

The Effectiveness of Advertising Marketing in Print Media during the Covid 19 Pandemic in the Mandailing Natal Region

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Abstract

This study explains how effective advertising marketing is in three print media in Mandailing Natal. Several print media such as the Waspada Daily, representatives of the Mandailing Natal bureau and Mohganews, stated that the impact of the Covid 19 outbreak on the effectiveness of advertisements in the print media mentioned above. On the other hand, the print media Madina Post revealed that the Covid 19 pandemic had little impact on the advertisements served through the advertising column in its print media. This study uses the principles of a qualitative approach, using the SOR theory as an acronym for Stimulus-Organism-Response which has an impact on the Covid 19 pandemic outbreak. Namely, humans whose souls include components; attitudes, opinions, behavior, cognition and conation.

Keywords

advertising marketing;
print media; covid-19



I. Introduction

Advertising is commercial communication about an organization and its products which are transmitted to a target audience through mass media in printed media, direct mail (direct posting). Shaped like outdoor billboards, or public transportation. In Mandailing Natal, the community defines advertising as any form of message about a product or service that is conveyed through a media and addressed to part or all of the community. Meanwhile, the term advertising is defined as the whole process which includes the preparation, planning, implementation and monitoring of advertisement delivery (Jefkins, 2000).

Print media advertising helps entrepreneurs market their goods or services. Advertising provides a substantial income for the company for employee welfare and media development. It is interesting to know how it was when it was hit by the Covid 19 disaster. Moreover, even though the print media has increased in number, it has decreased significantly in terms of readership. Data from the Central Statistics Agency shows that 23.0% of the population aged 10 years and over read newspapers. This means that in the context of readers and the market, the coverage of print media is decreasing and of course it will gradually cause the press industry to go out of business.

The problems posed by the Covid-19 pandemic which have become a global problem have the potential to trigger a new social order or reconstruction. Thus it is necessary to have close communication between stakeholders and the community in responding to the problems mentioned above. Then it takes a study that kredibility has the expertise to research this phenomenon, especially in the Mandailing Natal area. This needs to be done in communicating so that it is known the effectiveness of advertisements in print media during pandemicovid 19.

Hence presence this printed media is also one of the main choices for entrepreneurs, officials or institutional agencies to promote their products in print media. Because its function is a means of conveying messages, other media in general. This assumption is because the media is one of the various industries most affected by the epidemic, and at the same time it anticipates that the print media should not fall out in the middle of the road.

II. Review of Literatures

Advertising in language is a translation of the word "Advertentie" which means the rental of "space" in the mass media in order to introduce a product or service to the general public. Advertising is a form of effort to attract attention by communication, such as announcements, notifications, etc., for a product or service intended to be purchased (Pratikto, 1983).

In addition to the definition above, there are also those who say that advertising is a communication process. According to Guinn, Allen, and Semenik in a book entitled *advertising & integrated Brand Promotion*, advertising is a communication process (in Jaiz, 2014). In more detail, advertising can be said as an example of the practice of mass communication. Even the media used to deliver advertisements is none other than the mass media.

In a book entitled *Communication Theory* written by Wiryanto (2000), there is an explanation of the elements of mass communication. In general, these elements are the same as the communication elements put forward by Harold D. Lasswell, who says what in what channel to whom with what effect. However, there are several things in these elements that distinguish mass communication from other communications.

Advertising offers a value system in social life, in terms of psychology, advertising affects a person's motivation in making decisions and acting. Whereas, in terms of advertising communication concerning the effectiveness of advertising media as an advertising communication tool concerning the effectiveness of advertising media as a communication tool. Advertising is one form of communication consisting of information and ideas about a product that is aimed at the audience simultaneously in order to get a good reception. Advertising tries to provide information, persuade and convince. In other words, advertising is the most effective means of communication to disseminate information, product products, services and ideas from the advertiser, to the audience. (Suharyanto and Hidayat, 2018)

Next is about the media or channels used in mass communication, the media used are those that are able to spread messages widely, quickly and simultaneously. Examples of such media are newspapers, magazines, radio, television and the internet (Wiryanto, 2000). Each mass media certainly has certain characteristics which later can be considered in composing messages in advertisements. For example, when an advertisement is about to be delivered via radio, the message is more emphasized on the audio aspect. However, it is different from advertising on television, where audio and visual must be considered.

