

Marketing Communication Strategy of PT Tempo Inti Media Impresario in the field of Event Organizer (EO) in Indonesia

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Abstract

PT Tempo Inti Media Impresario is a member of Tempo Media Group, where the company runs a business in the event that the business is developing in Indonesia. But there is an interesting phenomenon here is the emergence of new EO from the major media in Indonesia such as Kompas, Media Indonesia, Tribune and others, here researchers want to reveal Marketing Communications Strategy of PT Tempo Impresario related to how PT Tempo Impresario faces business competition with competitors who have the same value. The purpose of this study is to see whether the marketing communication strategy of PT Tempo Inti Media Impresario is in line with reality in Lapanagan. The methodology used is qualitative in which the information gathering technique used is in-depth interviews aided by using SOSTAC analysis. And the results found are less maximum marketing communication strategy in the advertising and personal selling components in running the strategy that has been in the plan. The researcher suggested that PT Tempo Inti Media Impresario once again examined deeply related to the development of industry so that in planning can produce a plan that follows the development of MICE industry in Indonesia.

Keywords

Event; marketing communications; mice; marketing communication strategy; SOSTAC



I. Introduction

MICE (Meeting, Incentive, Conference, and Exhibition) in Indonesia is increasingly advancing along with the development of the archipelago's exhibition and tourism industry which is not just a figment. A great opportunity for Professional Conference Organizers in the country to become a force to win in the Asia Pacific to international MICE business arena. This does not escape the facilities and massive promotion on behalf of the republic of Indonesia where many regions offer themselves as hosts for tourist visits followed by representative convention facilities. Citing a statement from the Archipelago Tourism Marketing Development Division, the Government has placed MICE as the leading product of national tourism as an attraction for foreign tourists.

The higher the company's leverage, the company tends to generate less cash, this is likely to affect the occurrence of earning management. Companies with high debt or leverage ratios tend to hold their profits and prioritize the fulfillment of debt obligations first. According to Brigham and Ehrhardt (2013), the greater the leverage of the company, it tends to pay lower dividends in order to reduce dependence on external funding. So that the greater the proportion

of debt used for the capital structure of a company, the greater the number of liabilities that are likely to affect shareholder wealth because it affects the size of the dividends to be distributed. (Yannizar, et al. 2020)

Tourism business players, tourism associations (ASITA, PHRI, INCCA, ASPERAPI) Universities, JCC, ICE BSD, JIExpo, the media, and the Government are expected to work hand in hand towards the leading MICE as a form of government contribution in advancing the "Value" of the quality of natural resources and human resources in the MEA arena and the dynamics of the international economy by prioritizing 9 pillars, namely the first ; strengthening MICE institutions, increasing accessibility, improving infrastructure, developing human resources and service quality, using technology and developing the concept of sustainability in the implementation of MICE activities.

For the types of events themselves, ranging from MICE (Meeting Incentive Conference Exhibition), to showbiz, talk shows, special events and impresarios are now included in the EO world category. For the scope of its own business, the procurement of EO services is included in the realm of government. Where the government carries out all EO activities in the LPSE program, namely auctions using documents via the internet, with notes and applicable provisions.

Tempo Media Group has a business unit in the media sector and participated in establishing the PT TIMI business unit in 2013 which is a business unit in the service sector Event Organizer. Several other large media companies have also built business units in the field of Event Organizer services, namely Media Indonesia (Citra Aktivasi), Bisnis Indonesia and Kompas. Competition is getting tougher because many companies are starting to look for Event Organizers who are sheltered by large companies and have large capital.

However, since 2014 the field of EO services has not only handled events but also served as a consultant in developing communication strategies or using an event to be one of the communication strategies in attracting visitors to get to know a product within the company.

One of them is the GGTF (Garuda Travel Fair) event, an event that combines the concept of an event as a communication strategy to attract consumers and business people in the field of tour and travel. In this case, the EO sees an opportunity in making an event that is able to combine communication strategies as marketing tools in an event.

D'impresario or PT Tempo Inti Media Impresario focuses on Meeting, incentive, convention, exhibition (MICE) business, event activation, Showbiz and CSR activities. The birth of this new business unit due to the expansion of Tempo Media Group sees a huge opportunity in the market. The unconventional way is through events, which offer alternatives to market and introduce one company's products directly to the targeted segment. As the company's goal to create emotional bounding or product experience with the community, it can be realized.

