

Marketing Communication Technology Innovation and its Implications on Increasing Sales (Griya Reyna Furniture Kediri Online Case Study)



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ABSTRACT: The most important thing in the world of online business is to determine the innovation and technology of marketing communication, so that it can achieve certain goals. With the existence of marketing communication technology, entrepreneurs will be easier to market the products they will sell to potential customers in order to achieve the goals desired by marketers. Qualitative research methods are research methods based on philosophy, used to examine in a natural object condition, (as opposed to experiments) where researchers are as key guidelines, data collection techniques are carried out in combination. Data analysis is qualitative, and qualitative research results emphasize the meaning of generalizations. The development of increasingly sophisticated technology, online business owners must also keep up with the times, with this communication technology, online business owners are easier and more practical to introduce their products. What used to be still marketing through word of mouth is now through social media and platforms that can be used in terms of marketing. With this communication technology we can do marketing effectively and efficiently, minimize costs, easily reach the general public, easily transact easily and quickly that Griya Reyna Furniture uses communication technology in terms of marketing through promotion mix, namely by advertising, personal selling, direct marketing, social media marketing, e-commerce, marketplace.

KEYWORDS : Communication technology, marketing, sales improvement

I. INTRODUCTION

Technological developments are now increasingly sophisticated and easily accessible to the general public. Technology began to develop in all aspects of life, technology was created to make human work easier. Currently, the field of information technology is a technological field that is developing very rapidly. With this technological development, entrepreneurs must have creative ideas or innovations in running business in the market. Having creative ideas is the key to the success of a company in forming a marketing strategy to market its products (Choirunnisak, 2020). Technology and digital services have increased access to information and created great opportunities for companies that use technology to provide services for marketers to send targeted advertisements to attract potential consumers to buy the products or services they have offered (Bakhshian & Lee, 2021). Advances in information and communication technology (ICT) have created a two-way exchange of information between a company and related parties and increasingly empowered external and internal related parties who expect a passive level of transparency and openness to become parties who are more equal and have a very high quality understanding of information. which exists. The consumer's task has changed from being an inactive recipient of information to now being an equal party and having an active understanding of the information circulating (Seizov & Wulf, 2020). How to market products requires innovation to be used within a company. With the aim of marketing its products to the general public, companies also need communication. So the marketing process requires a marketing communication technology process to market the product. Communication is an activity that is useful for disseminating or conveying information, persuading or increasing the target market for the company and its products so that they are willing to accept, and can get customers who are loyal to the products offered by the company. The most important thing in the world of online business is determining innovation and marketing communications technology, so that it can achieve certain goals. With the existence of marketing communication technology, it will be easier for entrepreneurs to market the products they will sell to potential consumers in order to achieve the goals desired by the marketer. In the case of Online Griya Reyna, get to know more deeply and understand how online marketing models, digital information can increase sales and for sustainability (Lidiawan, et al., 2023). The aim of this research is to find out communication technology innovation and its implications for Online Griya Reyna Furniture Kediri in terms of increasing sales and find out the implications for marketing communication technology innovation at Online Griya Reyna Furniture Kediri.

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II. LITERATURE REVIEW AND HYPOTHESIS

Perception Advantage

Along with the rapid innovation and development of technology, society has now shifted from various manual systems to systems that are more practical and flexible. The presence of several technological instruments makes modern society place the point of dependence on the intensity of human perspective to be broader and more comprehensive. This is because modern society is no longer unfamiliar with internet networks. The quality of the technological innovation system plays a very important role in increasing user satisfaction (Satriyono et al., 2022).

According to Subagyo, Rukmini & Limantara (2021), stated that marketing which is currently trending can work together with the very important use of promotion in the decision of potential consumers to buy it via social media.

Perception Easy to Use

Using technology not only facilitates better operations but also opens up opportunities in terms of creating more attractive and consistent products and services (Brodny & Tutak, 2022). Therefore, Griya Reyna Furniture's online development strategy based on technological innovation is important in overcoming obstacles and exploiting opportunities in target markets that are increasingly connected more easily and quickly.

Perception Benefits

Consumer decisions in choosing/determining a product are based on technological developments. Developing technology is able to create superior products in various fields, competition between companies is getting tighter, supported by increasing consumer needs (Laely & Komari, 2017). According to (Kurniawan, 2019), Technology is the entire means of providing goods needed for human survival and comfort. According to Tjiptono & Diana (2020:3), marketing is the process of creating, distributing, promoting and setting prices for goods, services and ideas to facilitate satisfactory exchanges with customers.

