

The Influence of Brand Image And Variation Products To The Costumer's Needed In Indosat Company In Medan

Dewi Budhiartini Juli Isnaini¹, Enita Rosmika²

¹Amir Hamzah University, Medan, Indonesia

Corresponding Author: Dewi Budhiartini Juli Isnaini1

Abstract: Competition in the field of cellular phone services is increasingly tight. It requires telecommunication companies engaged in cellular phone services to constantly innovate and various strategic steps, especially to maintain the brand while competing with other products. In the face of business competition in the field of cellular services, PT. Indosat Branch Medan has a special strategy to face business competition in the field of cellular services. Implementation of marketing communication strategy undertaken by Indosat is to use IM3 program that is able to present the surfing excitement in the internet world with speed up to 2Mbps. So the purpose of this research is to know how the strategy used Indosat through IM3 program to provide added value to its customers. To increase brand equity, Indosat through the program IM3 applies 4P theory that is product, price, place, promotion. The method used in this research is case study so that the type used is descriptive research type with qualitative approach. Data collection techniques in this study using interviews, documentation and observation. As for the validity of the data using source triangulation. The results of the research can be explained that Indosat Medan branch has made an integrated marketing communication in the face of business competition in the field of cellular phone services. Indosat Medan branch further optimizes the implementation of integrated marketing communications in all existing promotion mix.

Keywords: market strategy; customers; profit; loss

Date of Submission: 02-12-2017

Date of acceptance: 14-12-2017

I. Introduction

The value of a product for the customer is an understanding that includes consideration of a product that has a unique quality and service to produce an image that they will receive from the purchase decision made by the customer. For that we need a business in implementing customer value by providing various means, in order to support activities in promoting products that contain elements of customer value to consumers. It aims to attract the interest of the community so that they respond with the product being offered and interested to wear it. Attempts to understand customer value are in need the credibility of a company that is able to adapt its segment goals to the appropriate product category of customer demand. The voice of the customer is one of the most important aspects of the company, because of them we can know the needs they want so that there can be obtained a strategy that in the formation of customer value. Indosat as one of the provider companies starts to conduct integrated movement to implement customer value. Especially seen from the data in 2011 that indicates that Indosat occupies the last position, so it is necessary an intensive marketing communication strategy to raise revenue. Starting from the various characteristics of the products offered and also focus the target by targeting young people segmentation. Indosat realized that in the era of technological advancement has pushed customers to become more up to date, strives to have information that is always up to date, and more and more has a demand for choice in accordance with the ability and level of satisfaction desired. Due to these factors, Indosat is required to divert its attention from mass products to a more focused target segmentation. Since the launch of IM3 program by PT. Indosat center, the presence of the program received a good response from the community, especially loyal customers Indosat. The high enthusiasm of the community cannot be separated from the role of activities in each of the branch offices spread throughout Indonesia, one of them in Indosat branch office in Medan who socialize the latest program IM3. In order to know the various activities carried out by Indosat Medan branch in carrying out its duties to implement customer value on products that have made Indosat center to the citizens of Medan and how to socialize IM3 to the community then held this research. Because customer value is not only its product but also the added value obtained from the service. Therefore, the research samples taken by the author is the application conducted in Surakarta. Old customers can take advantage of this service, by registering first.

II. Theoretical Review

2.1 Cellular Phone

According to Collins Dictionary; A cellular phone is a kind of mobile radio telephone used in a communications system that has its service area divided into small cells, each having a separate low-power transmitter and receiver combination. Cellular phone or cellular telephone is a type of telephone which does not need wires to connect it to a telephone system. Cellular telephone, sometimes called mobile telephone, is a type of short-wave analog or digital telecommunication in which a subscriber has a wireless connection from a mobile phone to a relatively nearby transmitter. The transmitter's span of coverage is called a cell. As the cellular telephone user moves from one cell or area of coverage to another, the telephone is effectively passed on to the local cell transmitter. A cellular telephone is not to be confused with a cordless telephone (which is simply a phone with a very short wireless connection to a local phone outlet). The first cellular telephone for commercial use was approved by the Federal Communications Commission (FCC) in 1983. The phone, a Motorola DynaTAC 8000X, weighed 2 pounds, offered just a half-hour of talk time for every recharging and sold for \$3,995.

