

**STRATEGI KOMUNIKASI PEMASARAN *GUESS CENTRE*  
*POINT* MEDAN DALAM MENINGKATKAN  
OMZET PENJUALAN**

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**ABSTRACT**

**MARKETING COMMUNICATION STRATEGY OF GUESS  
CENTRE POINT MEDAN IN IMPROVING  
SALES OMZET**

*The purpose of this research is to know the marketing communication strategy of store Guess Centre Point Medan in improving sales omzet. the approach used is descriptive qualitative. The research subject were 1 store leader, 2 sales assistats, and customers. Data collectionis done through direct observation in the field, semistruktur interview with resource person, followed byinteractive data analysis techniques starting from data reduction, data display, and conclusion drawing. The results showed that the Guess Centre Point Medan marketing communication strategy was based on four components in increasing sales turnover called 4P consisting of product, price, place, and promotion. From the 4P promotion and product quality provide the most maximum strength in increasing sales turnover at the Guess Centre Point Medan. The 4P is also accompanied by basic activities which include things such as sales promotion, personal selling, direct marketing, and internet marketing.*

**Keywords: Communication Marketing, Strategy, Sales Omzet**



## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Guess which is under the auspices of PT. Gilang Agung Persada is one of the world's most well-known fashion brands. It is a brand or company engaged in the retail sector. According to Tjiptono (2008: 191), retail is all activities of selling goods and services directly to final consumers for personal and household use, not only for business purposes. Meanwhile, Ma'ruf (2005: 7) stated that retail is a business activity of selling goods or services to individuals for their own, family or household needs. So it can be concluded that retail can sell products or services depending on current market needs.

The development of the fashion/retail world in Indonesia is currently growing rapidly, especially for brands that produce bags, clothes, and watches that continue to grow. These developments certainly lead to a tough competition to attract more consumers, so a brand must have a marketing communication strategy to increase sales. In December 2017, the Guess store had more than 25 stores spread throughout Indonesia.

Guess Center Point Medan as a retail company that sells products such as bags, shoes, watches and accessories must always pay attention to quality, whether it's quality in terms of products. This is intended so that consumers are satisfied and they will remain loyal to Guess Center Point Medan. In addition, Guess also has to establish good relations with its customers, especially in terms of product promotions offered.

In Medan itself, there are many companies engaged in the retail sector, such as Bonia, Charles & Keith, Gaudi, Etienne Aigner, Pedro and so on, all spread across the city of Medan. One of them is Guess Center Point Medan which is located on the GF floor of the

Mall Center Point Medan building which still survives and can be said to be increasingly dominating the market. Guess Center Point Medan store was first operated on December 21, 2016 with a new and more stylish store concept.

The Guess Center Point Medan store is here to meet the demands of the people of Medan who are so enthusiastic about their collection of stylish bags, shoes, watches, and other accessories that follow fashion trends. This is one of the steps in the marketing communication strategy (market expansion) that Guess is doing in one of the largest cities in Indonesia, namely the city of Medan. As a brand that has a good reputation by presenting the latest collections of bags, accessories, watches and shoes, Guess's commitment has always been at the forefront with contemporary and fashionable design elements.

Good marketing communication activities need the right strategy so that communication goals can be achieved as expected. Therefore, the marketing communication strategy must be carefully planned. Guess Center Point Medan has certain tips in running its business so that it is able to achieve success until now as evidenced by the sales omzet that continue to increase every month as seen based on the annual sales report of Guess Center Point Medan in December 2017. Not only paying attention to market needs, of course Guess Center Point Medan also pays attention to the marketing communication strategy and marketing mix consisting of the 4Ps (Product, Price, Place, Promotion) which have an important role in influencing consumers to buy the products offered.

Marketing communication strategy is one of the main keys for companies to face market competition. Basically, marketing communication strategy is used to find a match between the company's internal capabilities and external opportunities in the market. Finding this match is the responsibility of the marketing department to implement a marketing communication strategy that is in accordance with the products produced and the market segment that the launched product wants to target. While the marketing mix according to

Zeithaml and Bitner (2008: 48) are elements of the company's organization that can be controlled by the company in conducting customer communication and to satisfy guests.

In addition, recognizing the characteristics of the market and market structure is very beneficial for the company to maintain the continuity of the company. The company's weaknesses and strengths should be analyzed so that it becomes a strong starting point for the company in making effective and efficient decisions and to strengthen its position from existing competitors.

The main goal of a company is the achievement of profit and it can also be a measure of the success or failure of a company in achieving its goals. Effectiveness and efficiency in running the company's operations also play an important role. The efficiency meant is a marketing communication strategy that is carried out with the right calculations and considerations so that there is no wastage of costs both in operational and in promotional costs. Meanwhile, the effectiveness meant is the selection of the right marketing communication strategy and in accordance with the market served by the company so the planned and set target can be achieved.

From the description above, the author is interested in knowing how a marketing communication strategy run by Guess Center Point Medan in facing of competition in the retail world. Therefore, the author chose the title of the thesis "**Marketing Communication Strategy of Guess Center Point Medan in Improving Sales Omzet**".

## **B. Limitation of Study**

Related to the background of this research problem, the author limits the research to a qualitative descriptive study, about marketing communication strategies carried out by Guess Center Point Medan in order to increase sales omzet.

