

## PLAN DETERMINATION FOR PROMOTION MIX FOR SKETCH!

Honey Gabrielle Thiasyura, Christina Whidya Utami, Metta Padmalia  
Faculty of International Business Management, Universitas Ciputra, Surabaya

**Abstract:** Sketch! is a garment company which manufactures ready-made clothing meant for middle-class consumers between the age of 16 and 35 years. The promotion mix planning is expected to increase the company's promotional activities and make them more effective in order to increase the company's income and turnover. This research is a qualitative descriptive research with in-depth interview. Purposive sampling is used to select respondents who are familiar with the problems in order to obtain in-depth information. The five research informants are the CEO of Sketch!, a marketing expert, a consumer, a potential consumer, and a business competitor. Research results conclude that the company can develop their promotional activities using five types of promotion mix, namely advertising, sales promotion, personal selling, public relation, and direct marketing. This research also advises the company to maintain a good relationship with the public through sponsorship and create a company website.

**Keywords:** Garment business, Marketing, Marketing Mix, Promotion Mix

Clothing is one primary need. The increasing number of population means that the need for clothing is also increasing. Data taken from the internet states that the growth of industrial production from micro and small manufactures in the second quarter of 2016 increased by 5,74 percent compared to the first quarter of 2016. One of the contributors for the increasing production was the textile industry, which increased by 11,78 percent (BPS Online, 2016). Many clothing stores or outlets in shopping malls as well as in markets in Surabaya are the example of the growth. Sketch! Is a clothing company working on garments, especially in making clothes that are ready to use. This company focuses on making customized clothes or according to customers' customized orders. Customers inform the cost, the print or embroidery, the size (S, M, L, XL,

XXL) and the type of cloth that they want to the company.

Sketch! has done marketing campaigns that help the sale of the product, which are through social media, direct selling and brochure distribution. However, the campaigns were not optimal, and product introduction to the society has not yield the maximum result. The unreached targets, from the fluctuating quantity of sales on Table 1.1 as well as the low number of customers from April 2015 to June 2016, reveal the non-optimality of the promotion.

Pre-survey to the respondents (Sketch! customers) that was conducted by the authors also reveals the importance of promotion in introducing the product to the society, apart from the quality of the product itself, the location and the price in the marketing world. According to pre-survey data, a summary of commentaries from Sketch! customers reveals that 25% of respondents believe in the importance of product quality in an attempt to make

---

\*Corresponding Author.

e-mail: hgabrielle@student.ciputra.ac.id (Honey G.T.)

Sketch! more popular and to increase sale. Another 15% of the respondents state that correct pricing in accordance with the quality of the product and the ability to fulfill customized orders will make customers to repeat their orders. Another 10% of the respondents state that a strategically located store eases customers to get Sketch! products, increasing the number of customers for the company. 75% of the respondents state that promotion is important to introduce products and to give information of the products to potential customers.

According to American Marketing Association, quoted from Kotler (2012:8), a definition of marketing is a process of planning and implementing thoughts, determining price, promotion and distributing ideas, goods and services in order to create an exchange that fulfill individual and organizational targets. According to Kotler and Armstrong (2012:408) promotion mix, also called marketing communication mix of a company is a specific combination of advertisements, sales promotion, public relations, personal sales and medium of direct marketing that is used by a company to communicate customers' value persuasively and to build relationships with customers. To communicate with customers, each category involves a certain promotional means.

Marketing is strived to make customers realize the existence of the product, and promotional activity is to create a need for the product to the society, in particular, to potential customers. For that reason, the authors want to know about plan determination for promotion mix for Sketch!. Through Promotion Mix (advertising, sales promotion, public relations, personal selling and direct marketing), it is expected that a plan for promotion mix for Sketch! can be determined.

## THEORETICAL FRAMEWORK

### Marketing

A concept of marketing, according to Setiyaningrum et al. (2015) is composed of ideas that every producer must analyze beforehand the customers' needs, and then make planned decisions on satisfying those needs. Overall, marketing can be defined as a fulfillment of customers' needs in a way that profits a producer (Kotler & Keller, 2012:27).

### Marketing Mix

According to Assauri (2011:198) "marketing mix has one element in an integrated marketing strategy called the marketing mix strategy, which is a strategy related to determining how a company offers/serves a product to a certain market segment that becomes a company's targeted market." There are four parts of marketing mix, which are price, place, product and promotion.

### Promotion

According to Babin (2011: 27), promotion is a communication function of a company that is responsible for informing and inviting customers.