Mass media is a tool used in conveying the message from the source to the audience by using mechanical means of communication, such as newspapers, radio, television and etc. In this case, here the mass media is print media or newspapers. According to Bitter (in Muhtadi, 1999: 73), mass media is a means of transmitting information, such as newspapers, magazines, books, films, radio and television, or a combination of shapes of media forms. Meanwhile, according to Cangara (2002: 134), mass media is a tool used in the delivery of a message from the source to the audience (receiver) using a mechanical of communication such as newspapers, radio, film and television. (Saragih, 2018)

The media has assumed more of a negative role in this negotiation process. The role of the media is important in public issues like this. The media is supposed to be informing the public about issues and interests affecting the country. During reporting the Medias are also expected to be impartial and truthful to the information they are providing to the people. Impartial and good reporting can bring transparency and accountability of the parties involved in the process. (Woldemaryam, 2020)

In the previous points discussed, it appears that the ultimate goal of advertising is to influence consumer decisions to buy a certain product. But actually, advertising has fundamental functions which are a process so that in the end consumers can decide to buy. Jaiz (2014) in the book *Basics of Advertising* mentions 3 functions of advertising, namely:

- a. Advertising expands alternatives for consumers. The existence of advertisements can make consumers aware of various products / services which in turn give birth to choices.
- b. Advertising helps producers generate trust for consumers. Advertisements that appear cool in front of the public with large sizes and beautiful logos create a high level of belief that the company that makes them is bona fide and their products are quality. Advertising makes people know, remember and believe in their products / services.
- c. Advertising can change the mindset of consumers towards a product with the message displayed in the ad.

Based on the description above, it can be seen that the main function of advertising is persuasion. The message in an advertisement can make a person more consumptive if the ad can win the hearts of consumers well. In more detail, Joseph A. Devito (in Nurudin, 2007) mentions the various forms of persuasion, namely:

- a) Confirm or reinforce a person's attitudes, beliefs, or values.
- b) Changing someone's attitude, beliefs, or values.
- c) Moving someone to do something.
- d) Introducing ethics, or offering a specific value system.

III. Research Methods

In this paper, a qualitative approach is used with a descriptive data analysis process. In the first stage the writer obtains data and facts from events or activities that have been carried out in the form of a unit of analysis. The method used in this research is a case study. A case study, according to Ardianto, is a research method that examines cases intensively, deeply, and comprehensively. Case studies can be conducted on individuals or groups. Furthermore, Dan in Ardianto stated that an institution or a number of institutions was observed in depth by making observations. Each group is researched and reported in depth. For the sake of data completeness, the data collection methods used in this paper, The authors took various data sources using various kinds of data collection techniques, namely Primary Data in the form of 3 print media, namely, Madina Post, Mohga News and Waspada Daily. Furthermore, the data obtained directly as well as secondary data of advertising books and advertising journals, namely data obtained through other sources that have been collected in connection with this paper.

This study uses SOR theory as an acronym for Stimulus-Organism-Response, derived from a study of the psychology of media communication. Namely a human whose soul includes the components; attitudes, opinions, behavior, cognition and conation (Effendy, 2003: 115). According to this theory, the effect arising from the COVID-19 pandemic is a special reaction to a special stimulus, so that the print media at Mandailing Natal can estimate the suitability of the effectiveness of advertising promotion in the mass media. In addition, this theory explains the influence that occurs on the recipient as a result of

communication. The impact or influence that occurs is a certain reaction from certain stimuli (Sendjaja, 1999: 71). According to this response stimulus, the effect caused is a special reaction to a special stimulus

IV. Result and Discussion

Since the beginning of 2020, the world has been shocked by the Coronavirus (COVID-19) outbreak which has infected almost all countries in the world. Since January 2020, WHO has declared the world into a global emergency related to this virus. The corona virus that attacks the respiratory system has recorded more than 28 million cases from 213 infected countries in the world. Quoted by Pikiran-Rakyat.com from the Worldo Meters page, as of Sunday, September 13, 2020, the total number to be precise has reached 28,916,010 positive cases of COVID-19 globally. The global epidemic has swept the world, as has happened in Indonesia, so the stay at home program was implemented as an effort to suppress the expansion of Covid-19. To comply with government programs, the learning mode is shifted to virtual classrooms, so that students still get their right to gain knowledge but are still safe at home. Buana (2020) explains the steps that have been taken by the government to be able to solve this extraordinary case, one of which is by socializing the social distancing movement.

The COVID-19 pandemic has an impact on many parties, this condition has penetrated the world of education, the central government to the regional level has provided policies to dismiss all educational institutions. This was done as an effort to prevent the spread of COVID-19. It is hoped that all educational institutions do not carry out activities as usual, this can minimize the spread of the COVID-19 disease. Various countries affected by the COVID-19 disease have also done the same thing. The lockdown or quarantine policy is carried out in an effort to reduce the interaction of many people who can provide access to the spread of the corona virus. The policies taken by many countries, including Indonesia, are to close all activities, including those in human press institutions such as the print media.