Customer Experience

Results of good service quality and being able to protect customers, it can increase the value of good value in a customer satisfaction assessment, customer needs and customer desires can be fulfilled and in accordance with what is desired. (Panjaitan & Djunaedi, 2017). Customer needs will be met provided that customers are very loyal with continuous repeat consumption of the services provided if customer satisfaction can be met (Djunaedi et al., 2022).

Satisfaction

With the sales concept, marketers must be selective in posting or distributing products correctly and in accordance with the product description. For posting photos on social media, you can include product descriptions and prices as well as addresses and WhatsApp numbers where potential consumers can contact them. In this case, marketers can maintain the quality of the products to be sold by providing good quality and according to the product description. Buyers will come back again to buy the product.

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Conceptual Research and Hypothesis

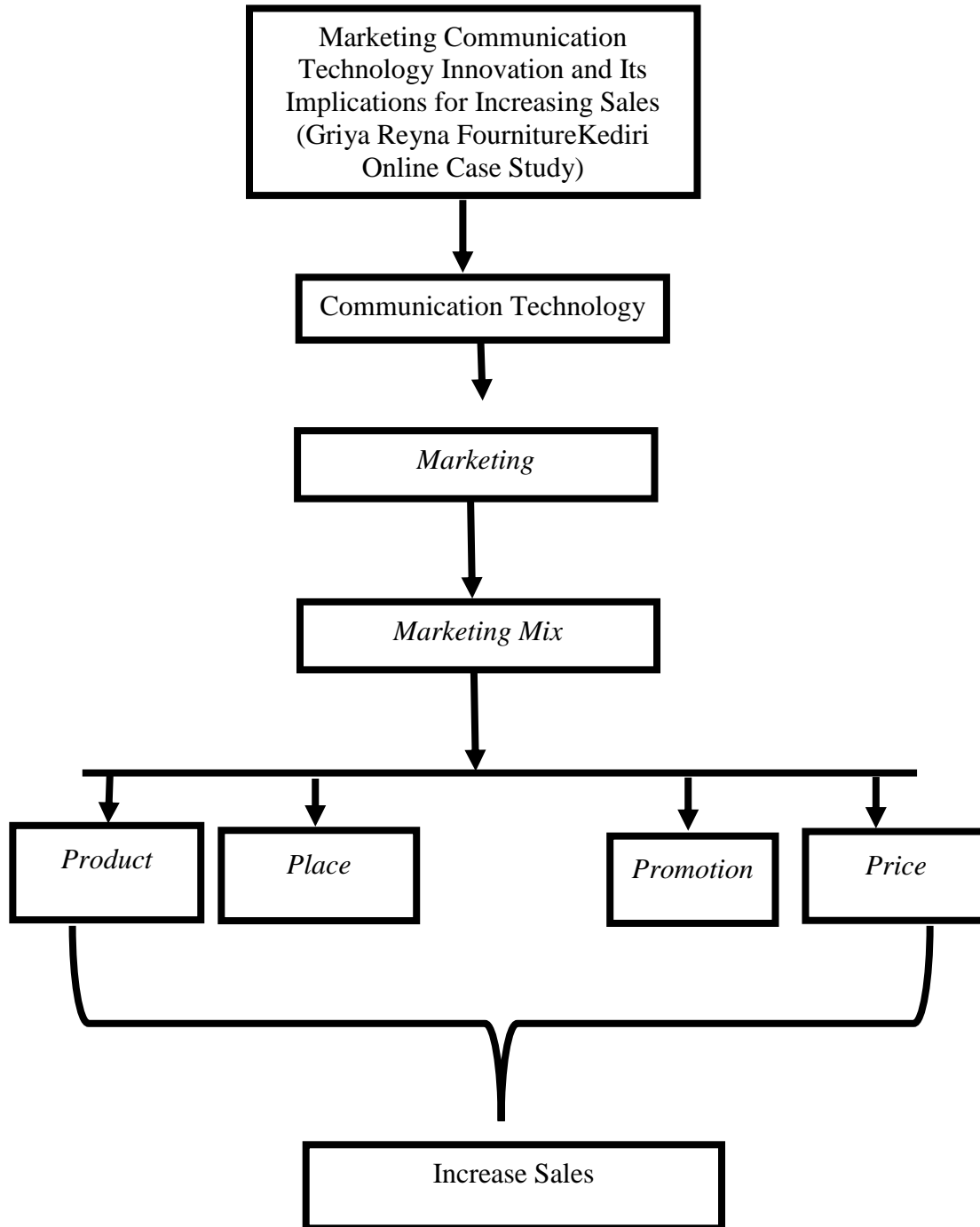


Figure 2.2 Thinking Framework

III. METHODS

Types of research

According to Sugiyono (2019:18), qualitative research methods are research methods that are based on philosophy, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key guide, data collection techniques are carried out in combination, analysis the data is qualitative, and the results of qualitative research emphasize the meaning of generalizations.

Location and Research Period

This research was conducted at Griya Reyna Furniture Kediri owned by Mrs. Reyna Linggar Arum, precisely on Jalan Gading, Penden, Dawung, Kec. Ringinrejo, Kab. Kediri, East Java 64176. Meanwhile, the research period started from January 1 2024 - February 1 2024.

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Data source

Primary data is data obtained from the first data source at the research location or research object directly at the research site, a place that is the object of observation. The primary data from this research are the results of interviews with sources from the owner of Griya Reyna Furniture Kediri, namely Mrs. Reyna Linggar Arum.

Secondary data is data that is not collected or obtained by the researcher himself. So secondary data comes from other parties, secondary data material is obtained by carrying out an inventory of literature books, documents, articles and various materials that have been documented, obtained, recorded and then studied based on the same references as the main problem being researched which is then carried out as an assessment. one complete unit. The secondary data source in this research is documented data which contains news related to this research (Sugiyono, 2019).

Operational definitions

Communication technology is a means of hardware, software or system infrastructure related to processing, manipulation, management and transfer of information between media and reception, processing, storage and structuring systems (Kurniawan, 2020). According to Wahdiniwaty et al. , (2023: p.6), states that marketing involves more than just activities carried out by a group of people in a particular area or organization. A marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on the activities that will be carried out to achieve marketing goals in order to achieve the desired goals., A. D. (2020:32) in his research believes that sales is one of the activities of sending goods created by the seller which will be bought and sold to potential consumers at a price agreed upon by the buyer and the seller which has been discussed at the beginning.