Researchers are interested in researching the Marketing Communication Strategy of PT TIMI because PT TIMI is one of the business units in a large media company, namely Tempo Media Group. Because of course in a media company, the Event Organizer has its own charm in the eyes of many companies, where media companies have their own weapon in selling an event in the MICE business market.

Apart from the above understanding, researchers are also interested in seeing the competition between Event Organizers who are under the auspices of media companies, because it is not uncommon in a tender for the implementation of an event, the competition is the EO of the media which incidentally is able to provide a very good pre-publication event, both through

print and electronic media. In this case Media Value is one of the weapons used by EOs from media that other EOs don't have, this Media Value is an independent event publication that can only be provided by a media company without having to spend a large fee again for an event publication.

II. Research Method

The method used in this research is descriptive qualitative where in this study the researcher will describe the object of research with the appropriate stages in obtaining information and using the constructivist paradigm. Which means in this study the researcher tries to see the object of research objectively and tries to see whether the object of research will be in accordance with reality. And if there is a problem, what solution can the researcher provide so that the object of research can create a new model in the marketing communication strategy of PT Tempo Inti Media Impresario.

2.1 Data Collection Technique

In this study, researchers used 2 data collection techniques, namely

a. Interview

In this method, the subjects to be interviewed are the Director, Marketing Manager and Markom from PT TIMI.

In this study, interviews will be conducted using interview guidelines. According to Patton (in Poerwandari 1998) in the interview process using this general interview guide, the interview is equipped with very general interview guidelines, and includes issues that must be covered without specifying the order of questions, maybe even explicit questions are not formed. The interview guide is used to remind the interviewer about what aspects should be discussed, as well as a check list whether the relevant aspects have been discussed or asked. With these guidelines the interviewer must think about how the question will be described concretely in sentences

Ask, while adjusting the question to the actual context during the interview (Patton in Poerwandari, 1998)

Kerlinger (in Hasan 2000) mentions 3 things that become the strength of the interview method:

- a. Able to detect the level of understanding of the subject to the questions posed. If they donot understand, the interviewer can anticipate it by providing an explanation.
- b. Flexible, the implementation can be adjusted to each individual.
- c. Being the only thing that can be done when other techniques can not be done.

According to Yin (2003) in addition to strengths, the interview method also has weaknesses, namely:

- a. Vulnerable to bias caused by the construction of poorly structured questions.
- b. Vulnerable to bias caused by inappropriate responses.
- c. Probling that are not good cause the research results to be less accurate.
- d. There is a possibility that the subject only gives the answer that he wants to hear interviewer.

b. Observation

In addition to interviews, this study also uses an observation method. According to Nawawi & Martini (1991) observation is a systematic observation and recording of the elements that appear in a symptom or symptoms in the object of research.

In this study, observation is needed to understand the process of the interview and the results of the interview can be understood in its context. Observations that will be carried out are observations of the subject, the behavior of the subject during the interview, the interaction of the subject with the researcher and things that are considered relevant so that it can provide additional data on the results of the interview.

According to Patton (in Poerwandari 1998) the purpose of observation is to describe the setting being studied, the activities that take place, the people involved in the activity, and the meaning of the event seen from their perspective seen in the observed event.

According to Patton (in Poerwandari 1998) one of the important things, but often forgotten in observation is observing things that do not happen. Thus Patton states that the results of observations are important data because:

- a. Researchers will gain a better understanding of the context in which the thing being researched will or will occur.
- b. Observation allows the researcher to be open, discovery oriented rather than proof and maintain the choice to approach the problem inductively.
- c. Observation allows researchers to see things that the research subjects themselves are less aware of.
- d. Observation allows researchers to obtain data about things that for various reasons are not disclosed by research subjects openly in interviews.
- e. Observation allows researchers to reflect and be introspective of the research conducted. Impressions and observations will become part of the data which in turn can be used to understand the phenomenon under study

c. Framework

This study begins with the analysis of SOSTAC (Situation, Objective, Strategy, Action and Control) which is used as a scalpel in this study.

The elements used in this study are marketing communications in which there are components in the form of Segmentation, Targeting, Positioning, Public Relations, Personal Selling and Advertising.

Segmentation is the initial component in marketing communication where this component explains the market segmentation of the research object. Targeting is the purpose of the object of research which is a major goal in the company. While Public Relations itself is one of the important components in marketing communication elements because in this case Public Relations serves as a liaison between the company and media friends. Meanwhile, the role of Personal Selling is as a marketing tool and a company. And the last one is Advertising, which is advertising where this advertising component is now very much needed in the formation of a company's marketing communications strategy.