Media with the support of advertising is a very strategic infrastructure to support people's lives for economic development and socialization in society. This phenomenon has an impact on media owners. Such as an interview with the editor in chief of Mohganews.

"The impact of Covid 19 has had an impact on advertising promotion as a support for the company's economy. Many activities and promotions from agencies and companies have canceled their activities, which have an effect on the dissemination of information to the media in the form of advertisements in our media"

Government policies in anticipation of Covid 19 greatly affect the fluctuation of media use in the advertising procession. So that usually the print media ranks first in the acquisition of advertising spending, while others may be radio, television and other media which are of course very conditional according to social variables as mentioned.

Furthermore, through an interview with editor in chief Mohganews,

"Usually, the ones who often carry out advertising promotions in our print media are the district government and companies around Mandailing Natal when the pandemic is canceled because there are calls to the public and institutions for social distancing"

Print media is the delivery of messages, it can be said to be the favorite media for the people of Mandailing Natal in conveying advertising messages to consumers. This is because it is supported by the practical characteristics of the media that can be found in coffee lopos in the Madina area which can have a very impressive impact on consumers. According to Hikmat, the press is often analogous to the term printed media in the form of publications, documents or notes in the form of newspapers, magazines. In line with

Liliweri, print media is defined as a mass media channel that makes society important to show strategic works and ideas.

In line with the interview from the alert print media journalist representative of the Mandailing Natal bureau, Alinahar's brother:

The Covid 19 pandemic since a year ago has had an impact on the alert column of advertisements in the daily print media. Usually the media provides a small column at a price of Rp. 2,700,000, - recently decreased a little.

The deterioration of the situation caused by this pandemic is a serious blow to the economy of a media in the Mandailing Natal area. Moreover, before this pandemic arrived, the media had grappled with the problem of decreasing advertising revenue due to competition from the global technology giant industry which seized more shares from digital advertising. This new growth has prompted the media to take some extreme measures to reduce spending when incomes are falling. That affects the fate of its workers, including journalists. The biggest challenge felt by print media journalism towards content on digital media is the accuracy of the information along with the very fast distribution of information that occurs over the internet.

Furthermore, Alinahar explained that:

"The decline in revenue from advertising is also due to the development of a digital media. Many advertisers today prefer to sort influencers on social media rather than conventional mainstream media institutions. The industry is willing to pay these influencers even more than the advertising rates in the mainstream media."

The Covid-19 pandemic has also become a disruption that has had a negative impact on the print media industry. Another impact of this pandemic has been the cause of a decrease in the business turnover of advertisers, which has resulted in reduced advertising budgets on various media platforms. Advertising spending in Indonesia experienced a very sharp decline in April as the majority of these large ad shoppers reduced their marketing activities amid the coronavirus pandemic.

Print media is actually still interesting, because published data can still be stored and can be reused if needed. In addition, the contents of the news that are presented in the printed media can still be accounted for because the production has gone through the editing process. The print media are thought to be better able to avoid inappropriate data and present news more accurately. Many methods that print media managers can try to continue to exist in the midst of online media attacks, is by presenting in-depth and unique news that the online media does not inform.

Next, information processing, grammar revision, and display design must also be very attractive. Even though it is located in an uneasy atmosphere, the mass media in Indonesia have contributed a lot in fighting the Covid-19 pandemic through the broadcasting of citizen service advertisements regarding social distancing, don't go home first, and how to wash hands properly. Also informed about the growing situation, encroachment on efforts to create vaccines as well as economic stimulus for exposed people.

During the Covid-19 pandemic, according to Agus Sudibyo from the Press Council quoting from the results of data collection from the Press Company Union or abbreviated as SPS for 434 print media from January to April 2020, there were 71 percent of print media companies experiencing a decrease in turnover from 40. percent when compared to the same period in 2019. Meanwhile, 50 of the print media press companies have cut their employee salaries by 2 to 30 percent and 60 percent have reduced broadcast hours, almost all of them have reduced transmittance and delays. spending.

Of course, in this condition it will force the print media industry to reduce the number of pages slowly, cut salaries for employees and lay off some of its employees as well due to

the lack of income from an advertisement so that the print media industry can survive in this condition. crisis like this time. The print media industry is currently also faced with the Covid-19 pandemic which has an impact on reducing revenue from advertising.

