

MARKETING COMMUNICATION MODEL TO ACHIEVE MARKETING OBJECTIVES (CASE STUDY OF ORIGAMI PHOTOGRAPHY MEGA MALL MANADO)

MODEL KOMUNIKASI BISNIS UNTUK MENCAPAI TUJUAN PEMASARAN (STUDI KASUS ORIGAMI PHOTOGRAPHY MEGA MALL MANADO)

by

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Abstract: Good quality photo is a common necessity in today's life. Even though mobile phone has been specified with a good camera but the place and photo editing is important to determine whether the photos are good or not. Origami use advertising as their marketing communication tool. The aim of this research is to find out the marketing communication model of Origami Photography Mega Mall Manado in order to achieve their marketing objectives. The sample of this research are management, employee and loyal customer of Origami Photography Mega Mall Manado. The results showed that Marketing Communication Model applied by Origami Photography has significant relationship with the Marketing Objectives. Advertising that is done through in-store displays make people's interest in Origami Photography increase. The impact is seen in Marketing Objectives, sales targets of Origami always achieved every year. Origami Photography need to continue explore unique and interesting designs for their stores. For social media must also be updated more often, maybe they can post photos or update store situation through intagram story. Origami Photography also continues to maintain its loyal customers by keeping their good communication.

Keywords: *marketing communication model, photography, advertising*

Abstrak: Foto berkualitas baik adalah kebutuhan umum dalam kehidupan saat ini. Meskipun ponsel telah ditetapkan dengan kamera yang bagus tetapi tempat dan pengeditan foto penting untuk menentukan apakah foto itu bagus atau tidak. Origami menggunakan iklan sebagai alat komunikasi pemasaran mereka. Tujuan penelitian ini adalah untuk mengetahui model komunikasi pemasaran Origami Photography Mega Mall Manado dalam rangka mencapai tujuannya. Sampel penelitian ini adalah manajemen, karyawan dan pelanggan setia Origami Photography Mega Mall Manado. Hasil penelitian menunjukkan bahwa Model Komunikasi Pemasaran yang diterapkan oleh Origami Photography memiliki hubungan yang signifikan dengan Tujuan Pemasaran. Iklan yang dilakukan melalui display toko membuat minat orang terhadap Origami Photography meningkat. Dampaknya terlihat dalam Tujuan Pemasaran, target penjualan Origami selalu tercapai setiap tahun. Origami Photography perlu mengeksplorasi desain yang unik dan menarik untuk toko mereka. Untuk media sosial, itu juga harus diperbarui lebih sering, mungkin mereka dapat memposting foto atau memperbarui situasi melalui story intagram. Origami Photography juga terus mempertahankan pelanggan setianya dengan menjaga komunikasi yang baik.

Kata kunci: *model komunikasi pemasaran, fotografi, iklan*

INTRODUCTION

Research Background

The increasing of business competitiveness demanding every company to get prepared, in order to maintain their existence in the business they are working on. Every company should be able to provide what customers need and want. Customers increasingly meticulous and critical in choosing the service companies they will use. Similarly, in service industry, companies must be able to provide the best service in accordance with customers expect. Nowadays, with the presence of digital cameras and smartphones, people are increasingly aware that every precious moment must be captured through a photo. This awareness makes photography business a profitable opportunity.

Sukakarya (2009) in Ismoyo (2018) stated that photography is an art of seeing and understanding a work, photography made it aware that art had taught to see the whole world in a unique way captures important moments in everyday life, memories in life, grandeur of the universe, innocence of a child's expression, or a flower on the river bank, all of them are unique ways to see in the world of photography. With the support of advanced technology, photos printed are increasingly diverse. Now photos can be edited to be more interesting and diverse. Even so, not everyone has a good camera, good photo-taking techniques, and good editing skills. It becomes commonplace to spend money just to get good quality photos. In order to attract many customers, a business must have their own tips to introduce their business to public.

In running photography business, if a company can not create good marketing communication, it will be bad for the business. Marketing communication is an attempt to convey a message to the public especially consumers, about the existence of the product. Marketing communication plays a very important role for the company because without communication, consumers and society as a whole will not know the existence of the products in market.

