ANALYSIS OF MARKETING COMMUNICATION IMPLEMENTATION TO INCREASE VISITORS

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Abstract: Kampus Merdeka provides students with opportunities to learn entrepreneurial skills. As part of its implementation, a bazaar is established as a platform for students to gain practical entrepreneurial experience. To optimize this practice, the committee must attract visitors to the bazaar through promotional activities. This research aims to analyze the implementation of promotional activities conducted by the committee using marketing communication strategies. The method employed is qualitative research with a descriptive approach, utilizing primary data sources. The findings reveal that marketing communication strategies executed through advertising, sales promotion, direct selling, and events have been carried out adequately but not optimally, and marketing through personal selling channels has not been utilized, resulting in the failure to reach the targeted number of visitors. It is recommended that promotional activities be intensified with a wider reach, and close collaboration between the committee and participants of the Wirausaha Merdeka program is essential for promoting the bazaar effectively.

Keywords: marketing communication strategy, bazaar, Wirausaha Merdeka, promotion, visitors

INTRODUCTION

Community entrepreneurship activities have become a government program following Presidential Regulation (Perpres) Number 2 of 2022 to ensure that Indonesia achieves the target of creating 1 million new entrepreneurs by 2024. To achieve this goal, the Ministry of Education, Culture, Research, and Technology organizes the Wirausaha Merdeka program through the Kampus Merdeka program to fully support the creation of new entrepreneurs from student groups.

The Wirausaha Merdeka program is part of the Kampus Merdeka program initiated by the Ministry of Education, Culture, Research, and Technology of Indonesia to provide students with opportunities to learn and develop as prospective entrepreneurs through activities outside the campus. This program collaborates with College Institutions to develop entrepreneurship learning that builds entrepreneurial spirit and enhances entrepreneurial experience.

Wirausaha Merdeka, hereinafter referred to as WMK, is a program organized by many universities, including Universitas Padjadjaran, which hosted WMK in 2023 with 400 students from all over Indonesia. In its learning process, WMK has a Semester Learning Plan (RPS) that outlines the stages, processes, and learning materials for students over 1 semester. The RPS of WMK contains a comprehensive learning plan covering entrepreneurship fundamental such as self-discovery and fostering entrepreneurial mindset, followed by learning about market analysis, identifying opportunities, using business tools such as the Business Model Canvas, business environment analysis, product cre-
The learning process methods include presentations, discussions, projects, assignments, pitching, workshops, and practical exercises.

In entrepreneurship-related learning, students should have space to stimulate entrepreneurial imagination, risk-taking, action orientation, and work independence because knowledge and technical skills alone are not enough (Nielsen et al., 2021). This research will discuss the practice of business simulation in the WMK RPS, namely the student product bazaar program facilitated by WMK at Universitas Padjadjaran. This bazaar is also called Demo Day, and through Demo Day, students are expected to gain real selling experience, directly serve customers, and promote their products.

The committee, along with the WMK organizing team, designs and executes Demo Day to ensure smooth operation and achieves the predetermined visitor target during its implementation, which was carried out three times within a two-month period (Table 1).

The visitor targets set for Demo Day are adjusted according to the venue’s capacity, with the hope that students can directly communicate with visitors, practice their entrepreneurial skills, and sell their products.

However, in practice, the expected visitor targets were not met on all three Demo Days. On Demo Day 1, most visitors were WMK participants participating in the bazaar, as well as faculty members and educators involved in WMK. A small number of visitors were Universitas Padjadjaran students, but they mostly just looked around and did not purchase WMK participants’ products. Similarly, on Demo Day 2, most visitors were WMK participants and organizers, with a small number of Universitas Padjadjaran students and participants of the Pekan Ilmiah Nasional (PIMNAS) that was held during the same period of Demo Day 2. On Demo Day 3, which targeted the highest number of visitors, the majority were again WMK participants, with only a few visitors from Paris Van Java visitors (Table 1).

The results of the Demo Day, which did not meet the target number of visitors, indicate a lack of information dissemination and marketing efforts for the bazaar in attracting visitors. This research aims to analyze the utilization of marketing communication tools and understand the reasons behind the failure to meet the visitor target, especially in bazaars organized by college students. Through this research, Wirausaha Merdeka or bazaar organizers can use the suggestions and recommendations provided to conduct better marketing through marketing communication that can attract bazaar visitors in the future.