A different thing was conveyed by the general leader of the Madina Post, Brother Ali Mutiara. He explained that: "The Covid 19 pandemic has had little impact on my print media company which is published weekly in Mandailing Natal. The advertising order process is still as usual, such as from the Mandailing Natal district government and other private companies".

Mass media or often referred to as journalistic media, is the main tool in the organizational communication process. According to Bittner (1986) mass communication is a message that is communicated through the mass media to a large number of people. From this understanding it can be seen that today's communication must be carried out using the mass media. Column advertisements are advertisements made in the form of columns, this type of advertisement is usually affixed with an image, symbol or symbol to support the ad content. There are several points involved in making column ads, including each newspaper or magazine having a different column width and gutter. For that, the size must be adjusted so that no space is wasted. Column ads also contain a less prominent background and a proportion of the font and image sizes.

With a very limited amount of budget ceiling in advertising for a company, the priority will be to shift from conventional media to new media that can be considered the most accessible by the public. A senior journalist, Endy Bayuni, explained that currently the income that the media usually gets has decreased drastically due to the Covid-19 pandemic. This pandemic that occurred at the beginning of 2020 began to paralyze the wheels of the economy in Indonesia, which had an impact on reducing a company's advertising spending in the media. The condition of the Covid-19 pandemic has even exacerbated the sustainability of the print media, which is currently being eroded by online media.

In line with the information above, Ali Mutiara also explained about "Madina Post's print media strategy by establishing the online media Madina Post. To keep up with the times, Madina Post also creates online media. The goal is that new information can be quickly accessed by the public "

Broad reach of online media to disseminate information that can transcend boundaries of a region, demographics, age group, social status, gender, and differences in understanding and orientation. The second is the extraordinary ability of online media to reproduce messages. And the third is that the mass media can publish ideas or works according to their own views. And finally the fourth, namely with the function of determining the agenda it has, a mass media has many very broad opportunities to publish ideas or other people's work.

Another form of course is in the form of profits in the form of money from the advertising results. The amount of profit for display advertising depends on the number of orders entered. If there is a lot, the profit is also a lot, and when the order is small, the profit is also small. The amount of profit that can be obtained from the display advertising business cannot be determined per day. Because, the benefits depend on the number of advertising orders. The amount of profit from advertising is generally greater than that of display advertising. This may be because people prefer to advertise this type of advertisements such as columns and rows, because the visuals are considered quite attractive. Because there are many orders, it is a distinct advantage for the company.

V. Conclusion

The impact of Covid 19 has had an impact on advertising promotion as a support for the company's economy. Many activities and promotions from agencies and companies have been canceled, which have the effect of disseminating information to the media in the form of advertisements in the print media at Mandailing Natal, such as Waspada and Mohganews. The Covid 19 pandemic since a year ago has had an impact on the alert column of advertisements in the daily print media. when the pandemic becomes canceled because there is an appeal to the public and institutions for social distancing. The decline in revenue from advertising is also due to the development of a digital media. Many advertisers today prefer to sort influencers on social media rather than conventional mainstream media institutions. The industry is willing to pay these influencers even more than the advertising rates in the mainstream media.

Unlike the Madina Post print media, which usually do advertising promotions in our print media, the Mandailing Natal Regency government and companies around Mandailing Natal. The Covid 19 pandemic has had little impact on my print media company, which is published weekly in Mandailing Natal. The advertising order process is still normal, as is the Mandailing Natal Regency government and other private companies. As for the Madina Post print media strategy by establishing its online media Madina Post.com, the aim is that new information can be quickly accessed by the public.

In order to survive, conventional media must be able to maintain credibility and trust in the information presented. This credibility and public trust can only be built by the spirit of professionalism of journalists who adhere to journalism ethics, namely presenting factual and well-verified information. This is a strong offer for the print media to survive. Jarvis in Sugiya (2012) said that the media industry, especially print media, must make changes if don't want to be marginalized. One of them is a change in strategy that must be made so that print media can survive. Print media must be able to define itself from the medium.

Print media should not be just paper. Its power and value don't just come in control of the content and distribution. Another strategy carried out by the print media is by integrating newspaper content into electronic tablets. This competitive strategy pattern in the print media industry is a form of innovation and adaptation to technological advances (Wikan in Sugiya, 2012). The transformation of print media towards convergence is a form of reaction as well as an anticipatory attitude towards a number of predictions by experts about the future of newspapers. There is a tendency that tablet computers are widely used by print media publishers in various parts of the world (Trivono in Sugiya, 2012). Media convergence is a necessity that print media publishers absolutely need to anticipate through increasing the human resources of press companies in Indonesia

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