2.2 Human Communication

Human communication is a process through which individuals in relation, within groups, within organizations and in society create, transmit, and use information to coordinate the environment and others. In this definition of communication is also said as a process that is an activity that has several stages separate from each other through statements in the form of conclusions about a social event but related. The relationship must be searchable and found to be concluded biased to explain many things. Reuben uses the term information for that purpose, which it defines as a collection of data, messages, signals that have meaning in a certain way that has meaning or useful to a particular system.

The production and reception of spoken, written, signed, or gestured information among human beings; involves the use of symbols known as language received through the auditory, tactile, proprioceptive, and visual systems and generated through voice and speech, writing, manual signs, and gestures; communication among humans may at times involve the vestibular, olfactory, and gustatory senses. The production and reception of oral, written, signed, or gestured information among human beings; involves the use of symbols known as language received through the tactile, proprioceptive, and visual systems and generated through voice and speech, writing, manual signs, and gestures; communication among humans may at times involve the vestibular, olfactory, and gustatory senses

2.3 Marketing

Marketing is a combination of five communication models in a marketing activity, which includes advertising, sales promotion, public relations, personal selling, and direct selling. Also included are event and exhibition, both of which are part of marketing communication mix which has been developed by sales promotion department. Forms of communication used in sales promotion activities require media campaigns such as fliers, banners, posters, and catalogs, or often referred to as corporate profile. While on personal selling, the media is also used especially in a product offering to consumers face to face (Soemanagara, 2008: 1-2). The five attributes are attached to the philosophy and application of integrated marketing communications, ie (Shimp, 2007: 24 -29). It is to influence the behavior of its target audiences. Marketing communications must do more than affect brand awareness or "fix" consumer behavior toward brands. Conversely, IMC's success requires communication efforts directed at increasing some form of response from consumer behavior. To influence consumers the most first thing is the delivery of the benefits of the superiority of the brand in order to arise a trust and a sense of love from consumers so that it is able to support the purchase attitude of the brand.

The process begins with customers or prospects, then turns to brand communicators to determine the most appropriate and effective method of developing a persuasive communication program. Satisfaction is felt by the customer is capable of causing major impacts such as word of mouth promotion is very effective for referencing prospective customers and motivate prospective customers to come to buy products that have been suggested. Satisfied customers include one means of free promotion for the company. IMC uses all forms of communication and all "contacts" that connect brands or companies with their customers, as potential messengers. The term "contact" is used to describe any type of delivery medium that can reach customers and communicate the brand communicated in a supportive manner. Promotion should be applied maximally, do not only covered one media only, more media campaign will be better, because able to reach a wider audience. In the definition of IMC, there is a need for synergy (sustainability). All elements of communication (advertising, pamphlets, sales promotions, events, etc.) should speak to one voice; coordination is very important to produce a strong and intact brand image, and can make consumers understand.

In this case it takes a tagline to remind consumers of the brand, as well as provide more value from the tagline that distinguishes with other brands and consumers know the brand superiority of the tagline that has