Marketing communication, as cited by Kotler & Keller (2016), is a tool used by businesses to remind, inform, and persuade customers about the brands and products they sell, both directly and indirectly. Additionally, marketing communication is a communication process aimed at conveying messages to customers through various media. The goal of this communication is to achieve three stages of change: changes in knowledge, changes in attitude, and validation, and product marketing.

Table 1 Target Visitors for WMK Demo Day

<table>
<thead>
<tr>
<th>Description</th>
<th>Target Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo Day 1</td>
<td>200 people</td>
</tr>
<tr>
<td>Demo Day 2</td>
<td>500 people</td>
</tr>
<tr>
<td>Demo Day 3</td>
<td>10,000 people</td>
</tr>
</tbody>
</table>
tudes, and desired behavioral changes (Aditya & Lubis, 2017). The elements of marketing communication consist of advertising, sales promotion, marketing public relations, sponsorship, direct marketing, personal selling, and events.

Advertising is a nonpersonal marketing channel about a product, service, institution, or idea by a sponsor with information intended to reach the general public. In his book, Pamungkas (2016) explains that the purpose of advertising is to provide information, persuade, and remind. A good advertisement must have AIDA elements (Andriani, 2016), which include Attention, Interest, Desire, and Action. Attention means an advertisement must attract the attention of the target audience, so it should consider the use of visuals, layout, size, and specific sounds that can grab the audience’s attention. On interest, an advertisement must pique consumer interest and be able to turn attention into a deeper desire to know the information provided. Desire means the advertisement must be able to move the audience’s desire to own or enjoy the advertised product. Then the last element, action means that the advertisement must have the ability to persuade the audience or potential buyers to take immediate action, which can be done, among other things, through the placement of call-to-action words.

Sales Promotion, according to the American Marketing Association (AMA), is marketing through media and non-media channels conducted over a certain period to retailers, consumers, or wholesalers to encourage trials, increase demand, or increase the availability of goods. In concept, sales promotion is used to encourage consumers to purchase goods triggered by product offers in a short time (Siregar, 2023). Thus, it can be concluded that sales promotion is the seller’s efforts to encourage purchases by providing limited time offers and stimulating sales.

Today’s marketing world no longer just markets products but also promotes and maintains a good relationship between a product or brand and its customers. Harris in Scriven (2002) states that marketing public relations is a new promotional discipline consisting of specialized application techniques to support marketing activities and is referred to by some theorists and writers as a product publicity tool.

Sponsorship is one form of financial or goods support given by a sponsor to individuals, organizations, or events in the form of strategic cooperation where the sponsor provides assistance, resources, or funds for the opportunity to promote their brand, goods, or services. Sponsorship is used to strengthen brand image by enhancing perception to build, change, or improve brand image (Kotler & Keller, 2011).

Direct marketing is marketing conducted by directly engaging with customers without intermediaries. Direct marketing allows companies to communicate with only one target group, and direct marketing has the characteristic that companies use personal data to communicate with them (Orasmäe, 2017). Direct marketing can use channels such as email delivery, telemarketing, direct action, telephone sales, magazines, newspapers, radio, television, and the internet as stated by (Hermawan, 2012).

Personal selling is a two-way communication between prospective buyers and sellers designed to accomplish at least three tasks: (1) identifying the needs of prospective buyers; (2) matching those needs with one or more company products or services; (3) persuading buyers to purchase products (Peter & Donnelly, 2001). In personal selling, buyers and sellers meet face-to-face with sellers offering products.
tailored to buyers’ needs and can be considered successful when products are purchased by prospective customers.

Events are marketing communication elements that also involve other elements such as personal selling, sponsorship, advertising, and others. The implementation of events as marketing communication media is done to reach a wider target audience and achieve brand awareness. Event marketing is a very specific communication tool based on direct emotional involvement from target groups, thus positively affecting relationships with specific products or brands (Vítek, 2021). Based on this statement, it can be concluded that with attractive events, a consumer or visitor can have a positive relationship, thus creating interest in the products or events being held.