### **C. Formulation of Study**

Based on the background of the problem that has been stated above, the formulation of the problem in this study is how is the marketing communication strategy applied by Guess Center Point Medan as an effort to increase sales omzet?

### **D. Objectives of Study**

The purpose of this study was to find out how the marketing communication strategy carried out or used by the Guess Center Point Medan store in improving sales omzet.

### **E. Significance of Study**

#### **a. Theoretical Benefits**

This research is expected to be able to provide input or guidance for the development of communication science, especially in the field of promotion of marketing communication strategies implemented by the company which will be conveyed to a wider community

#### **b. Practical Benefits**

This research is expected to be useful for Guess Center Point Medan as a benchmark for the delivery of marketing communication strategies in improving sales omzet. For students who read, this research is expected to provide an overview in determining the right marketing communication strategy in an effort to increase sales. In this case, especially students who are interested in the world of advertising/promotion.

## CHAPTER II

### THEORETICAL FRAMEWORK

#### A. The Concept of Marketing Communication

##### 1. Definition of Marketing Communication

According to Kotler (2008: 172), marketing communication is a means for companies to try to inform, persuade and remind consumers directly or indirectly about the products and brands being sold.

“Marketing communication is a communication activity aimed at conveying messages to consumers and customers by using a number of media and various channels that can be used with the hope that there will be three stages of knowledge change, attitude change, and desired action change. The types of media that can be used include: folders, posters, filters, television, radio, magazines, and newspapers” (Soemanagara, 2012: 4).

Another definition of marketing communication put forward by Tjiptono (2001: 219) defines marketing communication as a marketing activity that seeks to disseminate information, influence/persuade, remind the target market of the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned.

Thus it can be concluded that marketing communication at Guess Center Point Medan or the company is an activity in marketing using communication techniques and methods that aim to provide information and understanding to consumers in the hope that the company's goals can be achieved, which is marked by an increase in sales omzet. Marketing communication aims to obtain a wider segmentation. This study can be regarded as a number of efforts to strengthen customer loyalty to the product or brand.

##### 2. The Purpose of Marketing Communication

The purpose of marketing communications at Guess Center Point Medan is that

the store is able to inform the services offered to customers or prospective customers so that they can find out the existence of products offered or needed by these customers or potential customers which results in increased sales omzet. Soemanagara (2012: 63) states that marketing communication aims to achieve three stages aimed at consumers, namely knowledge change, attitude change and behavior change.

- a. The knowledge change stage provides information about the product, starting from the brand, function and use, packaging, and product usage figures. In this knowledge change, consumers understand and know the existence of a product, for whom and what benefits the product provides.
- b. At the attitude change stage, communication is intended to strengthen the brand's position by using message strategies such as informing the superiority of a product and company image. Scieffman and Kanuk in Soemanagara (2012: 63) states that:

The stages of attitude change are determined by three components, namely cognition, affection, and conation. If these three components show a tendency to change (cognitive, affective, and conative) then it is very possible for an attitude change to occur.

- c. At the behavior change stage, the message is intended to show a reason why a product or brand is still the best compared to other products or brands. Behavior change is a way to persuade consumers to choose the product or brand offered.

### **3. The Implementation of Marketing Communication**

- a. Activity Development and Planning

1. Budget Plan

The concept of marketing communication costs shows that the success of a promotion is not only determined by the size of the costs incurred, but it is also determined by the effectiveness and efficiency of a promotional cost planning as an effort to optimize the



company's promotional costs.

“Big or small the costs incurred are sometimes not closely related to the increase and decrease in sales, but through more efficient and effective communication activities can affect product improvement. Costing activities include two activities, namely, costing for marketing communication activities and planning for marketing communication activities” (Soemanagara, 2012: 12).

## 2. Marketing Communication Activities

Marketing communication or known as the promotion mix according to Hamdani in Danang (2012: 157), the promotion mix includes advertising, personal selling, sales promotion, public relations, word of mouth, and direct marketing.

### b. Media Execution and Marketing Communication

All planning that initiates the activity (marketing communication) has been budgeted. Soemanagara (2012: 13) suggests that media execution is an activity to determine the type of media, time, and proportional broadcast costs. It means that the advertising delivery media must be adjusted to the approved budget, definitively determining the number of ad impressions on television, radio broadcasts. All marketing communication activities must be carried out, if conditions change in the market, especially at the level of competition, the selection of marketing communication activities will also adjust. The competition is dynamic, the existence of competition in any aspect is possible and even requires, this has an impact on the strategy for achieving marketing communication goals.

## 4. The Evaluation of Marketing Communication

Every company that competes in a certain class of competition always intervenes in the market with the aim of maintaining a position, or seizing a product's position in the market. It makes it difficult to predict market developments.

Adjustment of strategy is good, since environmental changes are not an easy thing to predict and determine. Changes in strategy can cause some previously planned

activities to be terminated or replaced with other forms of activity to balance positions in the market or to survive. The results of this monitoring and analysis can ultimately provide answers to managers. In the opinion of Morissan (2010: 45) states that:

The final stage of the promotion planning process is to monitor and evaluate the promotion program, this is important to find out how well the promotional programs that have been run have met the communication goals set in an effort to help the company achieve its overall marketing targets.

In this case, the manager is responsible for finding out the cause of why it is happened so that appropriate steps can be taken to improve the promotional program implemented. The final stage of the process is feedback to management related to the effectiveness of the promotional program that has been carried out as input for the future management planning process. Consumer response is a description of the results of marketing communication activities as a whole and it is important information for determining marketing communication strategies.

