



Telkomsel Halo Product Marketing Communication Strategy at PT. Medan Marelan Regional Office Cellular Telecommunications

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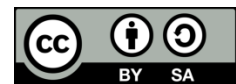
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ABSTRACT

Telkomsel is currently improving and strengthening their brand by releasing independent products and products that are widely used by people today. In order for the sales level to reach the target, Telkomsel requires an effective marketing communication strategy in order to satisfy and define consumers. In this study the researchers chose the Halo card product at PT. Telecommunications Seluler Medan Marelan regional office, which can be seen in their high level of sales of their products, one of which is Telkomsel Halo. Based on this background, the question arises how the marketing communication strategy is used in marketing Telkomsel Halo products and what is consumer behavior towards the Halo Telkomsel product. So in this study the aim is to describe the marketing communication strategies used by Telkomsel in marketing Halo products in order to attract and set consumer targets and to know consumer behavior towards Telkomsel Halo products. This type of research is qualitative with a symbolic interaction approach where the data is determined through observation, interviews, and documentation directly in the field. The theory used is integrated marketing communication (IMC) theory. The results of this study can be concluded that the marketing communication strategy used in marketing Telkomsel Halo products at the Medan Marelan regional office uses the theory of integrated marketing communication marketing strategy which consists of 6 components, namely advertising, direct marketing, interactive marketing, sales promotion, public relations and personal selling. In addition, several factors were found that influence consumer behavior towards Telkomsel Halo products, namely internal factors and external factors.

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1. INTRODUCTION

Marketing communication plays a very important role for marketers. Without communication, consumers and society as a whole will not know about the existence of a product

on the market. Determining who is the target of communication will greatly determine the success of communication. By setting the right target, the communication process will run effectively and efficiently (Sutina, 2002: 268). Consumers in general are often used to deliver messages is what is called the promotional mix (Promotional Mix). There are five types of promotion mix, namely advertising, personal selling, sales promotion, public relations and publicity, and direct marketing.

In this study using the theory of Integrated Marketing Communication. This theory is part of a creative and effective marketing communication chain process. In this study, the theory is discussed because it is one of the theoretical references used by the marketing company PT. Cellular Telecommunications in the framework of creative marketing to attract potential customers effectively. According to experts, the meaning of Integrated Marketing Communication is the integration of the entire marketing communication efforts carried out by a brand. Integrated Marketing Communication (IMC), a concept developed in the 1980s, is defined by Schultz (2004) as a strategy in business processes by planning, building, executing and evaluating the implementation of coordinated brand communication programs to consumers, customers or other targeted relevant to external and internal audiences. In discussing Integrated Marketing

Communication it is very important to look at and focus on the integration of all marketing communication approaches, but it turns out that on top of that all integrity refers to one paradigm, namely the Customer-Focused paradigm or which means the consumer paradigm. The Customer-Focused paradigm or consumer paradigm has an explanation that all integration activities must refer to the consumer, which here refers to what is expected in the consumer's mind. So, the true "Integrity" of the IMC concept is not just marketing, but the most fundamental thing is integrity that occurs in the minds of consumers.

It can be concluded that IMC is a communication concept that is planned, integrated and applied in various forms of marketing communications to provide maximum understanding and impact through consistency of communication messages to consumers, customers or other parties relevant to the goods or services being communicated. In the process, IMC uses promotion mix to achieve communication goals. Some of the elements contained in this promotion mix are Advertising, Direct Marketing, Interactive marketing/Internet Marketing, Sales Promotions, Public Relations, Personal Selling.

2. RESEARCH METHODE

The research method used is a qualitative approach. Qualitative research is a systematic research method (path) used to study or research an object on a hypothetical background, with natural methods when the expected research results are not generalizations based on quantity measures, but the meaning (in terms of quality) of phenomena observed. Qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior directed at the background and individual holistically (whole).

Qualitative research is descriptive analytic in nature. Obtained data such as observations, interview results, shooting results, document analysis, field notes, compiled by researchers at the research location, are not set forth in the form and numbers. Researchers immediately analyze data with information, look for relationships, compare, find patterns on the basis of the original data (not transformed into numbers).

3. RESULT AND ANALYSIS

Telkomsel Marketing Communication Strategy Hello

1. Advertising

Advertising can build brand equity by creating brand image and brand association through executing advertisements into the minds of consumers. This communication element is most widely used by marketers because it can reach a larger number of target audiences than other elements. Advertising that is used by Telkomsel Halo to build, communicate the identity of Halo products, whether it's appearance, changes, services or Halo features that are more towards data, especially internet and telephone packages as well as the advantages of other Halo card offers. through advertising, the advantages that differentiate the Halo card are highlighted both in terms of data speed, package rates, services and offers for the Halo card. Kartu Halo advertisements are mostly packaged with up-to-date characteristics of young people, starting from story ideas, themes and content made through social media.

2. Direct Marketing

Is a marketing activity carried out by the company directly to consumers. Generally this marketing activity is done by sending direct mail. Direct marketing carried out by Telkomsel Halo is to attract potential customers and embrace or establish relationships with consumers, especially the young segment through communication and get direct and measurable responses from customers and potential customers. Through this direct marketing program, Kartu Halo communicates its brand transformation, both the services and features of the Halo card. Kartu Halo strengthens its identity which is more towards telephone and internet data speed. Kart Halo utilizes direct marketing to reach and expand the company's customer base by attracting non-customers to use Telkomsel Halo products. Direct marketing to attract these new customers through website activities, my Telkomsel applications, and call centers.