The tools to conduct marketing communication is the marketing communication mix. Marketing Communications Mix is the specific mix of advertising, personal selling, sales promotion, public relations, and direct marketing a company uses to pursue its advertising and marketing objectives. The communications mix in marketing comprises of the various ways that a company can communicate with its customers. If a service business builds good communication with their customers, their marketing objectives will be easier to achieve.

In Manado, the development of photography industry increasingly stretched. Photography is not only capitalize money, but creativity and expertise can produce better results. This business must be run in a creative way, meaning that competitors in the workforce are increasing and can not be denied. Many companies in Indonesia are wrestling in the world of photography, as in Manado which is the capital of North Sulawesi Province. Manado has a lot of potential because it has a diverse culture. Many businesses can be developed in Manado such as Photography. Competition from several photography businesses in Manado making each company continue to improve quality, innovation, and the important thing is to create more business strategy. One of the most popular photography business in Manado is Origami Photography.

Origami is popular because they are not only offers a modern concept, but also placed in a shopping center and make it easier to be reached. Origami is not only focus on the results of the services they provide, they also realize that in order to achieve its marketing objectives, a business needs to create a great marketing communication with the customers. This is where the role of marketing communications in creating customer equity.

Research Objective

The main purpose of this research is to find out the marketing communication model of Origami Photography Mega Mall Manado achieve the marketing objectives.

THEORETICAL REVIEW

Marketing

Kotler and Keller (2006) defined marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. Marketing is not only selling. Marketing makes product or service fits customer and sells itself. In the end, marketing makes selling unnecessary. Peter Drucker in Kotler and Armstrong (2012) stated that the aim of marketing is to make selling unnecessary. Selling and advertising

are only part of a larger marketing mix a set of marketing tools that work together to satisfy customer needs and build customer relationships. Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others.

Marketing Objectives

Marketing objective is a form of planned plan that is directed in the marketing field to obtain an optimal result. In marketing objectives according to Peter Drucker in Perpuskampus (2016), it is not to expand to anywhere, the purpose of marketing is to know and understand the customer in such a way that the product or service matches the customer then sells himself. Ideally, marketing should produce a customer who is ready to buy. All that is needed next is to provide these products and services.

Marketing Communication

Ottosen (2001: 35–36) in Hamari and Huttunen (2016) defined marketing communications to comprise all communication between the buyer and the company about the market offering. More recently, the target audience of marketing communications has been understood to contain all external and internal stakeholders, not being restricted to direct buyers or customers. Therefore, it can be concluded that marketing communications are intentional communication which has predefined goals that are pursued to achieve by using diverse communications tools and channels.

Marketing Communication Mix (Model)

In the era of mass communications and emerging mobile technologies, an organization must build an adequate mix of marketing communications, in order not to drown in a sea of information. This will be made in a relation with the good interaction of objects and forces, influencing the management outside the company, and marketers ability to establish and maintain successful corporations with target customers (Todorova, 2015).Hermawan Kertajaya in Abadi (2017) quotes that Marketing mix is only part of marketing activities of a company as a whole. Marketing mix is just an element of marketing tactics. Marketing mix is a tactic in integrating offers, logistics, and product / service communication. With marketing mix, it is not only need to make attractive offers, but also have to think about the right tactics in distributing and promoting them. Marketing Mix is the most visible aspect of a company in marketing activities. According to Kotler and Keller (2009) marketing communication tools are known as marketing communication mix is a mixture of few primary communication tools such as advertising, sales promotion, events and experiences, public relations and publicity, direct marketing, e-commerce, personal selling (Abadi, 2017).

Previous Research

Frolova (2014) characterizes the role of advertising in effective promotion, presents general characteristics of advertising and its mission and describes the basis of the organization of promotional activities as well as how to evaluate the effectiveness of advertising campaigns. The objective of this thesis was to analyze the impact of advertising on the consumer buying behavior. Moreover, some real life examples are given in order to clarify the ideas. This research reveals that companies need not only to produce good quality products, but also to inform consumers about their benefits, as well as to achieve clear positioning of their products in the minds of the consumers. In order to make a new product to succeed, it must have the desired parameters for consumers, to be unique, and consumers should have the information about its characteristics. The main way of promoting of products is the advertising.