### Promotion Mix

Five main means of promotion, according to Kotler and Armstrong (2012:408) are: (1) Advertising: All types of non-personal presentation and promotion of ideas, goods and services with a certain sponsor (examples: broadcasting, print media, and the internet). (2) Sales Promotion: A short-term incentive to encourage sales of products or services (examples: discount,

coupon, and demonstration). (3) Public Relations: Building good relations with various circles/groups of people in order to gain the expected publicity, building a company's good image, and addressing rumors (examples: press conference, sponsorship, special event, and a Web Page). (4) Personal Selling: A personal presentation by a company's representative to make sales and to build relations with customers. According to Moharam and Shawky (2012: 3), "personal selling can be defined as a positioning tool for goods and services in consumers and prospects mind, rather than only a selling tool to increase companies' sales". (5) Direct Marketing: A direct relationship with targeted customers. It is to gain direct responses and to build a direct relationship with customers through the usage of telephone, e-mail, the internet or other means to directly communicate with certain customers (examples: catalogue, brochure, and kiosk).

## **METHOD**

### **Research Type**

This research is a qualitative descriptive research. In-depth interviews with selected interviewees were chosen for the approach (Sugiyono 2015:6). The data were taken from the script of the interview, photographs and field notes (Sugiyono 2015:11).

### **Subject and Object of the Research**

To determine the informants of the research, the authors used purposive sampling, which is a technique of data collection with certain considerations (Sugiyono 2015:176). The chosen samples were expected to give complete information to the authors. There were five

research informants who are the CEO of Sketch!, a marketing expert, a customer who has used Sketch!'s service, a potential customer who has not used Sketch!'s service, and one business competitor from a similar company.

### **Data Collection Technique**

The technique used in data collection in this research was interview (Sugiyono 2015: 265). The type of interview was a semi-structured interview (also included in the in-depth interview) that was aimed to find problems more openly, and the interviewees were asked to express their opinions and ideas (Sugiyono 2015:267). A notebook, a voice recorder, and a camera were the instruments for the interview.

### **Validity and Reliability**

Triangulation was used for checking the validity and reliability of the data. According to Sugiyono (2015:275) "triangulation is meant to be a data collection technique that combines several different techniques of data collection and the collected data". Moreover, there are three types of triangulation, which are source triangulation, technique triangulation, and time triangulation (Sugiyono, 2015:275-278). In this research, the authors used source triangulation, which means the authors could collect data from different sources using the same technique.

### **Data Analysis Method**

Steps conducted by the authors in analyzing the data were: (1) Determining the background, research questions and aims of the study. (2) Searching previous researches, books, journal articles and data on the internet that

supports the study. (3) Determining the interviewees (CEO of Sketch!, expert in promotion mix, Sketch! customer, potential Sketch! customer that has not known nor used Sketch!’s service, and business competitor from a similar company) to gain the needed data. (4) Making a list of questions that were directed to the interviewer in collecting the data. (5) Interviewing the interviewee deeply. (6) Collecting the data and documentation from the result of the interview. (7) Conducting an interview transcript. (8) Conducting an interview reduction and making a table of source triangulation. (9) Analyzing the data using promotion mix theory. (10) Designing a promotional activity for Sketch! by using promotion mix from the result of the interview. (11) Synthesizing a conclusion from the analyzed data and giving suggestions.

## RESULT AND DISCUSSION

### Advertising

According to Kotler and Armstrong (2012: 408), advertising is all kinds of non-personal presentation and promotion of ideas, goods or services with a certain sponsor. The examples are broadcasting, print media, and the internet. Promotion of Sketch! through advertisement in mass media is not needed yet due to the high cost of advertising. However, Sketch! can use the internet and advertise through various kinds of social media (Facebook, Line, BBM, Twitter, and Instagram) as well as through forums of online shopping (Tokopedia and Kaskus), for they provide big potentials and can be utilized maximally. For one particular social media, which is Instagram, Sketch! must adjust their content to the Instagram audience and must consistently update them. Fast responses to customers in Instagram are also expected from them.

This is supported by a study by Utami *et al.* (2016) that the usage of Instagram is considered to be able to communicate the product to the target audience. The characteristic of social media, which are dynamic (can be updated and fast-paced), two directions (dialogues between buyer and seller), and non-linear (can be accessed more than once), require Sketch! to adjust themselves to the conditions in social media.