According to Soemanagara (2012: 14), the micro model of marketing communication concentrates on the specific response of consumers to communication. In responding it, the buyer passes through the cognitive, affective and behavioral stages. Based on this theory, it can be seen that consumer responses to marketing communications at Guess Center Point Medan can be seen from the number of consumers/customers who choose or buy the products offered.

## **B. Marketing Communication Strategy**

### **1. The Definition of Marketing Communication Strategy**

In good marketing communication activities, the right strategy is needed so that communication goals can be achieved as expected. The stages in the process of marketing communication activities carried out by the company also require appropriate planning and

strategies to avoid ineffective communication so that the objectives of the communication process can be implemented or achieved. Therefore, the marketing communication strategy must be carefully planned.

Swastha in Hermawan (2012: 33) defines strategy as a series of designs that describe how a company must operate to achieve its goals. Effendy (2006: 5) states that communication is the process of delivering a message by one person to another to inform or change attitudes, opinions, or behavior, either directly orally or through the media.

According to W.Y Stanton in Hermawan (2012: 33), marketing is something that includes all systems related to the purpose of planning and determining prices to promoting and distributing goods and services that can satisfy the needs of actual and potential buyers.

“Marketing communication strategies are continuous creative steps pursued by a company to achieve the best marketing targets in order to realize maximum consumer satisfaction. Marketing communication strategy is a method taken by the company to realize the mission, goals, and objectives that have been determined by maintaining and seeking harmony between the various goals to be achieved, the capabilities they have and the opportunities and threats faced in the product market (Adisaputro, 2010) : 18).

## 2. SWOT Analysis

A good company is if the company has a good strategy in running its business. According to Kotler (2009: 51), SWOT analysis (strengths, weakness, opportunity, threats) is a way to observe the internal and external marketing environment. Robbins and Coulter (2009: 222) state that:

The relationship or interaction between internal elements, namely strengths and weaknesses, to external elements, namely opportunities and threats. “Strengths are any activities that the organization can do well or any unique resources owned by the organization. Weaknesses are activities that cannot be carried out properly by the organization or the resources needed but do not have it. Opportunities are positive tendencies of external environmental factors. Threats are negative tendencies of external environmental factors.

This is in accordance with the opinion of Freddy Rangkuti (2009: 18) which

states that the SWOT analysis is a systematic identification of various factors to formulate corporate strategy. This SWOT analysis is based on logic that can maximize strengths and opportunities, but simultaneously minimize weaknesses and threats in a company or business project.

SWOT analysis is used to find problems from four different sides, the application is how strengths are able to take advantage of an existing opportunity, then how are weaknesses that prevent profits, then how strengths are able to deal with threats existing ones, and the last is how to overcome the weaknesses that can make threats become real or create new threats.

### **C. Marketing Mix**

The marketing communication strategy commonly used by companies is to implement a marketing mix. According to Zeithaml and Bitner (2008: 48), the marketing mix is the elements of the company's organization that can be controlled by the company in communicating with consumers to satisfy consumers. According to Hermawan (2012: 33) the marketing mix is four components in marketing which consist of product, price, place, including distribution, and promotion.

Based on the description above regarding the marketing mix, it can be concluded that the marketing mix has elements that are very influential in sales, because these elements can affect consumer interest in making purchasing decisions. In the marketing mix there is a set of marketing tools known as the 4Ps. In detail, the 4Ps marketing mix will be explained as follows:

#### **1. Product**

According to Tjiptono (2001: 99), a product is anything that a producer can offer to be noticed, requested, sought, purchased, used or consumed by the market as a fulfillment

of the needs or desires of the relevant market.

A product can be classified into four types, namely:

- a. Convenience Goods: goods that generally have a high frequency of purchase, are needed immediately, and only require a minimum of effort in comparing and purchasing.
- b. Shopping Goods: goods that are in the process of selecting and purchasing consumer comparisons among the various available alternatives. The comparison criteria include price, quality, and model of goods.
- c. Specialty goods: goods that have unique characteristics or brand identification where a group of consumers are willing to make a special effort to purchase them.
- d. Unsought Goods: goods that consumers do not know about or, if they already know, generally have not thought of buying them.

## 2. Price

Price is a nominal amount that must be issued by consumers to get a product or service. In order to be successful in marketing a product or service, every company must set the right price.

“Price is the only marketing mix that provides income for the company. The price level set by the company affects the quantity sold. Indirectly, prices also affect costs because the quantity sold affects the costs incurred in relation to production efficiency, so pricing decisions and strategies play an important role in every company” (Tjiptono, 2001: 151).

Price is also a very important marketing communication cue. Its fulfillment is not only based on economic calculations (profit and loss), but also needs to pay attention to socio-psychological and cultural factors of the target market segment.

According to Zeithaml, Bitner, Gremler (2009: 436), there are several factors of pricing policy that affect consumer buying interest, namely:

- a. Consumers compare the price of a product or service with the prices of its

competitors. Competitors' prices will affect the level of demand for the products or services offered so competitors' prices must be considered in the pricing process.

- b. Consumers expect the price of the product or service offered in accordance with the quantity and quality and appearance offered.
- c. Consumer buying interest can also be influenced by flexibility price. Flexibility price is the price according to the quantity and type of product purchased.