III. Result and Discussion

In this study, the author tries to reveal the Marketing Communication Strategy of PT Tempo Inti Media Impresario through the Sostac method, which this method will reveal in detail and as a whole the object of research. Analysis of the situation in this study using SOSTAC analysis which consists of :

Situation is an analysis that explains the position where the object of research is now, so that the current market situation and customer position can be known.

Objective usually associated with the mission and goals of the company, whether long, medium or short term. Measurement is more directed at whether the company's goals have been achieved and where.

Strategy this component is usually more specifically explained in the tactics of promotional activities, such as advertising, sales promotion, and public relations work. Goals must be integrated with existing tactics.

Tactics is a detail of the strategy where all the details of the strategy are explained in this tactical component.

Control the point is to find out whether the strategy and tactics on the target are suitable between planning and operations. The following is a picture of the SOSTAC analysis based on the results of interviews with the marketing manager of PT Tempo Inti Media Impresario, namely Mr. Danny Kristianto and the Manager of CRM, namely Mr. Alfiansyah:

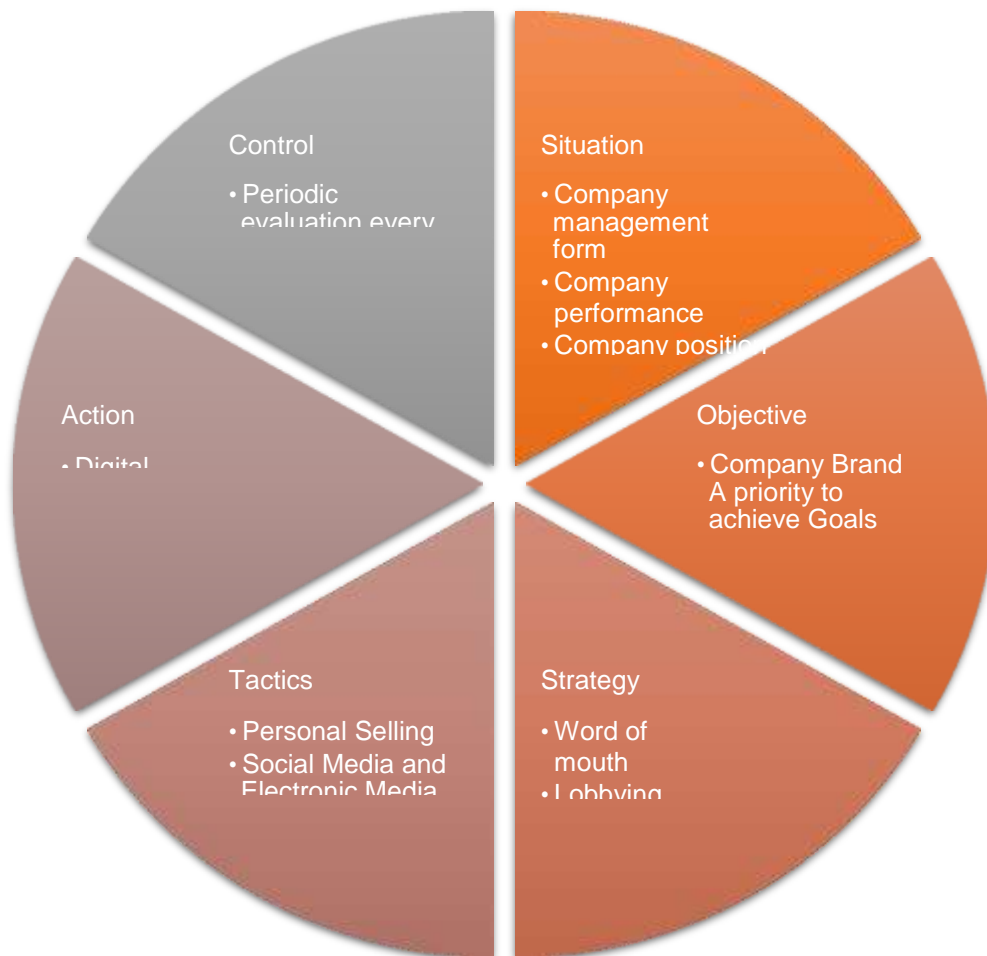


Figure 1. SOSTAC Analysis of PT Tempo Inti Media Impresario

Table 1. SOSTAC Analysis of Marketing Communications of PT Tempo Inti Media Impresario