METHOD

This research employs a qualitative method with a descriptive approach. Qualitative research method is a method that uses interpretative or constructive foundations in which the researcher becomes the key instrument with data acquisition tending to be qualitative. The data used are primary data, which is information directly collected by the researcher in response to specific research problems (Sunyoto, 2016).

The author obtained primary data from interviews with a key informant who is a committee member of the WMK Demo Day at Universitas Padjadjaran and observations of WMK social media, which were then analyzed to generate discussions and answers to the existing phenomena.

RESULTS AND DISCUSSION

In delving into the field of entrepreneurship, it is necessary to provide a space for students to directly practice their entrepreneurial skills. Furthermore, the implementation of entrepreneurial practices can also persuade and foster students’ enthusiasm for entrepreneurship (Asmawan, 2017). To fulfil this purpose, WMK Universitas Padjadjaran provides facilities to students to gain entrepreneurial experience by selling products they have collectively created with their respective business teams. The sustainability of Demo Day is facilitated by WMK through the formation of an organizing committee or Event Organizer (EO) team. The EO team designs Demo Day under the guidance and direction of the WMK academic team, starting from the rundown, venue selection, to the promotion of Demo Day (Table 3).

The vendors of Demo Day itself are WMK students consisting of more than 40 business teams and 400 students who sell and offer more products.

<table>
<thead>
<tr>
<th>Description</th>
<th>Date</th>
<th>Place</th>
<th>Target Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Demo Day 1</td>
<td>8, 9, 10th of November 2023</td>
<td>Alfa X UNPAD, Jatinangor</td>
<td>200 people</td>
</tr>
<tr>
<td></td>
<td>26, 27, 28, 29, 30th of November 2023</td>
<td>UKM Barat UNPAD, Jatinangor</td>
<td>500 people</td>
</tr>
<tr>
<td></td>
<td>15, 16, 17th of November 2023</td>
<td>Paris Van Java Resort Lifestyle Place, Bandung</td>
<td>10,000 people</td>
</tr>
</tbody>
</table>
than 40 self-developed business products as a realization of WMK learning.

In its implementation, Source 1, who is one of the EO team members, stated that “The visitor target was not achieved due to the lack of enthusiasm from the surrounding community, and the number of visitors attending Demo Day cannot be accurately determined because there was no attendance record for the general public.” The speaker also added that the low number of Demo Day attendees was palpable, and Demo Day was only lively with the presence of WMK student participants. The number of visitors is one of the parameters for the success of an event (Mustikarini, 2015). Moreover, students rely on Demo Day visitors to practice their entrepreneurial skills.

The cause of this lack of visitors can be examined in terms of promotion to determine whether the efforts made have been maximal in disseminating information related to the organization of Demo Day. Marketing communication strategies with promotional activities carried out by the committee in implementing the marketing of WMK Demo Day are listed in Table 3.

This research is visitor-oriented, so the marketing communication elements considered:

### Table 3 Marketing Communication Strategy of Demo Day WMK Universitas Padjadjaran

<table>
<thead>
<tr>
<th>Elements of Marketing Communication</th>
<th>Demo Day 1</th>
<th>Demo Day 2</th>
<th>Demo Day 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement</td>
<td>-</td>
<td>-</td>
<td>Advertise on Urban Radio 106.3FM and partnered with Bandung area Instagram account such as @folkbdg, @bandung.gigs, @riset.media, @ikutevent, @askeduhdg, @infobandungtimur, @eventcampus, @eventkampuscom, @infokabupatenbandung, @cityofbdg, @ikutevent, @cimahi.ku</td>
</tr>
<tr>
<td>Sales Promotion</td>
<td>-</td>
<td>200 vouchers distributed to PIMNAS participants</td>
<td>-</td>
</tr>
<tr>
<td>Direct Marketing</td>
<td>Invitations to internal UNPAD parties such as the rector and BEM KEMA UNPAD</td>
<td>Invitations to internal UNPAD parties such as the rector and BEM KEMA UNPAD</td>
<td>Invitations to the rector and BEM KEMA UNPAD, Universities of origin of WMK Participants, Business practitioners who fill lecture classes, MSMEs partners, business practitioners who have filled WMK classes, Bank Indonesia and Dinas Perdagangan dan Perindustrian (DISDAGIN) Bandung</td>
</tr>
<tr>
<td>Personal Selling</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Event</td>
<td>Talk show, business ideapitching, fun games</td>
<td>-</td>
<td>Talk show, fun games, fashionshow competition, business matching, talent show</td>
</tr>
</tbody>
</table>
do not include sponsorship and marketing public relations because they are not aimed at increasing Demo Day visitors. Then, from the information in the table above, the implementation of each marketing channel can be further analyzed according to the marketing communication strategy.