Data analysis method

The data analysis method is the process of systematically searching and compiling data obtained from interviews, notes, fieldwork, and documentation and then making conclusions that are easy for oneself and others to understand.

Miles and Huberman (1984) in the book *Qualitative Research Methods* stated that activities in qualitative data analysis are carried out interactively and continue continuously until completion so that the data is saturated (Sugiyono, 2019: 321).

1. Data Collection/Data Collection

In qualitative research, data is collected by conducting observations, in-depth interviews, and documentation, or a combination of the three, namely (triangulation), (Sugiyono, 2019:322).

2. Data Reduction (Data Reduction)

Reducing data means summarizing, selecting and sorting the main things, focusing on the important things, identifying themes and patterns. By reducing this data, we can have a precise and clear picture and help researchers to make their research easier. (Sugiyono, 2019:323).

3. Data Display (Data Presentation)

In qualitative research, data presentation can be in the form of conclusions, charts, variable relationships. However, Miles and Huberman (1984) stated that the most frequently used qualitative research is text that is narrative/story elements (Sugiyono, 2019:325).

4. Conclusion Drawing/Verification

Conclusions in qualitative research are new findings. Findings can be in the form of conclusions or images that were previously still dim or dark so that after being researched they become clear through several expert theories..

RESULTS AND DISCUSSION

Descriptive Analysis of Respondent Characteristics

This research concerns interviews with the owner of the Griya Reyna Furniture Kediri business, namely Mrs. Reyna, because Mrs. Reyna knows the early history of the establishment of this business, the technology used in marketing and how to increase product sales and what are the implications faced in using marketing communication technology using promotion mix.

Descriptive Analysis of Respondents' Answers

Based on the results of interview research with Mrs. Reyna as the owner of the Griya Reyna Furniture Kediri business, the average sales results she carries out continue to increase due to communication technology using promotion mix.

Description of Informant Answers

Online Griya Reyna Furniture was founded in 2018, at that time the only marketing carried out was word of mouth marketing which had a huge influence on a person because the information could be considered real and honest, because the information obtained was considered real and appropriate and potential consumers had more confidence in the related information. the goods and services they hear directly from other consumers are compared with other information or advertising (Ruhamak & Rahayu, 2018).

