ANALYSIS INTEGRATED MARKETING COMMUNICATION REDDOORZ EAST JAVA 1 IN REDSELLER APPLICATION

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ABSTRACT

The existence of reseller programs in online businesses has a role as an extension of hands or a function in distribution. Part of reseller activity is the promotion of a product or service in return for the commission of each transaction. With the proliferation of reseller programs, RedDoorz Hotel Indonesia captures opportunities and offers an official reseller program to market RedDoorz hotel rooms through the RedSeller application. RedDoorz is a hotel-based startup that specializes in digital technology. Departing from this phenomenon, this study aims to find out the use of the IMC (Integrated Marketing Communication) strategy applied in informing and promoting reseller programs to the public through the RedSeller application. This study includes qualitatively described descriptively. In this study, interviews were collected through open-ended interview methods so that informants could provide answers or respond with their own sentences. Researchers selected two informants who worked as Area Managers and Senior Corporate Sales & Marketing at RedDoorz Hotel Indonesia East Java Area 1. The Research results conclude that all elements of IMC have been implemented and running well, but some elements are considered effective and have not been effectively applied in informing and promoting the RedSeller application reseller program. Direct marketing, sales promotion, advertising, word-of-mouth marketing, and interactive marketing strategies are considered effective. Meanwhile, public relations, personal selling, events, and experience have not been effective.

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1. Introduction

Marketing communication is used by companies to inform, ensure, and help remind consumers regarding brands, products, services that are sold or offered either directly or indirectly with various strategic efforts (Resky et al., 2022). Marketing
communication strategies help companies to allocate maximum resources to achieve good marketing. Marketing communication strategies can become more attractive which makes business people and companies carry out various creative marketing communication strategies and can be seen as a strategic business process and can be made in an integrated manner.

Integrated Marketing Communication (IMC) can be used as a tool or strategy in guiding marketing so that the entire program can be developed and implemented more, organised, consistent and effective. IMC can be said to be a marketing communication strategy that fully aims to foster relationships with its customers to make them stronger, the company’s efforts show products or services in helping customers solve problems (Kusumasari & Afrilia, 2020). IMC raises a new paradigm in marketing activities, if previously each division related to marketing competed with each other in success, now they are required to unite forces to achieve cohesiveness. IMC activities are a specific combination of strategies and tactics in marketing communication activities that companies often carry out. Marketing communication activities include: 1. media advertising, 2. direct marketing, 3. sales promotion, 4. personal selling, 5. interactive marketing; and 6. public relations, all of which have the goal of achieving effective marketing communication (Morissan, 2010). IMC is considered an effective marketing communication strategy and needs to be implemented for companies to increase profits and can be used as a "combat tool" in facing various competitions in the business world. Therefore, as a marketing communication concept, IMC is widely used by various companies or businesses engaged in various fields. IMC is not only focused on physical sales, it can also be a promotional strategy that can be applied in the tourism sector in an effort to introduce or promote tourist attractions in an area (Aesthetika & Febriana, 2017). The hospitality sector also often uses IMC activities as a strategy in conducting marketing promotions, there are previous research results which state that integrated marketing communication activities at RedDoorz Hotel Indonesia during the 2020 pandemic were used as a strategy and tactic for the process of keeping the business running by using advertising, public relations, sales promotion, personal selling, direct marketing and interactive marketing (Nilamsari et al., 2021).

RedDoorz Hotel Indonesia is a startup company engaged in the technology of the hospitality sector known as VHO (Virtual Hotel Operator) used to support the transformation of the hospitality business to the digital world. Virtual Hotel Operator (VHO) mobile technology, which is a system that functions like a hotel operator, even though the owner does not own a hotel, but by cooperating with hotel owners so that they are part of the VHO network (Prakarsa et al., 2021, 2021) It can be said that VHO is a hotel operator that collaborates (system sharing economy) with various small hotels, generally with budget hotels or hostels, currently they are also targeting villas, resorts, four-star hotels and above and apartments. The form of cooperation can be in the form of systems and standards of facilities and better quality of service to guests or residents. India can be said to be the country that first popularised VHO and in 2015 VHO began to be known in Indonesia. VHO was originally known as a hotel aggregator service to make it easier for travellers to find a hotel, search and book rooms at low rates (Kusumawati, 2020). RedDoorz is one of the VHOs that is highly developed and recognised by the Indonesian people, this can be
proven by the 81% achievement in the survey results of the Most Popular Travel & Hospitality Startups in Indonesia (Q1-2022) (Annur, 2022).

<table>
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<td>6</td>
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**Figure 1. Most Popular Travel & Hospitality Startups in Indonesia (Q1-2022)**

RedDoorz was founded by Amit Saberwal, an Indian national who has more than 20 years of experience in hospitality and tourism and currently serves as the company's CEO (Nugroho, 2018). RedDoorz focused on Indonesia in early 2016 until now and always strives to improve and develop service quality in each hotel or property. Currently, the number of RedDoorz hotels in Indonesia has reached more than 1700. The number of properties under RedDoorz indicates that RedDoorz as a Virtual Hotel Operator (VHO) has been trusted by many property business owners to develop their business.