No	Discussion	Description	Analysis
1	Company profile	Event Organizer Company Concept which is a subsidiary of Tempo Media Group	PT Tempo Inti Media Impresario is an EO company that has great competitiveness and opportunities because of the big name Tempo Media Group
2	Vision and mission	Making Impresario an EO company that is able to provide the best service in organizing events both on a small and large scale	Impresario's Vision and Mission is very good because it has a good correlation with other tempo media subsidiaries.
3	Corporate culture	An open managerial system with a very strong family concept among subsidiaries and employees	for the communication model that is formed is open and spontaneous which aims to increase employee creativity
	SOSTAC	1	Company management form
	a. Situation		Bottom up for operational decisions and top down for managerial
		2	Company performance
		a	Profit
			Very good, in the last one year the profit achieved has reached the target of around 24 billion
		b	Market Share and Segmentation
			For the market share of Impresario are government and non-government industries
			In the development of market segmentation there are advantages and disadvantages of each market. For example, the government does not pay attention to the process of an event, but instead pays attention to the completion of activity reports and financial reports because this involves the BPK and the KPK if there is inappropriate budget abuse. while in non-government, they pay more attention to the process of activities because it is a brand image in their programs.

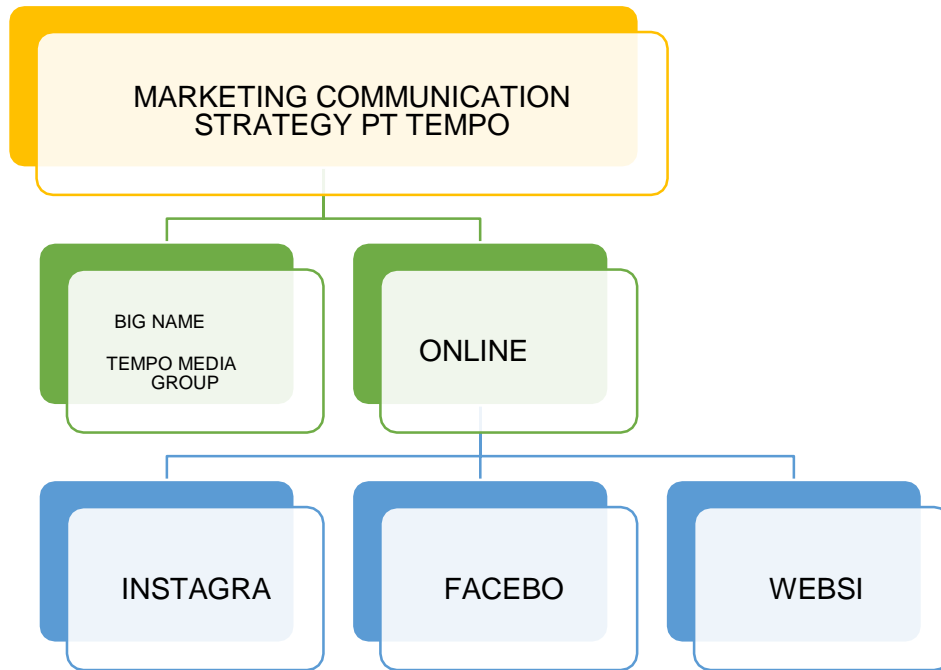
		3	The position of the company in the middle of the market, there are 2 different opinions	
		-	Impresario is the market holder for EO Media	In its implementation in the Non-Government Market, Tempo Impresario takes a large part in the MICE industry
		-	Impresario as a dark horse in the government event industry area	In some cases the impresario always participates in every auction held by various ministries which is a byword for the audience competitors and potential clients
		4	Company Competence	
		a	Human Resources	
			Impresario HR consists of professionals in their fields so that each member is able to contribute in various ways (multitasking)	In its implementation, Impresario has human resources who are multitasking on average in working on an event, in the sense that each HR can hold concurrent positions and work in a project or event
		5	Company policy	
		a	Marketing strategy	
			a.1 Products	
			The proposals made can follow the wishes of the customers	In this case, the product owned by Impresario is flexible because it can follow market needs and changes from the market
			a.2 Price	
			Prices can follow changes in the concept according to the wishes of the client	the price can be adjusted according to the needs of each event production and the items needed.
			a.3 Promotion	
			The promotion carried out by the impresario is using word of mouth and then placing advertisements on Tempo Media and Social Media as well as the Impresario Web.	In its promotion, Impresario still uses the big name Tempo Media as a company brand which will give a very good initial impression, because Tempo Media is known as an independent media and has a good track record.
	b. Objective		Prioritizing the company's brand in order to achieve the Goals of the sales target	impresario tries to introduce and establish a deeper relationship to prospective customers and clients by taking a personal approach in order to have Emotional Bonding with clients
	c. Strategy		Pull Strategy	
		-	Word Of Mouth	

