

Analysis of PT PLN (Persero) Marketing Communication Strategy in Postpaid Electricity Kwh Transition after the Removal of Prepaid Electricity Kwh (PLN UP3 Bintaro Case Study)

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Abstract

In modern times like today, everything that is done is young and practical as well as State-Owned Enterprises (BUMN), one of which is PT. PLN (Persero). Where, this company is expected to be a company that can keep up with technological developments to carry out continuous innovation which is the most important driver of company value for manufacturing. Prepaid electricity is one form of innovation developed by PT. PLN (Persero) in the success of energy saving programs or electricity use efficiency. One of the expectations of an innovation activity is to provide an optimal influence on the company's image and reputation, communication in the form of promotion is the right tool in improving the company. PT PLN (Persero) has used various ways to promote prepaid electricity through social media such as Instagram, television, and print media. The form of marketing communication echoed by PLN to introduce Prepaid Electricity after the opening of kWh of prepaid electricity aims to attract people who are still using postpaid kWh of electricity by promoting social media such as YouTube. So it takes a good communication strategy to achieve the goals desired by the company. Which is the background of this research, namely analyzing the company's communication strategy used so that the company's goals can be achieved by using a case study of PT. PLN UP3 Bintaro.

Keywords

marketing communication strategy; PT. PLN; prepaid electricity KWh transmission



I. Introduction

In modern times like today, everything that is done is young and practical as well as State-Owned Enterprises (BUMN), one of which is PT. PLN (Persero). This company is expected to be a company that can keep up with technological developments to carry out sustainable innovation; as described in Forbes magazine, Wharton and Ernst & Young found that developed innovation is the most crucial driver of company value for manufacturing sustainability (Baum, 2000).). It will be ideal if the innovation runs with social conditions so that the wider community accepts it. Prepaid electricity is one form of innovation developed by PT. PLN (Persero) in the success of energy saving programs or electricity use efficiency. This product, launched in 2012, uses electricity that customers pay for first and then uses

electricity. One of the expectations of a company's innovation activities is to provide an optimal influence on the company's image and reputation. Communication in the form of promotion is the right tool for improving the company. Companies can use communication media that is growing and diverse to convey information or messages about business activities carried out to customers, in this case, regarding the products or services offered. PT PLN (Persero) has used various ways to promote prepaid electricity through social media such as Instagram, television, and print media.

The form of marketing communication echoed by PLN to introduce Prepaid Electricity after the release of kWh of prepaid electricity aims to attract the interest of people who still use post-paid kWh of electricity, namely by promoting the company through social media, one of which is YouTube. So it takes a good communication strategy to achieve the goals desired by the company. In addition, Belch and Belch (2009) say that to attract customers, and marketing communication is also needed to keep customers loyal.

Through the implementation of a good communication strategy in conveying the features of prepaid electricity, it is hoped that it will facilitate the acceptance of a product idea in the minds of customers so that, in the end, it will have an impact on changing behavior in using it. It can be said that it supports the transition process from kWh of post-paid electricity to kWh of prepaid electricity.

The communication strategy determines the success of communication activities. In the rules of Public Relations, the process is related to communication which is a combination of communication planning and communication management. Communication is the process of delivering accurate, clear, consistent, and comprehensive information as well as coordination between relevant agencies in the implementation process (Mahendra, 2021). Communication management is one of the important aspects in implementing a program or policy (Irma, 2020). Researchers make this marketing communication strategy an indicator of this research.

1. Fact Finding: Collecting facts or data before carrying out communication activities.
2. Planning: The facts and data that have been obtained are collected to avoid failure in communication activities.
3. Communication: After making a plan based on the data that has been collected, the next step is to communicate it to the target audience.
4. Evaluation: After the activity is carried out, the next thing to do is evaluate.

With the variable of marketing communication strategy, previous research has proven empirically about marketing communication used by consumers. This research has a previous study entitled (Public Relations Process of PT. KAI Pusat Bandung in Internal Media Management "Contact Tabloid") made by Mochamad Agistiana Tanjung, Sekar Arum Mandalia, S.Sos., M.SI, Dini Salmiyah Fithrah Ali, SS., M.SI in 2015 which has the same indicators as this research, namely Fact Finding, Planning, Communicating, and Evaluating. There are some similarities in the research results, namely similarities in the Planning and Evaluating stages, but there are some differences in the Communicating and Evaluating settings.