From the explanation above, it can be concluded that, in setting prices, these factors must be considered. Setting prices must be really thorough and precise. It would even be better if the market sensitivity test was carried out on whether the market price that had been set was feasible or not. Consumers will buy a product if it is appropriate to the consumer agrees with the price offer given.

### **3. Place**

Location selection is an important factor that influences the success of a business, because location selection is also related to consumer purchasing decisions. Location is one of the most important factors influencing the development of a business, including retail companies. A strategic location will bring in many consumers so it can increase the graph of both sales and omzet of the business itself.

“Place and distribution are marketing activities that seek to expedite and facilitate the delivery of goods and services from companies to consumers, so that their use is in accordance with what is needed (type, quantity, price, place, and when needed). Distribution strategy is concerned with determining and managing the distribution used by producers to market goods, so that these products can reach the target consumers in the required quantities and types, at the required time, and in the right place” (Tjiptono, 2001: 205).

Mall Center Point Medan is the grandest and new shopping center in the city of Medan. It is also close to several public service places including hospitals, railway stations for both airports and other cities in North Sumatra. Moreover, another advantage of the Guess Center Point Medan store is that it is close to other well-known brands. There are various city

transportations that make it easier to access for consumers who like to shop.

Judging from its strategic location, Guess opened a new store at the Center Point Medan mall and made consumers interested in visiting and shopping at the store which in turn could increase its sales omzet.

#### **4. Promotion**

Efforts to encourage increased sales volume that seems the most aggressive is by way of promotion. The basis of promotion development is communication. According to Swastha and Irawan (2002: 249), promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marketing.

Michael Ray in Morissan (2010: 16) defines promotion as the coordination of all efforts initiated by the seller to establish sharing channels of information and persuasion to sell goods and services or introduce an idea. The purpose of promotion is to modify consumer behavior, inform consumers of products, persuade and motivate consumers to buy the products offered, and remind consumers about products not to switch to other brand products. The basic instrument used to achieve the objectives of the marketing communication strategy is called the promotional mix, which consists of sales promotion, public relations or publications, personal selling, direct marketing, advertising, and internet marketing.

##### **a. Sales Promotion**

Sales promotion is a form of direct persuasion through the use of various measurable incentives to stimulate immediate product purchases or increase the quantity of goods purchased by consumers. Through sales promotion the company can attract new consumers, influence consumers to buy new products and increase impulse buying (purchases without prior plans). Forms of sales promotion include giving coupons, discounted prices, product samples, contests, events and experiences, POP displays and exhibitions (Hermawan, 2012: 128).

##### **b. Public Relations and Publications**

Public relations is a comprehensive communication effort from a company to influence perceptions, opinions, beliefs, and attitudes as a group towards the company.

According to Hermawan (2012: 150), the main purpose of public relations is to increase the company's positive reputation. Hermawan (2012: 158) also states that a public relations officer must have publication skills, namely disseminating information through various media about the activities of companies or organizations that deserve to be known by the public.

c. Personal Selling

Personal selling is a form of direct communication between a seller (salespeople) and prospective buyers or consumers (person to person communication). The salespeople try to persuade prospective buyers or consumers directly, either face-to-face or through telecommunication tools such as telephones or cellphones. Through this direct interaction, the sales salesperson can see and listen to the responses of buyers or consumers, so that salespeople can directly modify the information that must be conveyed to prospective buyers or consumers (Morissan, 2010: 34).

d. Direct Marketing

According to Morissan (2010: 22), direct marketing is an attempt by a company or organization to communicate directly with potential target customers with the intention of generating sales responses or transactions. According to Hermawan (2012: 168), direct marketing is a marketing approach that is free to use distribution channels or marketing communications, which allows companies to have their own strategies in dealing with consumers. "Direct marketing is not just an activity of sending letters, e-mails, and sending catalogs to consumers. Direct marketing includes database management activities, telemarketing, and direct response advertising using various communication channels such as sending direct letters to consumers or prospective customers or via internet, print media, and broadcast media (Morissan, 2010: 22).

e. Internet Marketing

"The internet is used by people around the world to exchange information, become a source of information and also be a means to persuade consumers. Internet marketing demands the mastery of creative aspects and technical aspects of the internet together, including design, development, advertising and sales" (Hermawan, 2012: 205).



“The internet has now become an attractive advertising medium, many companies advertise their products through websites and social media. It can be said that the internet is a medium that can even be used to carry out all elements of the promotional mix. Apart from being used for advertising, the internet is also used to carry out other forms of promotional activities, such as sales promotions with coupons, contests, and online sweepstakes. The internet has also been used to running direct marketing, personal selling, as well as public relations and publication activities more effectively and efficiently” (Morissan, 2010: 24).

Morissan (2010: 336) reveals that the internet offers opportunities to sell daily necessities products directly to consumers. E-commerce or selling via internet is now mostly done by companies as a way to sell their products. E-commerce is widely applied by companies because it has various advantages, namely being able to reach audience around the world, being able to carry out interactive communication at an efficient cost. Can reach certain target consumers, make it easier to make changes to information such as price changes or other information, and get immediate feedback from consumers.

According to Kotler (2007: 298-299), the internet provides marketing and consumer opportunities for greater interaction and individualization. Interactive marketing offers many unique benefits. Effectiveness in reaching people throughout the day. According to Lane et al (2009: 526), the role of the internet in advertising and marketing, among others, as a source of direct sales, as a source of communication supported by advertising, as a source of marketing and promotional information, and as a bond builder with consumers.