been made. Another characteristics of IMC is the belief that successful marketing communications require a relationship between brands and their customers. It can be argued that relationship coaching is the key to modern marketing and that IMC is the key to the interlinking. A well-established relationship can generate repetitive purchases and can increase loyalty to the product. To provide good value to customers and treat them reasonably in decisions it should include components such as, product elements in the form of core product features, place and time of product elements to customers involving decisions about where and time of delivery and channels distribution, the process of delivering the product elements to the customer requires the design and implementation of the effective process, the productivity and the quality of the elements to be implemented in a manner that influences the customer's perception, promotion and education, about the excess of a product can further encourage customers to take action, physical evidence is a visual clue element that serves a quality product, the price of responsibility in spending money and time as well as effort (Lovelock, 2005: 18-21). A value network within a company is a partnership and alliance system created by a company to provide, add and deliver its offerings. Value networks include suppliers and suppliers from their suppliers, as well as their immediate customers and end customers. Value networks include valuable relationships with others. Companies must manage these various parties in order to deliver high value to the target market. Marketing communications is a means by which companies seek to inform, persuade, and remind consumers directly or indirectly about products and brands sold. In essence, referred to as marketing communications is the process of interpreting the "voice" of the company and its brand and is a means by which the company can create a dialogue and be able to build a good relationship with consumers continuously. Marketing communications also perform many functions for consumers, because marketing communications can tell or show consumers how and why they are being used, by what kind of people, and where and when. Consumers can learn about who makes the product and what the company's goals are with the brand so they can get incentives or rewards for the experiment or the use of it. Marketing communications allow companies to associate their brand with people, places, events, brands, experiences, feelings. They can contribute to brand equity by planting brands in memory so as to create brand image and encourage sales and even influence product values .

III. Methodology

The research is done in the main office of Indosat Medan addressed in Jalan Perintis Kemerdekaan/ Jalan Ngalengko, Medan, Sumatra Utara. This research was conducted for 4 weeks in November 2017. The method to be used in the execution of this research is using qualitative research, using a sample report model which represents a multiperspective reality with its richness descriptions. It is also able to explain how researchers interact with the field around the place of his research (Sutopo, 2002: 43-44) . In qualitative research, the position of human data sources (resource) is very important role as individuals who have information required by researchers through the interview process. Data or information may also be collected from events, activities, or behavior as a source of data related to the research objectives (Sutopo, 2002: 49-51). This research tends to use purposive sampling because its techniques are considered more capable in capturing the completeness and into the data in the face of reality. The sample selection is directed at a data source that is deemed to have important data relating to the problem being studied (Sutopo, 2002: 36).

IV. Discussion

The implementation of marketing communications by Indosat is conducted in a variety of ways, as expressed by marketing communication managers that: "the routine strategies we use before launching the program, we always keep up with the trends that are becoming trend setters, this exciting anti-daze IM3 program we get the opportunity to make the program because the words are often pronounced by the younger generation to show its anxiety, so we present give the right solution launched IM3 program exciting anti-grave, like that way to update that see opportunity that already exist ". In addition to the strategy in updating the opportunities, Indosat also provides various benefits to consumers as its strategy in attracting the attention of consumers and satisfy the old customers, namely by providing the best service for all customers who have time to visit the Indosat gallery without any element of dissenting the social status whether it be students, employers, office workers, housewives, they are all treated with courtesy and the existence of customers from the words made by the customer service. Indosat tariffs assigned to consumers to be strategy, because it gives a positive impact, Indosat provides the economical rates and the best quality either in the area or city. Consumers certainly want and are interested in the promotion of such. Strategy to introduce the program and closer to the consumer is to open a good cooperation to outsiders, if anyone wants Indosat to sponsor when doing an event. In relation to the planning done by Indosat in attracting the attention of the consumers widely, it needs an interesting concept as an impression embedded. This is necessary considering that Indosat's target market is a group of young people who like something interesting. As expressed by the public relations marketing in the interview that: "plan a customer value program carefully, identify budgeting, execution, teamwork close to reach the target. After that we conduct effective promotional activities to the community that has become mandatory ". In a new program

launching Indosat, then everything that support the event should be prepared carefully, such as merchandise, doorprize, installation of advertising attributes in strategic places. Program Socialization In addition to home-to-home sales, the effectiveness of direct marketing through social media is also felt by Indosat, due to time and money savings. To send the offer and notification can use the internet media practical. As expressed by marketing public relations on the interview, that: "socialization with various media for promotion to target, such as print, electronic, billboards, banners, brochures, exhibition event, digital media like web, blog, or other social network ". In the continuity of a company engaged in telecommunications such as Indosat, it is necessary implementation of marketing communications in line with the purpose, vision and mission are used as guidance. As a leading company Indosat never stops looking for opportunities. This is because every opportunity is based on the existence of Indosat live team to always analyze every opportunity that is then poured on the program that will be accepted by consumers. In choosing Indosat's media campaigns consider the selection of media that will be able to directly provide interaction to its customers.