PT PLN UP3 Bintaro is Prepaid Electricity after the release of prepaid kWh electricity which has advantages and benefits that can make it easier for customers, including PT PLN, can control its usage, purchases are adjusted to the ability of the customer, do not have termination sanctions to customers, provide convenience in buying electricity tokens, and finally, the connection service is high-speed. From the advantages of PT PLN UP3 Bintaro, the number of customers is increasing yearly (Johan, 2016). The following is a table of the number of customers migrating to kWh of prepaid electricity in the service area of PLN UP3 Bintaro.

Table 1. PT. PLN UP3 Bintaro

<i>Year</i>	<i>Number of Customers who migrated to kWh of Prepaid Electricity in the service area of PLN UP3 Bintaro</i>
<i>2018</i>	<i>9.672</i>
<i>2019</i>	<i>11.321</i>
<i>2020</i>	<i>14.273</i>

Source: PT.PLN UP3 Bintaro

From the table above, it can be seen that the number of customers migrating to kWh of Prepaid Electricity in the PLN UP3 Bintaro Service Area increases every year, which was seen in 20018 as many as 9,672 customers. In 2009 there was an increase of 11,321 customers. Furthermore, in 2020 there was a pretty drastic increase of 14,273 customers, from a very drastic increase every year. So that researchers are interested in researching what strategies are used by PLN UP3 Bintaro so that many customers want to use kWh of Prepaid Electricity in the PLN UP3 Bintaro Service Area, whether they only use social media or other marketing strategies. With the research title "Analysis of Marketing Communication Strategies of PT PLN (Persero) About Transition of Post-paid Electricity Kwh Post Transition of Release of Prepaid Electricity Kwh (Case Study of UP3 Bintaro).".

II. Review of Literature

a. Marketing Communication

Marketing communication can be understood by describing its two main elements: communication and marketing. Communication is how thoughts and insights are transferred between individuals or between organizations and individuals. While marketing is a series of activities in which corporations and other organizations exchange value between themselves and their customers. According to (Kotler, 2005:29), none other than a combination of 5 models of communication in marketing, namely:

1. Advertising: Any non-person presentation and promotion of ideas, goods, or services from the designated sponsor.
2. Sales promotion: some incentives soon spur someone to experiment or purchase a product or service.
3. Public relations and news: some programs are designed to promote or protect corporations' image and products.
4. Personal selling: direct interaction with potential customers to present, answer questions and get orders. Direct and interactive marketing: using mail, telephone, facsimile, e-mail, or the internet in direct communication or soliciting feedback or dialogue with specific consumers and potential customers.
5. Direct and Marketing: Efforts to influence consumer interest in using certain media, such as online, television, radio, and print media.

b. Marketing Communication Strategy

According to (Kotler, 1997:75), strategy is a game plan to realize business goals using strategic thinking.

Meanwhile, marketing strategy is a marketing communication planning process that introduces the concept of comprehensive planning to evaluate the strategic role of some

marketing communication elements, such as public relations, advertising, direct selling, promotion, and interactive marketing, to provide maximum communication clarity: consistency and effectiveness. Marketing communication strategy is a strategic business process in customer relationship management that fundamentally determines brand equity (product value). (Duncan, 200:8).

The purpose of the communication strategy is to ensure understanding in the communication process, knowing how to receive the communication process well, as a reminder to motivate and learn how to achieve the communication that occurs. From the purpose of the communication strategy, according to (Ruslan, 2005:37), it is conceivable that a communication strategy must be used starting from program planning to evaluation.

In the rules of Public Relations, the strategy is related to communication which is a combination of communication planning and communication management.

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2. Planning: he facts and data that have been obtained are collected to avoid failures in communication activities.
3. Communication: After making a plan based on the data that has been collected, the next step is to.
4. Evaluation: After the activity is carried out, the next thing to do is evaluate.

According to Hardwood Childs (in Ruslan, 2002: 48-49), there are several strategies in Public Relations activities to design a message and form of information or news, namely as follows:

1. Strategy of publicity
It conducts campaigns for the dissemination of messages through the process of publishing news through collaboration with various mass media. In addition, using news fabrication tactics will be able to attract public attention so that it will create good publicity.
2. Strategy of Persuasion
They are campaigning to persuade or mobilize audiences through suggestion or persuasion techniques to change public opinion by raising the emotional aspect of a story, article, or feature based on humanity's interest.
3. Strategy of Argumentation
This strategy is usually used to anticipate negative news that is less profitable (negative information).
4. Strategy of Image
Forming positive news in publications to maintain the institution's image or organization, including its products.