**Advertisement**

Advertising conducted at WMK Demo Day is done with the hope of disseminating information about the event and encouraging the public to be interested in visiting the bazaar. In its implementation, the committee only advertised Demo Day 3 and advertised through Urban Radio 106.3FM by mentioning the event on the radio and distributing Demo Day 3 posters via Instagram posts of media partners (Figure 1).

The Instagram poster uploads by media partners received good engagement, with likes ranging from 50 to 500 on Instagram. This effort by the media partners has been well executed; however, the committee should have collaborated with media partners from the inception of the first Demo Day and should have included more diverse media partners. The advertising objectives of Demo Day were not fully achieved because although the information was disseminated, it did not spread comprehensively and massively according to the target audience sought. In advertising theory, the AIDA elements (Attention, Interest, Desire, Action) are required in advertising media to capture the audience’s attention. However, with the advertising efforts conducted by the EO team, it appears that only the interest stage was reached without stimulating the desire of the audience to know more and take action to attend Demo Day. Therefore, advertising should be carried out more creatively, not only by posting feeds.
on Instagram but also by using features such as video reels and Instagram stories. Advertising should not be limited to Instagram; it should also extend to other social media platforms such as Facebook, TikTok, Twitter, and other social media channels. Additionally, the committee could engage in paid promotions with influencers or local celebrities in Bandung to engage the community.

Sales Promotion

As demonstrated by Ariyanti and Iriani (2022) sales promotion through voucher distribution can enhance purchases. Therefore, for sales promotion purposes, the committee aims to increase attendance by distributing 200 vouchers during Demo Day 2. This endeavor also seeks to attract attendees from among the students participating in the National Scientific Week (Pekan Ilmiah Nasional, PIMNAS), which coincidentally occurs during the same period as Demo Day 2 at Universitas Padjadjaran. However, based on the statements of informants, the distribution of 200 vouchers to PIMNAS participants and the PIMNAS committee failed to attract more attendees, as only a few individuals came, mainly due to a lack of awareness regarding the location of Demo Day.

According to Kotler and Armstrong (2008), sales promotion tools comprise coupons, special pricing, product samples, premiums, advertising specialty items, contests, sweepstakes, games, product samples, trade show exhibits, and demonstrations. Research by Lestari (2015) shows that sales promotions help increase sales volume, increase repeat purchases, and increase customer loyalty. The benefits of sales promotion are communication, incentive, and invitation. Since the sales promotion efforts by the WMK committee were limited to coupons, it can be inferred that the utilization of sales promotion tools was not optimal in attracting attendees. Thus, the sales promotion tool used is not enough to get those benefits.

Therefore, a recommendation is proposed that the distributed vouchers include information regarding the WMK venue and any other pertinent details deemed necessary by prospective attendees. In addition to attracting attendees through vouchers, the event organizing team (EO) and mentors can also utilize other sales promotion tools such as encourage participating teams to directly offer their products to attendees and demonstrates their product. These teams can devise their own product offerings, such as providing discounts or product bundles, thereby expanding the scope of sales promotion beyond the committee to include the participating teams.

Direct Marketing

The theory from Kotler and Armstrong (2016) suggests direct marketing as a direct and careful relationship targeted at individual consumers to get a direct response from both and can foster good relationships with customers with tools such as telemarketing, face to face selling, and email marketing.

Meanwhile, for direct marketing activities, the EO team also sent direct invitations to internal parties such as the rector and BEM KEMA UNPAD for Demo Day 1 and 2. Meanwhile, for Demo Day 3, as it was held outside of Universitas Padjadjaran, invitations were distributed to a wider audience such as the home universities of all WMK UNPAD participants, business practitioners who have conducted large classes at WMK UNPAD such as CEO Cancimen Rizky Ananda, CEO Celosia Etnik Valeria Nisatama, CEO Kojo Carmen Faisal, CEO Cerebrum Aditya Pratama Ghifary, and other business practitio-
ners. Invitations were also sent to SMEs partnering with WMK and representatives from Bank Indonesia and the Department of Trade and Industry as speakers. This effort was commendable as the invitations sent were quite personalized and directly invited important stakeholders.