#### f. Advertising

According to Morissan (2010: 17), advertising is any form of non-personal communication about an organization, product, service, or idea that is paid for by a sponsor. Hermawan (2012: 72) states that advertising is also defined as a form of non-personal presentation and promotion of the idea of goods or services carried out by certain companies. The main factor or key to advertising is that advertising must attract the attention of potential consumers.

### a) Effective Messaging Strategy

A message in a promotion must be able to convey the purpose of the promotion.

Moriarty et al (2011: 449) suggested 11 effective message strategies, which will be explained in more detail as follows:

- 1) Attracting attention: to be effective an ad needs to be exposed in the media to attract attention by using a compelling, curious or visually appealing idea.
- 2) Creating interest: attracting attention reflects the attractiveness of advertising, keeps attention from diverting reflects attraction. Interesting thoughts will keep the audience intrigued and captivate them until the end of the message. One way to increase interest is to create curiosity. Ads that begin with a vague question or statement are curious ads.
- 3) Resonate: ads that amplify emotional impact because they create a personal connection with the brand are ads that resonate with the target audience.
- 4) Creating trust: this can be done by using data that supports a claim.
- 5) Reminiscing: advertising must not only be able to attract attention and create interest but must also be embedded in the memory. It is an important part of the perceptual process. Repetition is used in the media and in message strategies to keep the ad memorable.
- 6) Touching emotions: Emotional attraction creates emotional responses such as love, fear, anxiety, sexual attraction, joy, sadness, security, comfort, pride, happiness, shame, and nostalgia.
- 7) Providing information: advertisements must be able to provide information regarding the product. Such as product information to new formulas.
- 8) Teach: people learn through instructions, so some advertisements are designed to teach, such as showing how a product works or how to solve a

problem.

- 9) Persuade: persuasive advertising is designed to influence attitudes and create trust. A good strategy is testimonials and messages that generate word of mouth. Endorsements (compliments) by other people, experts or celebrities are used to strengthen beliefs.
- 10) Creating brand associations: the transformative power of branding, where brands have distinctive character and give meaning is one of the important functions of advertising. The association message strategy conveys information and feelings symbolically by associating the brand with a particular type of person or lifestyle.
- 11) Trigger action: sometimes advertising messages can trigger people to take action, by offering something free, an immediate gift or a discount.

#### b) Emotional Messages

One form of persuasive messages that can attract attention is emotional messages. According to Tan in Jamiluddin (2005: 55), the form of presenting an emotional message with the term appeal of the message (appeals) or an emotional message appeal. The presentation of the message is directed at providing an overview of beauty, sadness, affection, love, and other things related to feelings.

Emotional appeal, according to Tan in Jamiluddin (2005: 56) includes the development of appropriate feelings for the recipient which refers to the value of taste, emotion, by placing it in a pleasant state in the message conveyed. Meanwhile, according to Kotler in Jamiluddin (2005: 56), communicators make appeal messages that arouse fear, guilt, and shame so the audience does something. Communicators also use the appeal of positive emotional messages, love, pride, and other pleasant things.

So, an emotional message appeal is a message that describes statements of positive or pleasant emotions (such as love, beauty, affection, pride, self-confidence, pleasure) and negative (such as fear, lust, guilt, shame, anger, anxiety) without reference to evidence or data.

Aaker and Mayer in Jamiluddin (2005: 57) stated that persuasive advertising is often developed by stimulating signs and symbols related to emotions, such as anxiety, love, desire, humor and others. People will pay more attention to emotional advertising because of the role of affection in guiding attention. Emotional advertising can increase the excitement of people who see it. The appeal of emotional messages prioritizes two approaches, namely psychological and sociological. The psychological approach usually refers to the audience's need for satisfaction or pleasant stimuli (personal state of feeling), such as happiness, security, compassion, compassion, sadness, and others. While the sociological approach refers to the need for status or recognition (social based feeling), such as status recognition, pride, acceptance, and others.

Larson in Jamiluddin (2005: 58) asserts that most human actions are based on emotions rather than thoughts. Emotional language can shake and change the attitude of audiences, and because human actions are more based on emotions. Emotional appeals are effective because they can make individuals aware of undesirable circumstances, such as death, loss, illness, and so on. In addition, according to Kotler in Jamiluddin (2005: 58), emotional messages aim to evoke negative and positive emotions that will motivate purchases. According to Pearson in Jamiluddin (2005: 59), women are faster and easier to react with emotional feelings than men.

"There are four things that can evoke a person's emotions, namely: using language that is full of emotional content to describe certain situations, connecting the ideas proposed with ideas that are popular or unpopular, connecting ideas with visual and nonverbal elements that arouse emotions, and placing in communicators emotional nonverbal

cues. However, in its application, emotional messages cannot affect the emotions of all humans” (Battinghaus in Jamiluddin, 2005: 58).