Bochkareva (2010). The aim of this study is to describe the correspondence between the feelings and reactions customers poses towards the advertisements and the company's expectations embodied in the commercial appeal and the communicated message. Method includes collection of the information concerning theories, models and Tele2 from different sources; interview with the company to figure out details about the advertising campaign, particularly TV commercials and the survey with a sample of respondents in order to investigate their perception of TV commercials. The retrieved data was analyzed statistically and theoretically according to the selected theoretical framework. The more effort needs to be embodied into the first and the last stages, where the company seems not to understand customers' perceptions and expectations fully, according the survey results. It was found out that the advertising campaign was perceived by TV watchers neither informative, nor persuasive .

Ekman (2016). Understanding how consumers actually look at in-store displays and how effective they are in changing consumer behavior into a purchase decision at the point of purchase will inform the best execution and layout of the display. The primary methodology included usage of eye-tracking equipment with a complementary questionnaire and the research was conducted by way of a two-phase experiment. Throughout the whole study it became increasingly evident that visual attention is one of the key roles in consumer decision making and it underlines the need for a better understanding of visual attention and effectiveness of in-store display. Visual attention research has come a long way from the three main mechanisms, of where, what and how. Effective displays should attract visual attention through design elements and the message of the displays should have a clear goal, for example that a product is healthy. Finally the visual image needs to support the message and the whole content needs to be supported by the brand that in turn conveys the overall feel of the message and visualization

Elwan (2012). This research is a marketing research investigating the importance of social media marketing and sales promotions. The purpose of the research is to find out the opinion of the major brands in food industries, about the impact of social media on sales promotions. (By sales promotions, mean face-to-face connections between sales promoters and consumers - demonstrations, samplings, live experiences etc). The goal is to find out whether brands plan to do sales promotions in the future, or are they just going to focus on social media. The results shown that sales promotions increase sales of promoted product long-term and not just on the promotion day. The fact is that sales promotions are more expensive to conduct than social media marketing, yet because sales promotions has a long-term effect for the companies and their sales, it does not eat away from their budget, but gives more. In a conclusion after analyzing all the results, both marketing methods are efficient in their own way. Social media is most affective for various purposes brand awareness and everyday connection with consumer and sales promotions for the feeling of the product; see, feel, taste.

Conceptual Framework

The conceptual framework in this study is explained in the form of a chart, as follows:

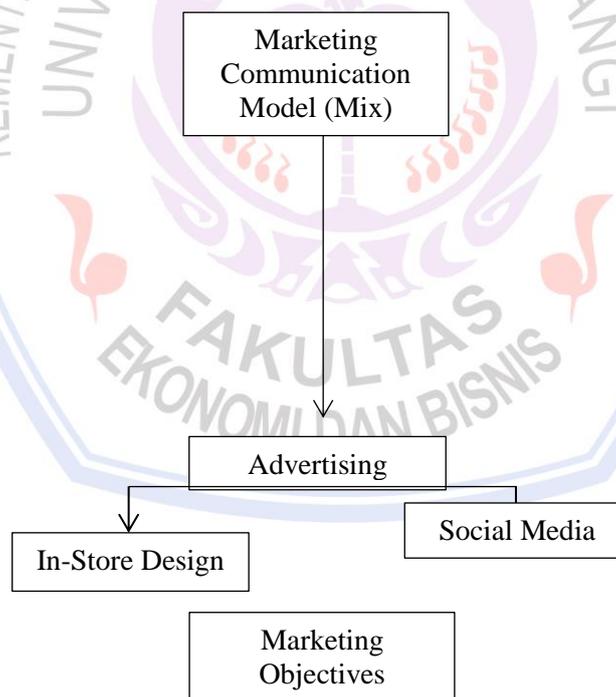


Figure 1. Conceptual Framework

Source: Analysis Method, 2018

RESEARCH METHOD

Research Approach

The type of this study is qualitative research methodologies to analyze how is the marketing communication model to achieve marketing objectives in Origami photography Mega Mall Manado. According to Bogdan and Taylor (1992) explains that qualitative research is a research procedure that produces descriptive data in the form of speech or writing and behavior of the people being observed, they also explain format qualitative research design consists of three models namely descriptive format, format verification, and format grounded research (Koloay, 2018). The type of this research is case study method that uses various data sources (as much as possible data) that can be used to examine, describe, and explain comprehensively the various aspects of individuals, groups, programs, organizations or events systematically.