In Morissan (2008:226), Cutlip-Center-Broom divides evaluation into three steps: 1) process evaluation (preparation); 2) process evaluation (implementation); and 3) evaluation of impact or impact (Impact) or PII. To be more specific, human evaluation is based on assessments at all stages of the process, as follows:

1. Assess the usefulness of the back-end information used to design the program.
2. Evaluate the suitability between existing tasks and existing tasks.
3. Evaluate product quality and manufacturing process.
4. Evaluate the number of articles published in the mass media and ongoing projects.
5. Evaluate the number of completed reports and ongoing projects.

6. Evaluate the number of audiences who receive feedback and those who understand human-centered activities.
7. Evaluate the number of audiences that provided feedback on the report or project.
8. Determine the number of students studying the message content.
9. Evaluate the number of audiences who reappear.
10. Evaluate the number of audiences that becomes an attitude.
11. Evaluate the number of audiences related to desire.
12. Evaluate the number of repeaters of the behavior level.
13. Evaluation of Social and Cultural Changes.

III. Research Method

This study uses a qualitative descriptive method because the research focuses on finding out how PT implements the marketing communication strategy of PLN UP3 Bintaro. This method is used as a method that is considered appropriate in extracting systematically and has accuracy regarding how to communicate prepaid electricity marketing at PT. PLN UP3 Bintaro. Therefore, the research carried out by the researcher aims to explore, record, analyse, and describe the marketing communication strategy carried out by PT. PLN UP3 Bintaro socialized the transition from post-paid electricity kWh to prepaid electricity. The researcher uses the constructivism paradigm in this research. In this study, researchers collected data using the methods of observation, interviews, and documentation. The subject of this research is the Implementation Unit of Customer Service Bintaro, owned by PT. PLN (Persero) is located in Bintaro, and the object of this research is the marketing communication strategy implemented by PT. PLN UP3 Bintaro examines five marketing communication models from Kennedy and Soemanagara. The data analysis technique of this research is data reduction, data display, and data verification. The data validity technique of this study uses source triangulation, triangulation methods or processes, and time triangulation.

IV. Discussion

4.1 Results

The following is a discussion of the communication strategy carried out by PLN UP3 Bintaro, which is associated with the existing communication strategy theory and has been discussed previously. Communication strategy is a combination of communication planning and communication management and consists of four stages, namely:

1. Fact Finding
2. Planning
3. Communicating
4. Evaluation (Effendy, 2005: 36-37).

The following are the results of PT. PLN UP3 Bintaro is based on Fact-finding, Planning, Communicating, and Evaluation.

1. Fact-finding is an activity to collect facts before launching and carrying out the strategy. The fact-finding process also called the research process, is not carried out in a standard way. In practice, PLN UP3 Bintaro looks more at the culture of the people who target socialization. This research activity is intended for conventional socialization activities. Hence, the research is more focused on the culture and habits of

the people of specific areas, making it easier for PLN UP3 Bintaro to create strategies used during socialization. PLN UP3 Bintaro does not only focus on conventional socialization but also on the public's tendency to use mass media to make it easier for PLN to formulate strategies through mass media.

2. Planning is a process where after the facts and data are collected, PLN plans a strategy so that the implementation of the socialization will run smoothly. In this planning process, after PLN found facts on the ground, such as the state of community culture and the tendency to use mass media, PLN launched a communication strategy. Based on the results of collecting facts and data, several communication strategies were established to carry out socialization, namely the use of media, adjustment of language use, differences in delivery based on socialization areas, events, and interactive socialization.
3. Communication is the third stage which is the implementation stage, where the implementation of the communication strategy that has been prepared is carried out. In practice, the communication strategy that has been prepared is carried out according to the plan, whether it is socialization using media or conventional socialization. Conventional socialization is carried out quite well and uses language based on the local community's culture, as well as socialization carried out in electronic media, print media, social media, and through events made by PLN, namely PLN's birthday.
4. Evaluation is the final stage where at this stage, all aspects from the research stage to implementation are assessed and evaluated to measure overall effectiveness. The evaluation was carried out by PLN UP3 Bintaro based on the number of customers who use LPB. PLN UP3 Bintaro, in conducting the evaluation, did not study much about communication strategies, but the number of customers, which became an indicator of the success of socialization.