Guess Center Point Medan in conveying information to consumers and related parties, chooses certain marketing communication strategy activities combined with technological advances and developments in marketing science. The marketing communication strategy activities consist of personal selling, sales promotion, word of mouth, and direct marketing. The following will explain the promotional mix commonly used at Guess Center Point Medan, namely:

a) Personal Selling

According to Soemanagara (2008: 43), personal selling is an improvisation of sales by using a person to person communication in marketing communications. Another definition put forward by Danang (2012: 160) which defines that personal selling is a company activity to make direct contact with potential customers. Personal selling can be a marketing communication strategy where the company (sales assistant) can interact directly with consumers. Personal selling at Guess is usually carried out by sales assistants and store leaders under the auspices of a store manager who promotes goods directly to the target market (consumers and potential consumers) and can explain products in more detail and receive direct feedback from consumers.

b) Sales Promotion

Sales promotion is a direct directive in which the transfer of value or intensive on the product to the power of value or intensive to the product to the sales force, is distributed with the main purpose of making direct sales. Sales promotion can also aimed to increase consumer desire and persuade consumers to buy a product on offer. It can be in the form of short-term incentives that are attractive to consumers.

c) Word of Mouth

'Word of Mouth' is a marketing communication that is quite effective in improving product sales. Word of mouth is very effective in influencing consumers to buy a product. Consumers will buy products that are recommended by their acquaintances because they think that the product information is trusted and personal. Word of mouth is considered more persuasive than marketing through advertising.

d) Direct Marketing

Direct marketing is part of the program of marketing communication activities.

Kotler and Keller (2009: 240) state that:

Direct marketing is the use of consumer channels to reach and deliver goods and services to customers without the use of marketing intermediaries. Direct marketing can use a number of channels to reach potential customers and individual customers such as stores, websites, and mobile devices.

The direct communication is intended to get a response that is obtained in a short time. The factors that support this goal are:

- 1) The target market has known the product or service before through mass media channels or other media.
- 2) The targeted market is the result of screening from a selective segmentation process, so the selected target market is a target that has a close relationship with the products offered.
- 3) The communicators (sales assistant and store leader) have prepared complete information as needed and possible answers to a series of information regarding the products offered.

The direct marketing is also a process that provides an opportunity for the target market to assess and consider it in a decision-making process. This allows the communication process to be repeated. This process is known as the follow-up process.

## **D. Effect of Marketing Communication Strategy in Improving Sales**

In running a business, of course, there are several important points that must be applied apart from the quality and service of the product itself, namely marketing. So the marketing communication strategy can be said to be the key to the success of selling a product after the company ensures that the product has good quality.

According to Djalim Saladin in Kartajaya (2010: 171), marketing communication strategies have an important influence because:

- 1) Can help customers with information that strengthens awareness and knowledge about the services or services offered.
- 2) Can influence customers' attitudes and desires.
- 3) For companies, can manage service processes effectively and efficiently.

Soemanagara (2012: 50-54) adds that in the process of planning and application of marketing communication strategies, the process is divided into five stages of marketing communication strategies that are usually applied by companies to increase sales of the products offered, namely, recognizing customers, choosing strategic locations, using internet marketing, conducting promotions, and establishing relationships with customers.

### **1. Recognizing Costumers**

Recognizing customers can be done by identifying a defined target market, such as teenagers and adult women. The right identification can make it easier for Guess Center Point Medan in developing an effective marketing strategy and avoiding wasting costs and time.

### **2. Doing Promotion**

Promotion must be done to consumers in a creative, consistent and continuous way. For example, as is usually done by sales assistants and store leaders at Guess Center Point Medan by making statuses about products (ranging from new products to special

prices) on social media. In addition, Guess Center Point Medan also has to observe how promotions are implemented by other competitors. If the promotion is more attractive, Guess Center Point Medan can continue. However, if the competitor's promotions are much more attractive, then Guess Center Point Medan, especially the sales assistants and store leaders, must prepare more unique, creative, and interesting promotions.

Moreover, the usual way of promotion by Guess Center Point Medan is by word of mouth. This method can attract more customers and can find customers by themselves.

### **3. Choosing A Strategic Location**

Another important thing to consider is the choice of a business location. The choice of location is one strategy to attract consumer interest. Therefore the company must be able to choose a strategic and appropriate business location so that the business can be reached by consumers and potential consumers.

### **4. Using Internet Marketing**

One of the marketing strategies that are currently being intensively carried out is internet marketing. By displaying products on social networking sites, Guess Center Point Medan, especially sales assistants and store leaders, can find out how consumers taste and what they need. Every day buying and selling activities through online shops are increasingly being carried out.

Consumers tend to want to shop in a more private space and avoid crowds. The internet opens wide doors for companies to innovate. Companies can display business products on websites, blogs, Facebook, and other sites by posting photos that can attract consumers. By using internet marketing, Guess Center Point Medan (sales assistant and store leader) can also interact with consumers directly without being limited by space and time.



## 5. Maintaining Good Relationship With Consumen

Maintaining good relationships with consumers can be done by contacting them to simply ask for testimonials about products or informing them of newly released products and ongoing promos. Consumers need products/goods and companies need consumers for profit orientation. Maintaining good relationships with consumers is the last key that must be held to achieve success in business.



## CHAPTER III

### METHOD OF RESEARCH

#### A. Method

This study uses qualitative research methods. This study discusses phenomena that aim to understand social reality, namely seeing the world from what it is, not the world it should be.

“Qualitative research methods are natural research methods, as opposed to an experiment, where the researcher is the key instrument, the data collection technique is carried out in a combined manner (triangulation), the data analysis is inductive, and the results of qualitative research emphasize meaning rather than generalization” (Sugiyono, 2014: 1).