### Sales Promotion

According to Kotler and Armstrong (2012: 408), sales promotion is a short-term incentive to encourage the sales of goods and services. The examples are discount, coupon, and demonstration. Although Sketch! has done their sales promotion by giving discounts to their customers, they could have done many other methods of sales promotion. Giving extra product bonuses could have been done to give variation to their promotion. Another method could also have been done, which is giving car stickers to the customers. A study by Wahyuningtyas (2013) reveals that sales promotion activities using vouchers and coupons can help to build relationship with customers.

### Public Relations

To build good relationships with various circles/groups of people so that the targeted publicity is achieved, a company must build a good image and address rumors or other discouraging news. A company can hold press conference, sponsorship in events, special events, and have a Web page (Kotler & Armstrong, 2012:408). Sketch! has not have a website yet, but they will develop a website for future pro-

motions and will try to be a sponsor in events, as one of many ways of marketing. They can also achieve publicity if their products are unique and able to trigger curiosity among the society. According to one interviewee, when in an exhibition, they do not have to distribute too many brochures, but placing banners and providing product examples are likely to attract customers. A study by Natalia and Putranto (2014) reveals that a venue provided by Café Tiga Tjeret to the event holder is cost-free; however, the event holder must provide the Café's symbol in every promotional banner in order to promote the Café within the event.

### Personal Selling

According to Kotler and Armstrong (2012: 408) personal selling is a personal achievement by an enterprise's representative to make sales and build relationship with customers. Sketch! representative must be able to present or describe the product's superiority and features, in a way that it convinces the customers to buy the product. One way of introducing the product is by demonstrating the product to potential customers. Kesuma *et al.* (2015) state that a company must be able to communicate and promote the product to the society. A company must be able to become a communicator as well as a promoter.

### Direct Marketing

Direct relationship with the targeted customers, through telephone, e-mail, the internet and other means of communication to communicate with certain group of customers, is to obtain direct responses from the customers and to strengthen the relationship with the custom-

ers. The examples are catalogue, brochure, and kiosk (Kotler & Armstrong, 2012:408). In order to minimize marketing cost, members of Sketch! can do direct marketing themselves. Promotion by giving brochure does not give a significant effect, since people sometimes glance at the brochure and throw it away. One alternative is to distribute company's contact card for the card can give information to the public about the contact person in the company. Another solution is to follow up the customers or encourage customers that have used Sketch!'s service to use it again. A study by Rahadian and Pratomo (2013) reveals that customer follow up can be done through telemarketing in Benua Hotel in Bandung. The telemarketing is to recall regular personal guests that have not come to the hotel for a long time.

## CONCLUSION AND SUGGESTION

### Conclusion

According to the research problem, the conclusion of this study can be found by considering and addressing Sketch!'s weakness in terms of promotion. Promotion mix is one foundation to address that issue. The plans for promotion mix for Sketch! are:

- Advertising

In terms of advertising, promotion by using the internet is one alternative for Sketch!. By using Instagram or other social media, Sketch! can promote their products. However, there are some considerations for Sketch! in the promotion in social media, which are good and clear contents that they are going to upload, fast respond whenever a customer contacts them, and consistent and periodical time of upload (e.g., three times or twice a week).

- Sales Promotion

In terms of sales promotion, there are three things that Sketch! can do: giving discounts or vouchers in certain moments such as the anniversary of Sketch! and other national holidays; Giving a product as a bonus to a certain amount of transaction, to substitute or to complement discounts and vouchers; Giving car stickers complete with a readable section of information regarding the contact person.

- Public Relations

For Sketch!, creating a website that is easy to access gives a clear explanation about the product and the explanation can be accessed by many people. Participating in an event as a sponsor also helps Sketch! to gain the opportunity to expose the logo of the company in the event banners as a sponsor. Sketch! also has to have a distinct feature, or make something unique, so that the society get curious on the product and the publishing team from a television or radio station gets interested to make a review on Sketch!.

- Personal Selling

Improving the manner of speaking whenever talking to customers, improving clothing etiquette whenever meeting potential customers (especially those from an institute or an agency), mastering the features of the product that is being offered to the customers, giving demonstration on how to use the product and bringing samples of the product are the things that Sketch! can do in terms of personal selling.

- Direct Marketing

In terms of direct marketing, members of Sketch! can also help the company by being the ones who market the products, attending events, distributing company cards, and consistently follow up the customers who have used Sketch!'s service.

### Limitation and Suggestion

The limitations of this study are the adjustment of the promotion plan with the promotion mix that is being adjusted Sketch! as a start-up fashion company, the implementation of the proposed promotion mix plan that may be different with other companies, time limitation in collecting the information during interviews, and limitations of information.