According to Harwood Childs (dalam Ruslan, 2002: 48-49), there are several strategies in Public Relations activities to design a message and form of information or news, including:

1. Strategy of Publicity
2. Strategy of Persuasion
3. Strategy of Argumentation
4. Strategy of Image

The following are the results of PT. PLN UP3 Bintaro is based on Strategy of Publicity, Strategy of Persuasion, Strategy of Argumentation, and Strategy of Image.

1. The communication strategy carried out by PLN UP3 Bintaro is included in the Strategy of Publicity and Strategy of Persuasion. The strategy of Publicity is a strategy carried out through the dissemination of messages and the process of publishing news in the mass media in order to be able to attract public attention. In this case, PLN UP3 Bintaro uses electronic media, print media, social media, and through events made by PLN, namely PLN's birthday, to spread messages about LPB so that people know about LPB. As Marketing Supervisor says:

"The marketing strategy is through electronic media, print media, social media, and through events made by PLN, namely PLN's birthday."

2. The second type of strategy is the Strategy of Persuasion. Persuasion is a strategy to persuade or mobilize audiences through suggestions or persuasion techniques to change public opinion. In this case, PLN utilizes electronic media, print media, social media, and through events made by PLN, namely PLN's birthday, as one of the communication strategies in disseminating LPB. Events created by PLN serve as an approach between PLN and the community, both LPB customers and prospective LPB customers. With events made by PLN, two-way communication is closer than

communication carried out during massive socialization. As Marketing Supervisor says:

"Explaining through socialization to customers that the privacy of prepaid Kwh meters will be much better than postpaid Kwh meters, considering that there is no meter recording officer who comes to the house every month."

According to Cutlip, Center, and Broom, the success of message dissemination is determined by seven things, namely:

1. Credibility
2. Context
3. Message content
4. Clarity
5. Continuity
6. Channel
7. Ability to receive (Morissan, 2008: 207).

Implementing communication strategies at PLN UP3 Bintaro during socialization, if examined with the seven aspects above, is the explanation:

1. Credibility

In conducting the socialization, the speaker in charge of the socialization is PLN, who understands a lot about LPB. A Performance Analyst from PLN UP3 Bintaro or a Manager who is trusted to understand and the public also believes in the speaker's credibility.

2. Context

The context here is that a communication program must be adapted to environmental realities. PLN UP3 Bintaro, in conducting socialization of LPB, adjusts the community environment with the use of language and the method of delivery. Socialization through the media is also adjusted between the conditions of the community and the displayed advertisements. One example of an advertisement broadcast on the radio is an advertisement that is communication between two people in a situation. It is believed to be close to society's current state, so people are influenced and want to use LPB.

3. Message Content

The purpose of the content of this message is that the message must have meaning for those who receive it and must be following the value system they profess. PLN UP3 Bintaro, in conducting socialization, utilizes community culture to determine the right communication strategy, including matters relating to the value system adopted by the community, as Marketing Supervisor says.

4. Clarity

The message conveyed in the socialization must be clear, using simple and easy-to-understand terms. This is still related to the way of delivering messages that are adapted to the culture of the community.

5. Continuity and Consistency

Socialization requires repetition to be successful, and the message being socialized can reach penetration. The socialization carried out by PLN UPJ Purwakarta Kota has so far been carried out for non-media and media socialization.

6. Channel

The channel chosen for conducting socialization must be a channel that is also used by the community. That is why PLN uses radio as one of the mass media for socialization

because it is still often used by the public. Likewise with the use of local television, which is considered by many people who watch the television channel.

7. Ability to receive

Communication is effective when the receiver requires little effort to understand the message. The ability to receive messages cannot be controlled, which one understands quickly or slowly, but PLN must be able to choose how the message is delivered so that all parties can understand it. One of these efforts is an advertisement on the radio that tells the community's situation, and it is hoped that the public will immediately understand the content of the message. Another effort made by PLN was at the time of socialization. At that time, the participants who attended were pre-village regional leaders, as well as officials from the service, who were considered to understand and be able to convey messages back to the community about LPB. . As the Marketing Supervisor says:

"PLN UP3 Bintaro socializes related to prepaid Kwh meters after customers understand and clarify what is meant by prepaid Kwh meters, PLN UP3 Bintaro carries out a periodic replacement of prepaid Kwh meters."