According to Kriyantono (2008: 196), qualitative research is research that uses inductive thinking, namely a way of thinking that departs from specific things (empirical facts), to general things (concept level). Based on this, it can be stated that the qualitative research method was carried out intensively, the researchers participated for a long time in the field, recorded carefully what happened, carried out reflective analysis of various documents found in the field and made detailed research reports.

In essence, qualitative research methods collect data accurately (analysis is carried out for one variable), another characteristic is that it focuses on observation and scientific arrangement (natural setting). This qualitative research allows the researcher to get complete, definite, deeper, more complete, meaningful and high-credibility data so that the objectives of this research can be achieved.

## **B. Data Sources and Data Collection Techniques**

### **1. Data Sources**

According to Arikunto (2006: 129), the source of data in research is the subject from which the data can be obtained. There are two sources of data in this study which are adjusted to the focus and objectives of the study, namely primary and secondary data.

#### **a. Primary Data**

Primary data is data collected from the field directly by the person conducting the research or the person concerned needs it. According to Hassan (2002: 82), primary data is also called original data or new data. The primary data in this research is that the researcher can go through direct interviews with informants. Primary data in this study were obtained from interviews with 5 informants consisting of a store leader, 2 sales assistants, and 2 consumers who were involved in this study, and also primary data from this study were obtained from the observations of researchers on activities marketing communication strategy that occurred at Guess Center Point Medan.

#### **b. Secondary Data**

According to Anwar (1998: 91), secondary data is primary data that obtained through other parties, not directly obtained by the researcher from the research subject. Secondary data is usually in the form of published or unpublished documentation or reports. Secondary data in this study were obtained through books, documents and others relevant to the research topic and references that the researchers obtained from the documentation of marketing communication strategy activities that occurred at Guess Center Point Medan.

## 2. Data Collection Techniques

Data collection techniques are the most strategic steps in research, because the main purpose of research is to obtain data. The data collection techniques used in this research are:

### 1. Observation

Kriyantono (2008: 110) reveals that observation is defined as an activity to observe directly without a mediator an object to look closely at the activities carried out by the object.

According to Wimmer and Dominick in Kriyantono (2008: 111), there are two methods of observation, namely: participant observation and non-participant observation. This study was adapted to the research subject, so the researcher chose participant observation. "Participant observation is an observation method in which researchers also function as participants, participating in the activities being studied" (Kriyantono, 2008: 112).

### 2. Interview

Interviews were conducted by researcher to find out the activities (marketing communication strategies) carried out by the research subjects, namely the store leader and sales assistant at Guess Center Point Medan. Researcher can find out by asking about these activities. Researcher also find research informants' ideas, thoughts, opinions, behaviors, and motivations by talking and asking questions. According to Esterberg in Sugiyono (2014: 72), an interview is a meeting of two people to exchange information and ideas through question and answer, so meaning can be constructed in a particular topic.

Kriyantono (2008: 100-102) stated that during the observation, the researcher conducted interviews with the people in it through preliminary interviews, structured interviews, semi-structured interviews, and in-depth interviews. Researcher chose to conduct semi-structured interviews in this study. At the time of the interview, the researcher prepared

the interview text and developed questions according to the situation and conditions so as to obtain more complete data.

### 3. Data Collection Techniques With Documents

According to Sugiyono (2014: 82), research results from observations and interviews will be more credible or trustworthy if they are supported by photographs or academic writings. Documents in this study are in the form of writings such as diaries, regulations and photographs related to marketing communication strategies and consumer satisfaction.

### C. Research Instrument

Sugiyono (2014: 59) states that in qualitative research, the research instrument is the researcher himself. It means that the author here must understand qualitative research methods, master theory and add insight to the field being studied, as well as readiness and provision in the field. From an observation point of view, it includes diary notes, observation sheets, and observation guides. From an interview perspective, the research instruments include notebooks, recording devices, and cameras. Looking at the documentation in the form of photos, cameras, and laptops.

### D. Data Analysis Techniques

The data that has been collected through the data collection techniques above are then analyzed through data analysis techniques. Qualitative research, data analysis techniques are mostly carried out together with data collection.

“Data analysis is the process of systematically searching and compiling data obtained from interviews, field notes, and documentation by organizing data into categories, describing them into units, synthesizing, compiling into patterns, choosing which ones are important. and what will be studied, and draw conclusions so that they are easily understood by themselves and others” (Sugiyono, 2014: 89).

The data analysis technique used in this study is qualitative data analysis, following the concept given by Miles and Huberman in Sugiyono (2014: 89) carried out interactively through the data reduction process, data display (presentation of data), and conclusion drawing/verification.

### 1. Data Reduction

According to Sugiyono (2014: 92), reducing data means summarizing, choosing the main things, focusing on the important things, looking for themes and patterns. The data that has been reduced provides a clear picture and makes it easier for researcher to carry out further data collection, because the data obtained from the field are quite large, complex and complicated. In reducing data, each researcher is faced with one final goal of research, namely new findings.

### 2. Data Display

After the data is reduced, then the data is presented. "In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories" (Sugiyono, 2014: 95). The author presents the data in the form of narrative text with a systematic structure arranged in several parts. Then, the researcher will conduct an in-depth analysis to find the interactive relationship between these parts.

In this step, the researcher tries to compile the relevant data so that it becomes information that can be concluded and has a certain meaning. The process is done by displaying data, making connections between phenomena to interpret what actually happened and what needs to be followed up to achieve the research objectives.