			The thing that affects is the attitude of the Marketing team and Operations team, because they are in contact with clients so that if they get good results at work, of course, they will be recommended to other internal clients or clients. by our existing client	this is the most effective promotion because it will produce emotional bonding with the client
		-	Advertising	
			Using Social Media and Electronic Media in Impresrio Stratkom implementation	
			Push Strategy	
		-	Lobbying	
			this is practiced in the government industry where in its application this is influenced by personal selling from the marketing team who are directly involved in the client	Loobing is very effective when there is a further negotiation regarding a decision to get a project

	d. Tactics		Personal Selling and digital marketing are the foundation for the impresario marketing communication strategy process	Social Media and Electronic Media are good tools for the implementation of PT Tempo Impresario's commsar
	e. Action		Using Promotional Media Through Digital marketing is the most effective thing in today's digital era, with the term picking up the ball.	The web has become one of the most effective tools in the promotion carried out by Impresario
	f. Control		This weekly scheduled evaluation becomes a reference for the controlling system of the implementation of the Marketing Communication Strategy of PT Tempo Inti Media Impresario	openness in each evaluation becomes one sharpness in analyzing the advantages and disadvantages experienced by the implementation of the PT Tempo Inti Media Impresario Stratkom

3.1 Planning and Implementation of Marketing Communication Strategy of PT Tempo Inti Media Impresario

After monitoring for 6 months, the researcher was finally able to reveal several analyzes related to marketing communications at PT Tempo Inti Media Impresario



Until the time of the research that PT Tempo Inti Media Impresario was developing a marketing communication system and strategy that they were running. The chart above shows a significant change from previous years where in previous years marketing communications used only the old methods, namely word of mouth and lobbying instead of using the big name Tempo Media Group. And now at the time of the development of the millennial era, the impresario began to increase promotions and marketing communications through Media-Online.

3.2. Evaluation of the Marketing Communication Strategy of PT Tempo Inti Media Impresario

For the control system, the strategy that has been carried out is to evaluate every week in terms of the use of promotional media that has been carried out on a weekly basis. The branding of PT Impresario can also be recognized or not, it can be seen from the number of followers and then from the number of comments from each event posted by Markom from PT Tempo Inti Media Impresario.

IV. Conclusion

Based on the discussion in the previous chapter, several conclusions were obtained as follows:

1. For the Marketing Communication Strategy of PT Tempo Inti Media Impresario, which has been running in the EO business competition in Indonesia, it is still using the old method, namely lobbying and word of mouth, but over time, Impresario began to develop Stratkom which they did by prioritizing on-line media which has a very big power in the development of a business in the field of events.

2. For the preparation of internal and external analysis of PT Tempo Inti Media Impresario Stratkom, carried out during the annual working meeting where the themes that compose this strategic strategy are Marketing and CRM (Customer Relationship Management).
3. The steps taken by PT Tempo Inti Media Impresario in developing Stratkom are:
 - a. Build and add a list of new customers in accordance with the company's business
 - b. Maintain and care for existing customers in the company
 - c. Increase the purchase value of the customer
 - d. Get back customers who haven't been detected for a long time
4. In the implementation of the evaluation, of course, it is carried out every month during a meeting with all the impresario teams where from the evaluation there will be input so that they can re-develop the PT Tempo Inti Media Impresario Stratkom

Suggestion

Referring to the conclusion above, the writer suggests several things as follows:

1. PT Tempo Inti Media Impresario Must be brave to be more aggressive and active in viralizing every activity and promotion carried out according to the steps of each activity that has been carried out.
2. In preparing a communication strategy, the marketing team should also ask for help from the production team because input from the production team is additional information in the development of the EO industry business in Indonesia.
3. The steps taken should not only focus on the client, but also pay attention to the development of the PT Tempo Inti Media Impresario brand. Because if this is done, it will maximize the strategy that has been implemented.

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