Research from Sari and Wijaya (2020) shows that direct marketing through face to face selling also has an impact on marketing. So, the recommendation that can be given is to do face to face selling to market the bazaar and by involving business teams to promote their products directly to customers who have previously purchased their products to generate direct response from potential visitors.

**Personal Selling**

In terms of personal sales channels, the EO team made no efforts to support marketing initiatives. However, according to Kusniadji (2017), personal selling is more effective in persuading customers compared to other promotional methods because it involves direct interaction with potential customers.

As the theory of personal selling emphasize the involvement of direct interaction, the EO team could engage in personal selling during all three Demo Days by distributing brochures directly in high-traffic areas both on campus and in the vicinity of the Demo Day venue, as well as personally inviting individuals to attend the event. Personal selling efforts need not be limited to the committee; business teams can also engage in personal selling by distributing product testers or brochures promoting their own products.

**Event**

Research by Rahma (2018) explained that events are able to increase consumer brand awareness of a product so that it is expected to increase product purchases. In the promotional activities through events, the committee implemented them at Demo Day 1, where a series of events such as business pitching, talk shows, and fun games were held. On Demo Day 3, talk shows, fun games, a fashion show competition, and a talent show were also organized. By organizing these events, the committee aimed to liven up the event and attract the attention and participation of both participants and visitors. However, this expectation was not met as only a small number of participants participated, and it did not attract many visitors. The event that was conducted also doesn’t raise brand awareness of the event as the initial theory explained.

Based on the author’s analysis, the events held were quite appealing with the presence of fun games and a fashion show competition, but the dissemination of information was still not widespread, and some events such as talk shows and business pitching were not very appealing to students because of their conventional lecture-like concept. This is also why there were no event series other than the bazaar on Demo Day 2, as stated by source 1, “Demo Day 2 felt quiet, and many WMK participants were absent, so if we were to organize event series like fun games, not many would participate.”

Suggestions that can be given are to create more engaging event series such as organizing talk shows with popular and interesting topics featuring captivating speakers. Additionally, the fun games could be enhanced with door prizes to make participants and visitors more enthusiastic about joining the games. The committee can also market the event to the right target audience who are interested in the event, not limited to college students.

There are still many marketing communication strategies that can be implemented to
promote WMK Demo Day to reach a wider audience, but the lack of promotional activities remains as one of the main reasons for not achieving the visitor target and awareness about WMK Demo Day. Furthermore, another contributing factor is the insufficient number of committee members and participants who are unwilling to cooperate in promoting Demo Day or attending the event.

Although the WMK participants reached 400, only a few actively promoted Demo Day on their social media or promoted their businesses that would be present at the event. It should be optimized if this opportunity is maximized, and students are encouraged and obligated to promote Demo Day, then the information dissemination can be broader and attract public interest. With better execution techniques, more appealing events, and maximized marketing activities, there is a high possibility that the next Demo Day will attract more visitors.

Based on the discussion results of the conducted research, marketing communication strategies through advertising channels, sales promotion, direct marketing, and events have been implemented effectively. However, there are still shortcomings in the frequency of marketing activities and audience reach, as well as a lack of marketing through personal selling. The lack of marketing effectiveness has led to the failure to achieve the visitor target, resulting in the vendors, who are students, not obtaining maximum entrepreneurial practice experience. Another contributing factor to the unachieved visitor target is the lack of participation from WMK participants who are vendors in marketing their products during Demo Day. Therefore, it is recommended for the WMK EO team to closely coordinate with participants on the market Demo Day so that marketing efforts are not solely carried out by the committee.

Another recommendation that the author can provide is for the WMK team to conduct research before the bazaar takes place, as stated by Natoradjo (2011) conducting research prior to holding significant events is essential to mitigate the risk of low attendance and other potential risks. Pre-bazaar research can also serve as a learning tool for WMK students to engage in research practices.

REFERENCES