### 3. Conclusion Drawing/Verification

The next step is drawing conclusions based on the findings and verifying the data. Researcher do verification because the initial conclusions put forward are still temporary and will change if strong evidence is found that supports the next stage of data collection. The

conclusion put forward by the researcher at the initial stage is supported by strong evidence and it is in accordance with the theory described in chapter two, in the sense that it is consistent with the conditions found when the researcher returned to the field, so the conclusions obtained are credible conclusions.

Researcher is also still open to receiving data input, even though the data is data that is classified as meaningless. Researcher has separated which data are strong or weighty with data that are weak or deviate far from the research. The conclusion of this study is expected to be a new finding that does not yet exist. The findings are in the form of causal or interactive relationships, can also be in the form of hypotheses or theories.

### **E. Data Credibility Test**

In this study, the credibility test is carried out by:

#### **1. Observation Extension**

“Extended observations mean that the researcher returns to the field, makes observations, does re-interview with data sources that have been encountered and new ones” (Sugiyono, 2014: 122).

The extension of this research observation focuses on the data that has been obtained, after being checked back in the field the data is correct and means credible, then the extension of the observation period is ended.

#### **2. Increasing Persistence**

“Increasing persistence means making observations more carefully and continuously. By increasing persistence, researchers can re-check whether the data that has been found is wrong or not” (Sugiyono, 2014: 125).

The researcher has read all the records of the research results carefully to find out the mistakes and shortcomings. Researcher read reference books, related research results, documents, and other related references to add insight so that the data to be found is more credible.

### 3. Triangulation

According to Sugiyono (2014: 125), triangulation is defined as checking data from various sources in various ways, and at various times. Researcher in this study triangulated techniques by means of interviews, observation and documentation. Triangulation of sources by checking the data obtained from several sources, namely 2 sales assistants, 1 store leader, and 2 consumers. Time triangulation means that data collection is carried out on various occasions namely day, afternoon and night.

### 4. Using Reference Materials

Reference materials used by researcher in this study are recording aids, interview recordings, cameras and photos. It is necessary to support the credibility of the data that has been found by author. The data that has been presented needs to be accompanied by photos or authentic documents, so that the data becomes more reliable.

### 5. Member Check

According to Sugiyono (2014: 129), member check is the process of checking the data obtained by the researcher to the data provider. Researcher has shown the data that has been found to data providers, namely store leaders, sales assistants, and consumers. The data that has been found agreed upon by the data providers means that the data is credible or trustworthy.



## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

The conclusions that the author obtained from the research entitled "Marketing Communication Strategy of Guess Center Point Medan in Improving Sales Omzet" are as follows:

1. The marketing communication strategy performed by Guess is to choose store locations in large malls because the target market is the upper middle class, using internet marketing (social media and websites), making finishing several domestic products such as packing and providing quality price labels with the same way to reduce prices that are more affordable for consumers. As well as changing product models according to the changing seasons, promos and events on major holidays, in collaboration with banks and other vendors that have been used and planned properly.
2. The marketing communication strategy carried out by Guess Center Point Medan, especially in improving its sales omzet, is to use additional strategies such as improving the service quality of salespeople, namely to be able to recognize customers and build good relationships with them and other potential customers, using internet marketing to inform about products and services. Newly launched products and Guess Center Point Medan promos are shared by personal social media (instagram and whatsapp), as well as changing product displays at the Guess Center Point Medan store every week. These strategies are implemented to create loyal consumers and make consumers feel interested, appreciated and happy to shop at the store

3. The obstacles experienced by Guess Center Point Medan in improving sales omzet are such as the existence of new products (competitors) with quality below the Guess product but have almost the same model and the price is relatively cheaper. The Consequence, public (consumers and potential consumers) has a wide variety of options that can be said to be a significant threat. Moreover, the delay in promo information from Marco to store sales, as well as with other business partners in the context of product promotion activities is also considered as a threat.
4. The existing strategy produces an analysis through the SWOT technique, namely internal factors such as strengths and weaknesses and also external factors, namely opportunities and threats. Guess Center Point Medan provides strength in terms of marketing, promotion and product quality to improve maximum sales omzet, but existing weaknesses can occur when the existing marketing communication strategy is still not well organized in its implementation coupled with a lack of knowledge about the products offered.

## **B. Suggestion**

The researcher provides suggestions regarding the research entitled "Guess Marketing Communication Strategy of Guess Center Point Medan in Improving Sales Omzet" as follows:

1. To maximize the achievement efforts of marketing communication strategies in improving sales omzet, sales must improve the quality of good communication with consumers.
2. Guess Center Point Medan must be more innovative and more modern in improving the quality of models and other product forms so that these products have the same

interest and appeal in the eyes of consumers as watches and carrywear products. Seeing competitors who are aggressively carrying out promotional activities, the company should be able to try to design a schedule of promotional activities in which promotional activities can be programmed properly, in time and on target, so that promotional activities can be more effective and efficient.

3. Guess must be more aggressive in improving the company's image in the eyes of the public (consumers and potential consumers), because it can maintain consumer confidence in Guess, especially Guess Center Point Medan. Thus the company can have many good relationships and opportunities for the future.
4. To support the technical success of the implementation of the marketing communication strategy applied, Guess Center Point Medan should be able to increase the number of existing human resources to improve the technical implementation.