3. Interactive/Internet Marketing

Marketing activities carried out interactively via CD-ROMs, digital mobile phones, interactive TV and so on or online using the internet network to communicate products and services. The interactive marketing carried out for Halo products is the same as implementing a direct marketing strategy where Halo products are marketed through the website, as well as the my Telkomsel application. In addition, Kartu Halo also promotes its brand through TV and content that is carried out on various social media such as tik-tok, YouTube and also Instagram.

Instagram and also TikTok are one of the media used by Halo products to establish relationships / communicate with consumers and potential customers. This media is considered quite effective because social media provides information and answers consumer questions about the Halo brand or Halo products and regularly provides interesting quizzes as well as promos and product information. Not only about Telkomsel Halo products, but also tips and other general information about Telkomsel.

4. Sales promotions

Marketing activities carried out by giving incentive values to sales time, distributors, or consumers directly to encourage sales quickly. Sales promotion carried out by Telkomsel Halo in order to promote direct interaction with consumers. Telkomsel made the sales team go directly to carry out the Halo product marketing process in order to accelerate sales targets. Sales promotion is used by Telkomsel Halo to increase product sales by attracting potential consumers. Sales promotion activities

carried out by Telkomsel to attract consumers include promos for Telkomsel Halo products. Sales promotion programs that are mostly carried out by Telkomsel Halo are bundling products. Kartu Halo bundles its services with mobile phones so this is one of the technologies that young people prefer. With guaranteed internet speed and phone data speed, Halo cards offer attractive prices. It is these bundling products that are communicated through sales promotion. With this program, the Halo card is more able to reach consumers who are its target, namely teenagers and adults, while at the same time highlighting the advantages and reflecting that the Halo card is more towards internet and telephone data connection speeds.

5. Public Relations

As with advertising, publication/Public Relations is non-personal communication through various mass media such as TV, radio, magazines and newspapers about companies, products, services or event sponsors that are assumed to be directly or indirectly carried out in the form of news releases, press releases, conferences, articles, films and others. Telkomsel Halo uses PR activities to build relationships and create public awareness and knowledge of the transformation of its brand identity, starting from appearance, features and internet services as well as telephone data speed. Telkomsel Halo mostly uses the approach of young people and also adults who prefer to use gadgets for their daily needs for their PR activities, especially for teenagers through events and social media. Meanwhile, in the adult segment, by taking care of its customers who have stayed, Telkomsel has also held several events that are profitable and affordable.

The public relations activity carried out by Telkomsel Halo is by launching its new brand/package as well as launching a new product from Telkomsel Halo, namely Telkomsel Halo Unlimited, this also reflects the identity of the Halo card as Smart Internet. Kartu Halo also listens to responses from the public, what is still a problem or has not been understood and communicated clearly through media that consumers often see through press conferences, press releases, talk shows, interactive dialogue, beat in in collaboration with the media -media partners. Especially media with youth coverage to publish the identity of Telkomsel Halo products, both newspapers, the internet, radio and television.

6. Personal selling

Communication activities carried out directly by the seller to convince potential buyers to buy the product or service offered. Through this communication activity, sellers can modify communication messages to suit the needs and desires of consumers and get direct feedback from consumers. Personal selling is used by Telkomsel Halo to increase the level of purchases by selling its products cheaper on a large scale to communities, schools and companies or organizations. To strengthen its identity, Kartu Halo sells more Halo card services that have been bundled with gadgets with internet service applications and Halo card phone sms data speed services. This personal selling activity also works together with marketing strategies such as PR, namely by carrying out events or being sponsored by kartuHalo

Telkomsel Halo uses a variety of marketing communication strategies in the form of a promotional mix without being limited to just one type of marketing communication. Telkomsel Halo takes advantage of each unique strategy to achieve the desired goals. Initially at the introduction stage of its brand transformation in order to build its brand awareness and brand

knowledge, Telkomsel Halo used advertising, sales promotion, interactive marketing and personal selling. Telkomsel Halo is more focused on boosting its product sales figures by using a marketing communication mix of personal selling, direct marketing and sales promotion after feeling that its product transformation has been recognized or recognized by consumers. With regards to attracting new customers and encouraging sales of Telkomsel products, Halo uses a lot of promotional mix as a form of marketing communication strategy. Through sales promotions, Halo cards carry out bundling, namely combining Halo card providers with cellphones, namely with the service Telkomsel Halo Unlimited or "Halo packages there are always choices according to needs".

Of course, these packages will make it easier for customers to use Telkomsel services, especially Telkomsel Halo data services by offering affordable and attractive prices. It is these bundling products that are communicated through sales promotions. This sales promotion activity is also integrated with other marketing such as advertising, direct marketing, public relations, and personal selling. That way, apart from being able to drive marketing targets and increase product sales, it can also form an identity as a provider that has superior internet access services and telephone SMS data.

4. CONCLUSION

From the results of research on the Marketing Communication Strategy for Telkomsel Halo Products at PT. Cellular Telecommunication Medan Marelana Regional Office, it can be concluded as follows:

- 1) Telkomsel Halo as a brand from PT.Telkomsel which uses a component of the communication mix (promotion mix) from the adopted communication theory, namely integrated marketing communication (IMC) as a reference in improving its marketing communication strategy. The IMC components are advertising, direct marketing, interactive marketing, sales promotion, public relations, and personal selling.
- 2) In Telkomsel Halo's marketing strategy, there are several factors that influence consumer behavior, namely internal factors and external factors. Internal factors that can influence consumer behavior towards Telkomsel Halo products are age, occupation, wealth, tastes and likes. While external factors that can affect consumer behavior towards Telkomsel Halo products are culture, lifestyle, friends, products, promotions, prices, product availability, product quality, and service quality.
- 3) Within the 6 components that can influence marketing communication strategy in integrated marketing communication (IMC) theory for Telkomsel Halo products, the most effective components in setting consumer targets are advertising, internet marketing, sales promotion and personal selling components.

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