4.2 Discussion

Cutlip, Center, Broom dalam Morissan (2008:226) suggests 13 stages of evaluation include all activities starting from fact-finding, planning, communicating, and evaluating. The following is an analysis and evaluation based on these 13 points.

1. Evaluate the completeness of the background information used to design the program
This point refers to the fact-finding stage, which highlights the completeness of information or research results from the company before determining the strategy and conducting socialization. It is sufficient for PLN UP3 Bintaro to have complete and precise information about the culture of the people in the working area of PLN UP3 Bintaro, starting from the habits of the people and the characteristics of and the understanding held by the community. Knowing about the condition of the community is not enough, but it is also necessary to know the tendency of the community to use the media. The PLN UP3 Bintaro sees that the people of Bintaro mostly use radio, watch local television, and use internet media, especially social networks. In the first stage, PLN is quite familiar with the community culture, habits, and understandings held by the people in one area. In the second stage, PLN also understands the people who have used the internet a lot. Therefore, PLN uses electronic media, print media, social media, and events made by PLN as a marketing strategy.
2. Evaluate the suitability between the content of the message and the activities carried out
The content of the message at the time of socialization was related to LPB, ranging from introduction and simulation to benefits. Between the socialization activities carried out, both conventionally and through the media (above and bellows the line), the content of the message is appropriate and includes clarity of information about LPB. In conventional socialization activities and socialization through the media, there is also a question and answer session where the public is free to ask questions about the content of messages that have not been understood or other things related to LPB.
3. Evaluation of message quality and message delivery activities
Message quality is related to the content of the message in which there is the completeness of the message. Based on the author's observations, the quality of the message is good because it has been conveyed in full at the time of conventional socialization regarding LPB, whether it is the advantages of LPB, how to buy tokens, how to fill tokens on the meter, besides that in the question and answer session if there are complaints about LPB the PLN answers properly and provide an understanding of

why the problems that people complain about can occur. The quality of messages conveyed through advertisements because it is limited. PLN must be able to choose essential points. In advertisements on radio, PLN states the advantages of using LPB, which are expected to influence the community, as well as the bellows the line media. For example, in a brochure, there is an explanation of the advantages and ease of migration to LPB. Sending messages related to communication activities carried out by PLN, because previously they had done a little research, was easier because it had been adapted to the culture and habits of the people who were the target of socialization.

4. Evaluate the number of messages sent to the mass media and the activities that have been designed

The number of messages sent to the mass media is related to advertising. PLN UP3 Bintaro only has one type of advertisement regarding LPB on the radio. In one day, it broadcasts the advertisement four times. In quantity, the number of messages sent to the mass media is small, that is, only once. For activities that have been designed, PLN UP3 Bintaro has many socialization activities, especially conventional ones. At least once a week, PLN UP3 Bintaro conducts outreach activities regarding LPB. At this stage, PLN UP3 Bintaro has many messages that enter the mass media but has many socialization activities, especially conventional ones, to go directly to the community and find out what people feel about LPB.

5. Evaluate the number of messages that have been reported and the activities carried out
This stage is related to publications carried out by mass media that do not cooperate directly with PLN. Based on interviews and observations of the author, a message is reported in the mass media. For the activities themselves, there are some reports related to socialization. The news was published on the website of the Bintaro Regional Government when PLN UP3 Bintaro carried out LPB socialization. Besides, when the author attended the socialization, a reporter from Rajawali Press covered it, and he said that Rajawali Press often covered socialization activities for news purposes in the newspaper. This indicates that there is news about socialization activities.

6. Evaluation of the number of audiences who received the message and the number of audiences who were aware of the activities

The number of audiences who receive the message cannot be known with certainty, which is evident because of the various forms of socialization and many people. However, we can know the number of people who know about the activities. Based on interviews that the author conducted with the community, many already knew about the LPB conducted by PLN UP3 Bintaro, both conventionally and through the media. This stage concludes that many people are aware of the socialization activities carried out by PLN UP3 Bintaro.