### REFERENCES

- Assauri, S. 2011. *Manajemen Pemasaran* (11th printing). Jakarta: RajaGrafindo Persada Ltd.
- Babin, Z. 2011. *Menjelajahi Riset Pemasaran* (10th ed.). Jakarta: Salemba Empat.
- BPS Online. 2016. Data Pertumbuhan Produksi Industri Manufaktur Mikro. Retrieved, September 8, 2016, from <https://www.bps.go.id>
- Kesuma, J.A., Budiono, K., and Edi, B.Q.R. 2015. Pengaruh Bauran Promosi Terhadap Volume Penjualan HOLCIM Solusi Rumah Bintang Jaya di Jember. *Jurnal Manajemen dan Bisnis Indonesia*, Vol. 1 (2).

Kotler, P. and Armstrong, G. 2012. *Principles of Marketing; Fourteenth Edition*. United State of America: Pearson Prentice Hall.

Kotler, P. and Keller, K.L. 2012. *Marketing Management; Fourteenth Edition*. England: Pearson Education Limited.

Moharam, O.M. and Shawky, A.Y. 2012. Measuring The Effects of Personalized Integrated Marketing Communication Tools on The Consumers Intention to Purchase Credit Cards in The Private Banking Sector in Egypt, *American Academic & Scholarly Research Journal Special Issue Vol 4(5)*.

Natalia and Putranto, A. 2014. Peran Sales Promotion Café Tiga Tjeret Surakarta (Studi Deskriptif Kualitatif Peran Strategi Komunikasi Pemasaran pada Sales Promotion melalui Event di Cafe Tiga Tjeret Surakarta Terhadap Minat Beli Konsumen). *e-Journal UAJY Jurnal Ilmu Komunikasi*, p.1-10. <http://e-journal.uajy.ac.id/6443/>.

Rahadian, D. and Pratomo, A. 2013. Pengaruh Bauran Promosi Terhadap Peningkatan Penjualan Kamar di Hotel Benua Bandung. *BINUS Business Review Vol. 4(2)*.

Setyaningrum, A., Udaya, J. and Efendi 2015. *Prinsip-Prinsip Pemasaran*. Yogyakarta: Andi.

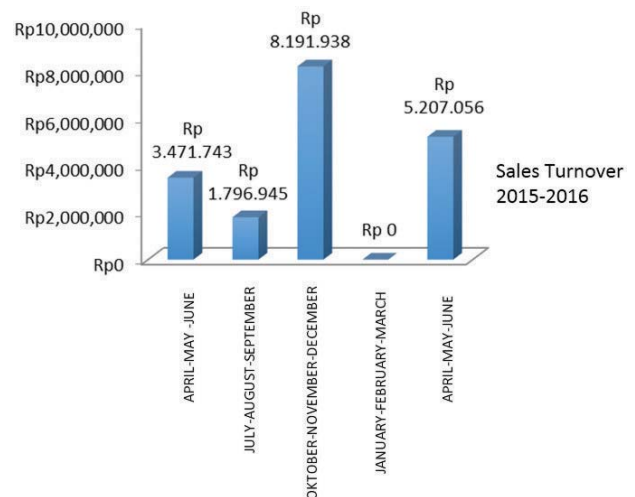
Sugiyono. 2015(a). *Metode Penelitian Tindakan Komprehensif*. Bandung: Alfabeta.

Sugiyono. 2015(b). *Memahami Penelitian Kualitatif*. Bandung: Alfabeta.

Utami, M.A., Lestari, M.T., and Putri, B.P.S. 2016. Strategi Komunikasi Pemasaran SMB Telkom University Tahun 2015/2016 Melalui Media Sosial Instagram. *Jurnal Sositoknologi Vol. 1(2)*.

Wahyuningtyas, K.K. 2013. Strategi Promosi Pertamina PT Pertamina UPMS VI Balikpapan dalam Meningkatkan Loyalitas Pelanggan. *e-Journal Ilmu Komunikasi Volume 1(4)*.

**ATTACHMENT**



**Picture 1.1 Sales Turnover of Sketch! from April 2015 to June 2016**  
Source: Sketch! internal data

**Table 1.1 Profiles of Informants**

No.	Name	Role
1.	Sonata Christian	Marketing Expert
2.	Dewi Yuliana	Customer
3.	James Stephanus	Sketch! CEO
4.	Olivia Cendrawati	Potential Customer who has never used Sketch!'s service
5.	Eka Agustina	Owner of Tee-Factory/competitor