Population, Sample and Sampling Technique

According to Spradley (1980) in Sugiyono (2007), qualitative research there is no population term but only social situation, which consists of three elements: place, actor and activity (Runtutahu, 2018). In this research, the population are management, employee and customer of Origami Photography Mega Mall Manado.

Sample is used to determine how many people would be the source of data in this study. According to Sugiyono (2007), sample in qualitative research is not called as respondents instead as a sources, participant, informant, friends and teacher in research process. Sample in qualitative research is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before (Koloay, 2018). The sample of this research are management, employee and customer of Origami Photography Mega Mall Manado. In this research, purposive sampling is used with some considerations.

Data Collection Method

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data.

Operational Definition of Research Variables

In this research the main variables are marketing communication model and marketing objectives.

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews.

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010) there are generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION

Result

This research uses qualitative method which is semi-structured interview as the tool to gain the information from the respondent. The populations of this research are management, employee and customer of Origami Photography Mega Mall Manado and the sample took 10 respondent.

Informant 1

Informant 1 is the storehead of Origami Photography Mega Mall Manado. They use advertising through social media such as facebook and instagram to share photo of customer that have been using their service. It

helps them to reach customer easily. They also apply unique display in to the store to attract people's attention. When passing through the store of origami, they have various kinds of photo prints with attractive designs which characterise their store. That is one of the things that attracts customers to stop by and see the services they offered. The marketing objectives of origami is to communicate finely with customer, and the main objective is to fulfill their sales targets. Their human resources are competent with the marketing communication tools used in origami, this can be seen based on the minimum average of sales targets achieved per year is 76%.

Informant 2

Informant 2 is a staff member who has worked in origami for 1 year 2 months. She explained that to maximize their marketing communication tools she usually promote their social media to customers who have used their services. She explained *"When customers finish using our services, they will be asked for their Instagram account and their photos will be posted on our Instagram account. We also tell them to tag origami instagram accounts when posting photos from origami to their Instagram."* She added *"We display sample photos of our services in front of the store as an advertising. The photos we display in the store do not have a special theme. One of our marketing goals is to communicate well with customers. Sales target is the main goal of marketing."* She thinks human resources in origami are quite competent on marketing communication tools and are able to achieve marketing goals because every year their sales targets are always reached and customers who return to origami are always satisfied with the results.

Informant 3

Informant 3 is a staff member who has worked in origami for 5 months. She explained *"we use advertising to introduce origami widely, with attractive advertising we can build people's curiosity so they will find out about origami photography. We utilize social media as a place to attract customers. We also use our store to present the concepts and services we offer."* To achieve customer satisfaction they must be able to build good communication with their customers. She said *"i usually greet customers with a smile to get good first impression and so that customers do not feel awkward in conveying their wishes. Above it all the most important marketing objectives is sales target because to advance business we must be able to increase sales."* All employees in origami are quite competent because before going to the real workfield they have been taught how to use every tools in store. Their sales target are always above the average and people's interest in using origami services are continuously increase.

Informant 4

Informant 4 said *"When the first time I visit Origami store, I get so interested with the store design, it's so attractive, and the facilities are very comfortable. Strongly shows their characteristics, full color display and varied photo displays that make me want to visit and check what they offer inside the store."* Origami employees are very competent because they really master and understand the products and services they provide. She knew about their instagram because she had been tagged on origami instagram account. She also said *"instagram makes it easy for me to find information on origami, for example asking when the store opens today or is the store crowded."* Overall my experience on origami is very satisfying and i want to go back using origami services.

Informant 5

Informant 5 knows origami since 2 years ago because seeing the store in Mega Mall. She has been using their service three times. She said *"the store design is very eye-catching because it is full color and the displayed photos are very unique and varied. I think that is what makes me curious about origami photo studios and the services they offered."* She know origami has instagram because she once stalked on their account, she's excited to know that origami has social media because she can contact them more easily. Origami employees are amazingly kind and friendly. Overall She's very satisfied with origami, their employees are very competent because they understand every package they offer and and the photos result always fulfill my wishes.