7. Evaluation of the number of audiences who pay attention to the message sent or the activities carried out

This stage is related to the community's response to the socialization activities carried out by PLN UP3 Bintaro. The exact number cannot be calculated, but it can be seen from the response when the PLN UP3 Bintaro conducted the socialization. When PLN UP3 Bintaro conducted socialization in the media, at that time, many people were interested and responded. This indicates that PLN UP3 Bintaro received many responses when conducting socialization from the people who saw, heard, and attended it.

8. Evaluate the number of audiences who study the content of the message
This stage is the same as the sixth stage. It cannot be predicted with certainty, let alone calculate the number of audiences/people who study the content of the message. To

find out the success of this stage can be seen in the number of audiences who responded to the activity because when the audience responded, it meant that they had known, understood, and studied the contents of the message first. The number of audiences who respond includes many, so many are studying the content of the message.

9. Evaluate the number of audiences who change their opinion

The audience that changes their opinion is the audience or people who previously had a wrong opinion about LPB becoming good. Based on an interview with PLN UP3 Bintaro, this kind of audience exists even though they do not know the number.

10. Evaluate the number of audiences who change attitudes

This stage is related to the response given by the community. When the community understands the content of the message, the community changes their opinion and determines their attitude to switch to LPB or continue to use LPB. In this case, the number of audiences who change their attitude to using LPB cannot be said to dominate all customers.

11. Evaluate the number of audiences who behave as desired

The purpose of this stage is the number of audiences who behave following the wishes of PLN UP3 Bintaro during socialization and post-socialization. This stage is the same as the previous stage, namely how many people responded during socialization and people turned to LPB. The number of people who responded could be said that it was large and in line with expectations, as was the case with the people who switched to LPB. The number could be said to have exceeded the target, but it has not dominated and has not made PLN UP3 Bintaro a PLN, where the majority of its customers are LPB users.

12. Evaluate the number of people repeating the behaviour

This stage is the development of people who switch to using LPB. The number of people who switch to LPB and new customers who directly use LPB, every month, PLN gets new customers who directly use LPB and customers who migrate to LPB.

13. Evaluation of social and cultural change

This stage is the final stage of the assessment, whether the communication strategy used during socialization to introduce LPB brings change to the community or not. In the Bintaro area, LPB is common because LPB users dominate all customers. On the other hand, there are not too many postpaid subscribers, so there have been social and cultural changes related to LPB in the work area of PLN UP3 Bintaro.

Based on the function of the communication strategy that said Onong, the communication strategy of PLN UP3 Bintaro also fulfills the two functions above. The communication strategy is carried out so that PLN's messages and instructions regarding the use of LPB can be spread well to the community, so a communication strategy was created in the socialization of LPB, starting from visiting community residential areas to advertising in the mass media. The communication strategy carried out by PLN UP3 Bintaro also tries to package instructions for using LPB properly. Because this LPB has previously been used in South Africa, PLN also wants LPB to become a new lifestyle for the people of Indonesia, especially in the Bintaro area. With this desire, PLN has also packaged strategies and carried out various approaches to the community so that this program is successful.

This research has a previous study entitled (Public Relations Process Of PT. KAI Pusat Bandung in Internal Media Management "Contact Tabloid") made by Mochamad Agistiana Tanjung, Sekar Arum Mandalia, S.Sos., M.SI, Dini Salmiyah Fithrah Ali, SS., M.SI in 2015 which used the same indicators as this study, the difference is that this study explains the 13 stages of evaluation so that it is more detailed which includes the indicators of this research in the discussion. There are similarities between this research and previous research, namely this research and previous research using newspapers and websites as a medium for disseminating

information. In the study results, there are several differences between this study and previous research; this study conducted research related to the target audience. In contrast, previous research used company archives to identify existing problems. There were differences in the evaluation stage of this study and previous research, namely in this study, the PT. PLN UP3 Bintaro has evaluated the activities that have been carried out to get the results that the audience knows the activities, receives messages, and changes behavior following the marketing communication strategy of this research. In contrast, previous research only evaluates the planning stages, such as editing and design, not evaluating whether the message is already understood by the audience, which is the marketing communication strategy of the previous research.

V. Conclusion

Based on the author's research results, it can be concluded that PLN UP3 Bintaro has four communication strategies: Fact Finding, Planning, Communicating, and Evaluation. The communication strategy is carried out so that PLN messages and instructions regarding the use of LPB can be carried out properly, as evidenced by the large number of Binataro people who have switched to kWh of prepaid electricity.

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