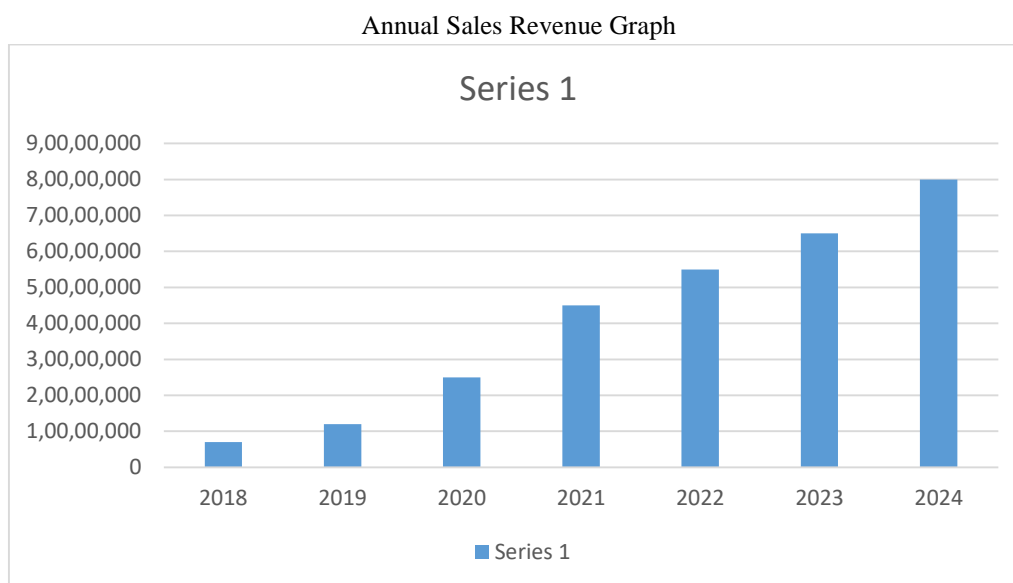
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When I first started this business, I had capital of 18 million, to minimize losses and only had a few or limited stocks of goods. Starting this business was initially just for fun because of the rise in online sales which was a very trend, so I intended to sell the goods I stock on social media marketing used by business owners or companies to strengthen products and increase purchase intention for a product (Pangastuti et al., 2023) .

By using this communication technology, businesses are starting to develop rapidly. Many people are interested in goods such as cupboards, chairs, kitchen shelves, etc. because they know about social media and can be known by the general public, even everyone who has social media.

To implement marketing on social media, you can first post products with attractive pamphlets and include prices and product descriptions that are appropriate to the goods being bought and sold. In facing very tight competition, we must know what current trends are in demand in the current era and always prioritize quality and be friendly with customers so that customers are loyal to our business.

With the existence of Griya Reyna Furniture's online communication technology, every year its income increases and orders are very high, this is the revenue graph for 2018-2024:



CONCLUSIONS

It can be concluded that Griya Reyna Furniture uses communication technology in terms of marketing through a promotion mix. Communication technology tools in marketing to increase sales:

1. Advertising

Advertising is a form of communication that companies use with potential consumers to introduce the product in order to attract buyers' interest.

2. Personal selling

Personal selling includes interaction with consumers directly with the seller, when promoting products or services, accepting purchases and the seller being able to answer potential consumers' questions.

3. Direct marketing

Direct marketing is similar to personal selling but has a different approach. Direct marketing occurs through the help of communication tools, such as telephone, email, fax and the internet.

4. Mobile marketing

This is online marketing that is easier and cheaper or minimizes costs. Mobile marketing is used when a company communicates with buyers via mobile devices. For example, sending marketing messages, providing a link to the company's website with a note asking questions related to the product.

5. Social media marketing

Done via social media. The involvement of social media as an intermediary means of promotion allows companies to reach a wider market share and be easily recognized by the general public.

6. Ecommerce

E-commerce is an abbreviation of Electronic Commerce which means a marketing system using electronic media. E-commerce is the process of buying, selling, or exchanging products, services and information via computer networks. E-commerce is part

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of e-business, where e-business has a wider scope and e-commerce is able to compete with competitors to advance business and sales, because with e-commerce it is easier to make transactions, minimizing costs.

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