Informant 6

He knew about origami when he passed their store at Mega Mall. In his opinion the photos shown in the store are very unique. There is a big photo printed that shows 200 different photos which combined into one and form one image and printed on the canvas. He said *"i have used origami services 3 times, i chose to use origami*

services because they are cheap and affordable but the photos are maximal. In origami there are several computers that are provided for customers, so i can immediately take soft copies of the photos on a flashdisk or memory card. ” He always uses origami services because he hasn't found a photo studio that is cheaper than origami. For origami social media, he knew when he first saw the price list board in origami store. He said “ i have checked their instagram account to just look at their photos result or check packages before coming to the store. ”

Informant 7

Informant 7 know about origami since two years ago when he passed the store at Mantos. He has used origami services twice. The most memorable thing about origami is the look of their store, besides the display that caught his attention is the facility there is a spot in orgami that provides computers with tables and chairs. Like he said “ *i chose to use origami services because the photo retrieval process is easy and fast, they provide computers and data cables to copy photos to cellphone. The staffs are not only comfortable to communicate with, their employees are also competent and very mastering their job. If I ask them they can respond right away. ”* Febrianto found out about their social because he had seen his friend post origami Instagram accounts. His experience using origami services is very good because he wants to use their services again later.

Informant 8

Informant 8 had previously seen the store at Mega Mall and he was curious with the photo studio because the display was unique, there was a sticker hanging in front of the cashier.. He said “ *i know origami photography because it was recommended by my friends a year ago. I chose origami because among my friends origami famous with its cheap price and the place is easy to reach. Their store is also wide compared to other studios whose open stores in shopping center. ”*

He also explained the thing that stands out from origami is that the service provided by the staff there is very good. He doesn't feel uncomfortable asking anything he wants to ask or convey, that's why he has used origami services twice. He added “ *the employees are quite competent and understand what i want. In my opinion, for an affordable price the services provided by origami are very good. ”* He doesn't know their social media because he doesn't use social media oftentimes.

Informant 9

Informant 9 has used origami services twice. She knew origami 2 years ago when she passed in front of their store in Mega Mall. She was interested in canvas photo displayed in front of the store. She said “ *I chose to use origami services because the photo package is cheap, there are a lot of background options and there are also attributes. The thing that also caught my attention was the way they presented their photos to prospective customers, they displayed photo canvas and caricature pictures right in front of the shop. This makes people who passing in front the strore curious about their studio and remembers origami. ”* Their human resources are quite friendly and competent. She explained “*even though the photographer working alternately but they all understand about camera and the results are always satisfying. For social media, i know about their Instagram from their staff when the first time i visit their store. Overall, I am satisfied with the services provided by origami. ”*

Informant 10

Informant 9 know about origami when she passed the store at Mantos. She was interested in caricature pictures on display at the front of the store. She knows about their instagram when she looks at their price list board that shows their username. She explained “ *the thing that keeps me from using origami services is the cheap price and satisfying results. Origami supported by a competent photographer, i like the photographer in origami which gives full freedom to their customer to pose but does not eliminate the aesthetic value in the photo. ”* She thinks the concept of origami fits perfectly with what i want. She has using origami services three times because she haven't found another photo studio that is better than origami.

Discussion

Origami Photography is a business that provides photo studios and photo box, they also provides unique photo printing with varied models. One of their characteristics is the concept which is free and not rigid, it is a reflected through a colorful store design. At the store they not only display the photos printed interestingly, but

they also provide facilities for their customers in the form of computers along with a cable to copy the photos result.

Photography used advertising as their marketing communication tool to promote their business. Like Frolova (2014) found in his research that to make a new product (service) succeed, it must have the desired parameters for consumers. The main way of promoting of products is the advertising. One of Origami advertising is through social media. Through advertising, a business can communicate widely. This is supported by the results of the research conducted Olusola (2011), the findings reveal that the advertising position of a product or service is strong in the mind of the consumer in order to encourage repeated purchase of the product, so that the competitors will not have an edge over them. Origami photography also used in-store display as a way to advertise its business, in-store display is the way Origami Photography presents the services offered. If the advertising function is well received by customers, it will increase the users of Origami Photography services. So the main purpose of their marketing which is to fulfill sales target will be achieved, it is also supported by good communication with customers.

Leeuw (2013) found that product demonstration is a valuable and powerful tool that affect consumers' purchase intentions inside the store. It is also indicates that the presence of a product demonstration increases sales of the promoted brand in the same product category. Marketing Communication Tools used by Origami Photography are advertising through social media and attractive storefronts. They say that through advertising they want to introduce Origami Photography Mega Mall widely and trigger the curiosity of people to use Origami Photography services.