Indosat already has a plan in an effort to create an association with customers, namely by implementing marketing communication by utilizing some advertising media and intensive promotion to instill the existence of Indosat products in consumer. This is conveyed by marketing communication manager on the interview, that: "creating an emotional bond with us to advertise continuously, so that it can grow customer awareness, that Indosat products are innovative, creative, and up to date in launching the program". continuously is able to persuade consumers, so that consumers are more familiar and will later use products from Indosat. Also take advantage of media as a tool in direct marketing in creating an emotional bond with customers is also effective starting from friendship on facebook, website and twiter, from the social media is able to narrow the relationship between customers with the company, more created a free friendship atmosphere convey opinions, criticism and suggestions that is useful as an evaluation material for planning the next Indosat program. Indosat builds customer value by considering that customers want something good and affordable, both in products such as signals and support features like the internet, affordable in terms of price. Therefore, Indosat presents a product that is able to helpenforce customer expectations for ease of communication. As one of Indosat Medan's loyal customers confidently uses Indosat who is satisfied with the program from Indosat on the interview that: "I have been using Indosat since high school, I bought it when I visited Indosat from my school, I bought it through salesman, for the quality I like , the signal is stable in all places, especially bonuses that make me feel at home." The statement from the consumer stated that Indosat succeeded in creating customer value so that customers were reluctant to switch to other operators and continue to use Indosat as their choice.

V. Conclusion

Implementation of marketing communication strategy conducted by Indosat is by using IM3 program that can bring the surfing world cybership with internetan speed 2Mbps, calling SMS, exclamation SMS and free social network spreads that is presented by Indosat to please customers provide various benefits. The offered offer in this rogram is in the form of value added service innovation (VAS) that follows the trend of customer needs to always connect with virtual worlds, such as Indosat Vuclip, bundling games and Mobile Learning. It is socialized using intensive promotions by making use of advertising using billboards, sales promotions, hosting events, interactive marketing, direct marketing, mouth-to-mouth marketing, and personal.

References

- [1]. Wiryanto. 2004. Pengantar Ilmu Komunikasi. Penerbit PT. Gramedia Widiasarana Indonesia. Jakarta.
- [2]. Widjaya, H.A.W. 2000. Ilmu Komunikasi. Edisi Revisi. Penerbit Rineka Cipta. Jakarta.
- [3]. Bactiar, Miraza. 2004. Manajemen Bisnis. ISEI. Bandung.
- [4]. Sudarmayanti. 2001. Manajemen Perkantoran. Mandar Maju. Bandung.
- [5]. Suranto AW, 2005. Komunikasi Perkantoran, cetakan Pertama, Media Wacana, Yogyakarta.
- [6]. Corrado, Frank M. 2004. Berkomunikasi Dengan Karyawan, cetakan Pertama, PPM, Jakarta.
- [7]. Effendy, O. Uchjana, 2006. Ilmu Komunikasi, PT.Remaja Rosdakarya Offset, Bandung.
- [8]. Widjaja, HAW, 2000. Ilmu Komunikasi, Rineka Cipta, Bandung.
- [9]. Wiludjeng, Sri, 2007. Pengantar Manajemen, Graha Ilmu, Yogyakarta.
- [10]. Wursanto, Lg, 2005. Dasar-Dasar Ilmu Organisasi, Andy Offset, Yogyakarta

Online

- [11]. <http://id.wikipedia.org/wiki/Indosat>
- [11]. <http://artistarefill.com/v1/sejarah-dan-produk-indosat.html>

Dewi Budhiartini Juli Isnaini "The Influence of Brand Image And Variation Products To The Costumer's Needed In Indosat Company In Medan ." IOSR Journal of Economics and Finance (IOSR-JEF) , vol. 8, no. 6, 2017, pp. 35-38