To compete in the hospitality business, RedDoorz Hotel Indonesia offers an official reseller programme to market RedDoorz hotel rooms through the RedSeller application. For resellers who successfully book rooms for guests staying at RedDoorz properties or hotels, the reseller is entitled to a 10% commission from the booking or sales price. RedSeller can be accessed through a web browser and mobile based on Android and IOS which can be downloaded on the Play Store and App Store. In an online business, the role of the distribution chain is played by people called resellers. Resellers can be referred to as sales representatives or resellers and perform functions in distribution. Reseller or dropship is known as affiliate marketing, this type of business is popular with online business people because resellers or dropshippers do not need to make products or take care of shipping, but still get a large income (A. R. Putri & Dianita, 2021). Some reseller activities are in the form of promoting a product or service in exchange for a commission from each transaction, this also applies to the RedSeller application, even though the product being marketed or promoted is a virtual product. The RedSeller programme was first carried out in Jabodetabek then spread throughout Indonesia which is expected to be an extension of the RedDoorz Corporate Sales & Marketing team to increase company revenue.

Based on this phenomenon, researchers are interested in conducting further research on Integrated Marketing Communication on the RedSeller application reseller programme. This research focuses on Corporate Sales & Marketing RedDoorz Hotel Indonesia (East Java Area 1) to find out and explain how Integrated Marketing Communication is applied in informing and promoting the reseller program to the public on the RedSeller application. The formulation of the problem in this study is "How does Corporate Sales &
Marketing RedDoorz Hotel Indonesia (East Java Area 1) inform and promote RedSeller as a reseller programme application by implementing Integrated Marketing Communication?”.

2. Method
This research applies a qualitative method that is described descriptively. Qualitative research aims to obtain answers to a phenomenon or related questions about the application process of scientific procedures systematically with a qualitative approach (R. T. A. Putri et al., 2022). The data obtained uses primary data and secondary data with the hope of knowing and explaining how Integrated Marketing Communication is applied in informing and promoting the reseller programme to the public in the RedSeller application. This is based on the phenomenon that more and more people are taking on the role of reseller, so RedDoorz Hotel Indonesia seizes the opportunity and offers this programme. In this study, the interview method was used as primary data and documents as secondary data. In the interview method, the researcher conducted with an open-ended nature. With open-ended questions, interviewees have the motivation to provide answers or respond in their own words (Haryono, 2020). That way it will provide opportunities for the informants to be more expressive and not be shackled by the questions raised by the researcher. The researchers chose two informants from the Sales & Marketing Division of RedDoorz Hotel Indonesia (East Java Area 1). The selection of informants in this study were RedDoorz East Java Area Manager 1 Putu Kreshnamurti Jovian Jhonsen and Senior Corporate Sales & Marketing East Java Area 1 Padma Pujasari who were considered competent, mastered the problem, and were willing to provide complete information related to data in the period January 2022 to September 2022, so that they could support this research.

3. Result and Discussion
   a. Reseller
   Reseller according to the term consists of two syllables, namely re and seller. Re means again / back and seller means seller. In terminology, reseller means a seller who resells (Admin, 2021). Reseller can also be interpreted as a sales representative or reselling goods or services, a reseller can benefit by trading products from companies or other people in exchange for a commission in a certain amount or percentage. In online business we often hear about resellers or dropshipping, which in essence has the principle of marketing both independently and together and can be referred to as affiliate marketing. According to (Syafii, 2013), various types of dropshipping and reseller models are explained as follows:
   1. Profit Sharing Model
      The profit-sharing model is most often and commonly used in dropshipping and reseller systems. For dropshipping, the commission rate is no more than 50% of the selling price and there are restrictions on certain products, while the commission rate for resellers can reach 50% and all products can be sold. Registration for dropshipping systems is free while reseller systems are generally paid.
   2. Guarantee Model
The guarantee model generally uses money as collateral to join dropshipping and resellers. This is possible as an effort to anticipate fraud in online buying and selling that is rampant, so that managers and perpetrators of online buying and selling can be protected. Business is not harmed. A dropshipper and reseller gives a predetermined deposit to the manager/business actor, then will be given products according to the agreement of both parties.

3. Replica Web Model

The replica web model is a website provided by the manager as an online promotion tool, dropshippers and resellers will get a commission if their replica website transactions occur. The replica web model is provided as a member facility for dropshipping and resellers.

4. Alone Web Model

Web alone has more characteristics than other models. Because of the web alone model, dropshippers and resellers can carry out sales activities freely and are spoiled with price discounts with the web alone that they already have.

5. Buy Sell Model

The buy and sell model prioritises service to dropshippers and resellers by making purchases that have been determined by the manager. Dropshippers and resellers who have become members will enjoy various facilities, including setting prices and product discounts at attractive prices.

