institutions which are used to obtain and encourage mutual agreement.

Marketing Communication Strategy

Integrated marketing communications is a more popular approach applied by marketing and communications professionals to coordinate various consumer experiences with marketing communications for a particular brand. In marketing communications, there are several communication media that can be used by marketers to convey messages and promote products, including advertising, direct response, publicity, and personal selling.

- a. Advertising, messages delivered using newspapers, magazines, television and radio, and other media.
- b. Direct response, delivering messages to consumers directly, and providing a method for consumers to respond to messages.
- c. Publicity, as an effort by marketers to influence public opinion about their products through print media, in the form of press releases.

- d. Personal selling is an effective direct response media because it is delivered directly in a face-to-face meeting between salespeople representing the company and consumers as parties who need the product or service.

Marketing communication is also stated as a communication activity aimed at conveying messages to consumers and customers using a number of media and various channels that can be used with the hope of 3 stages, namely to disseminate information until consumers are aware of the existence of the company, influence to make purchases or attract consumers (persuasive) and remind the audience to make repeat purchases. The basic definition of marketing communication is a management process where organizations enter to communicate with various communities (Chris Fill, 2009).

Research Method

This section contains a statement of the research method used, whether qualitative or quantitative research or a combination of both. It then contains quantitative data and techniques, and also mentions the definition of variables and research hypotheses. This study uses a qualitative research method. Qualitative methods are a collection of methods for analyzing and understanding more deeply the meaning of several individuals or groups considered as humanitarian problems or social problems.(Creswell 2015). This qualitative research uses an exploratory research method, exploration is a type of initial research from a very broad research (Ibrahim et al, 2023). In exploratory research, it is very important because it will produce a strong foundation for research, the purpose of exploratory research is to get ideas about the main problem in more detail or to develop existing hypotheses (Yusuf, 2004)

RESULTS AND DISCUSSION

Description of Research Object

In this section will discuss the marketing communication strategy in small businesses of Rokyati Crackers in Ulak Kerbau Baru Village (Ogan Ilir). Because one aspect of the marketing activity of small businesses of Rokyati Crackers is to promote through advertising, which allows consumers to know about new products from the company With the concept of marketing as a social and managerial process that aims to meet the needs and desires of individuals and groups through the creation and exchange of products and values with others. In addition, marketing is also an effort to obtain customer satisfaction and achieve profit.

Discussion

This research focuses on the Small Cracker Business in Ulak Kerbau Baru Village (Ogan Ilir). This area shows significant economic potential, many residents open small cracker businesses there. This business has been running since 2019 without employees, with the owner Mrs. Rokyati managing it traditionally. The production process is carried out at home with limited traditional equipment. During the COVID-19 pandemic, production was hampered, but the business managed to survive thanks to Mrs. Rokyati's perseverance.



Figure 1. Marketing Communication Strategy Analysis

The small business of Kerupuk Rokyati in Ulak Kerbau Village, Ogan Ilir, applies various marketing communication strategies to introduce and promote their products to consumers. This strategy aims to build a strong relationship between the brand and buyers, as well as increase customer satisfaction. They use personal selling to explain the product directly to potential buyers and explore the places that are the target of their products. This company also focuses on four important elements in the marketing strategy, namely Product, Price, Place, and Promotion. In this way, Kerupuk Rokyati wants to ensure that their products are of high quality and can be accessed by consumers effectively. Their cracker products are maintained in quality to meet the needs and desires of consumers. Prices are set by considering the value that consumers exchange for quality products. Kerupuk Rokyati adopts an integrated approach that coordinates various communication media to achieve the company's marketing objectives. Good coordination between various communication media, such as advertising, direct response, publicity, and personal selling, is the key to success in building brand awareness, influencing purchasing decisions, and triggering repeat purchases. Regular evaluation of the performance of the communication strategy is carried out to ensure that the company's marketing objectives are achieved effectively and efficiently.

CONCLUSION

This study aims to evaluate the Marketing Communication Strategy of Rokyati Crackers Small Business in Ulak Kerbau Baru Village (Ogan Ilir). The results of the study concluded that effective communication greatly helps the people of Ulak Kerbau Village in understanding consumer preferences. Marketing messages that are in accordance with local values and culture are very important to be well received by the local community. The local community needs to be more introduced to the cracker products from the small business. Promotional and educational campaigns are expected to increase knowledge and acceptance of local products among the community.

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