Based on interviews conducted from 7 respondents, the majority of respondents are the loyal customers of Origami Photography for past two years. They all like the display of the store and the facilities provided at the Origami Photography store. According to their interview the appearance of store shop is very unique and interesting when compared to other photo places that are inside the Mall. This triggered them to stop by the Origami Photography store to just look at the photos displayed or check prices. Not only looks, the facilities provided like computer to copy the photos result become an interest for them. Like the result of research conducted by Ekman (2016) that visual attention is one of the key roles in consumer decision making and it underlines the need for a better understanding of visual attention and effectiveness of in-store display. This research also found that displays which contain distinct visual features such as different colors and are logically designed with quality and neatness stand a better chance of getting noticed.

For social media, researchers did not find negative comments but the results of the interviews did not show significant results. Respondents did not show interest when discussing social media. Based on searches conducted by researchers, this may be because Origami Photography does not publish it to the public largely. They tend to only publish it through the price list board in the store. They also only tag photos but rarely follow their customer's Instagram account. They also less active in updating account unless posting customer photos or answering questions. This shows similar results as the study of Rahardi (2016), to make social media a useful promotional tool it needs some improvements and additional IMC activities such as direct sales that Gulo Jowo has not done because of limited human resources. Although social media used by Origami doesn't function optimally, it doesn't mean that social media is not suitable to use as a promotional tool.

Based on interviews conducted with Origami Photography customers, 6 out of 7 respondents has using Origami Photography services more than once and 1 of them have only used Origami Photography services once but intend to come back to use Origami Photography services. The existence of good communication from the employees makes customer feel free to expressing their wants, what kind of photos and what pose that comfortable for them. Researchers chose customers who had used Origami Photography services more than once, all respondents gave positive comments on the communication in Origami Photography. They are very satisfied because of the comfort provided, they feel free to express and not ashamed to express their wishes. It is supported by Zavrnsniky and Jerman (2012) in their analysis that reveals the achievement of marketing communication objectives is the domain factor that enhances marketing communication effectiveness. All customers also stated that they would return to Origami Photography services. This also supports the Head Store statement which says that the minimum average of sales targets achieved per year is 76%. His staff also said that Origami's sales target is always achieved and customers who return to origami are always satisfied with the results.

CONCLUSION AND RECOMMENDATION

Conclusion

From what has been described above, it can be concluded that Marketing Communication Model applied by Origami Photography has significant relationship with the Marketing Objectives. Like the results obtained by the researchers above, all customers are interested with the design of Origami Photography Mega Mall. This makes customers curious about the services they offer, which triggers customers to stop by the store. Not only the store design, customers are also happy with the facilities at the Origami Photography store. According to the respondents statement, when compared to other photo studios in the shopping center, Origami Photography store is broader and more attractive. Although advertising that is done through social media is still less than optimal and has not been able to perform its functions properly, overall customers are very satisfied with Origami Photography services. This makes customers continue to use Origami Photography services. Customers who are satisfied with the product or brand consumed or used, they will buy the product again.

Advertising that is done through in-store displays makes people's interest in Origami Photography increase and the existence of Origami Photography is also widely known. The impact is seen in Marketing Objectives, sales targets of Origami always achieved every year. Communication also builds well with customers. Origami Photography always tries to build good communication with customers and even with people who just stop by the store.

Recommendation

This research has been conducted in order to find out the marketing communication model of origami photography to achieve marketing objectives. Here are some recommendations for Origami Photography, customer, university and future researchers are purposed as follows :

1. For Origami Photography to continue to explore, unique and interesting designs for their stores. The facilities must also be developed because their customers are also increasing. For social media must also be updated more often, maybe they can post photos or update store situation through intagram story. Origami Photography also continues to maintain its loyal customers by keeping their good communication.
2. For customer, don't be hesitate to express their wants, what kind of photos they want or what kind of package fits their needs. If there are things that happen not as desired, they can immediately notify to staffs or directly to the head store.
3. For Sam Ratulangi University especially student of Economic and Business, as an additional knowledge and information about marketing communication model of photography services.
4. For future researchers to help them expand the scope and topic of discussion in their research.

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