Referring to the various types of dropshipping and reseller models, it is undeniable that in their activities they often use a web browser or website, so that buyers and sellers are easily connected quickly in making transactions.

b. Integrated Marketing Communication

Integrated Marketing Communication (IMC) as a way to coordinate and manage their marketing communication programmes to ensure that they provide customers with a consistent message about the company or brand (Morissan, 2010). As a form of marketing communication programme management, a marketing communication strategy is needed which can be in the form of disseminating information, introducing or reminding products or services, to persuade potential customers. IMC directly aims to have an effect on the target audience, so that marketing communication elements can be applied as an effective form of strategy. The IMC process runs well when the instrument plays an important role between the relevant marketing communication elements and the marketing communication strategy (Ilmy, 2021).

There are eight elements of IMC, which are as follows (Firmansyah, 2020):

1. Direct Marketing: is a marketing strategy that consists of front-end and back-end operations. The front-end organises what consumers want which includes customer service and the back-end attempts to match consumer desires with products.
2. Sales Promotion: is an offer of added value that is deliberately prepared for consumers to be more moved and accelerate response, added value can be in the form of discounts and other attractive offers.
3. Public Relations: maintaining the company's reputation and in charge of managing the corporate brand in an effort to spread positive messages.
4. Personal Selling: the company's sales activities that bring together salespeople
to interact face-to-face with consumers.
5. Advertising: a form of paid promotion of an idea, good or service with the aim of changing attitudes and behaviour.
6. Word of Mouth Marketing: interpersonal communication by parties outside the company to influence buying interest in products or services, the power of WOM lies in its ability to provide recommendations.
7. Event and Experience: online and offline activities conducted to engage customers and increase bonding or engagement.
8. Interactive Marketing: online activities that can respond quickly to customer feedback or criticism.

c. Analysis of Integrated Marketing Communication on RedSeller Application
RedDoorz Sales & Marketing Division East Java Area 1

The pace of development of information technology and the increasingly fierce competition in the business world demands companies to have a long-term mindset to support the sustainability aspects of the company, able to see opportunities and challenges to come. Therefore, innovation is needed in terms of products or business operations to ensure sustainable business processes. The phenomenon of reseller programs that are in great demand by the community, especially in Indonesia, is an opportunity for RedDoorz Hotel Indonesia to create an official reseller program that can be accessed through a web browser and mobile application called RedSeller. The RedSeller programme is introduced as an alternative form of increasing the occupancy rate of RedDoorz customers, which is expected to be an extension of the RedDoorz Sales & Marketing Division. Integrated Marketing Communication is one strategy that is easy to implement in informing and promoting the RedSeller programme to the public. Based on the results of observations and interviews conducted, the components in IMC or integrated marketing communication carried out by the Sales & Marketing Division of RedDoorz East Java Area 1 are as follows:

1. Direct Marketing

One of the first IMC elements is direct marketing which has meaning as a marketing system with its free nature in using many types of media to create consumer responses, to get a response from these consumers, direct marketing can be done with several media such as brochures/catalogues, e-mail, telephone, and others with the aim of getting a response. In direct marketing approaches, strategies and media selection to reach consumers can be arranged according to the required targets, so that marketers can focus on those they serve (Sari & Sinatra, 2019). Based on the results of the interview with the Area Manager revealed that:

"We run the direct marketing method with the help of our sales & marketing team or seniors by targeting community events or students by offering eight RedDoorz products, besides that we also offer a RedSeller reseller programme. Are they interested or not? Where there is a benefit of getting a 10% commission ".

Direct marketing carried out by the Sales & Marketing Division of RedDoorz East Java 1 is by offering targeted programmes at community or student events, this is related to the target market that will be the selection of direct
marketing media. One of the activities is to look for student or community events on social media, then offer or collaborate with the contact person or committee, if an agreement is made, the team will ask for a database of participants, which is then used for email marketing or product blasts and the RedSeller programme. Selection of email blast as marketing media will be very helpful and easy to use because it is very up-to-date with technology. With this strategy, the Sales & Marketing Division managed to attract 6,618 people to register on the RedSeller application in January - September. Direct Marketing is one of the company’s marketing systems intended to communicate directly with customers, or potential customers to get a response or approval (Oktavania, 2019).

2. Sales Promotion

The second strategy, sales promotion is a stimulus tool or added value issued by the company, used to stimulate purchases, partnerships for a product or service in a faster and wider way, usually has a short period of time (Felita & Oktivera, 2019). In the context of RedSeller, the application of sales promotion applies to resellers who will join or register in the RedSeller application. Based on information obtained from interviews with Senior Corporate Sales & Marketing:

"I first offer to prospective resellers, attracting them to join Redseller, by informing them of the benefits in the form of commissions, free registration fees, we can set our own prices, and I can also give meal vouchers or e-money with programme conditions".

The sales promotion strategy carried out by the Sales & Marketing Division of RedDoorz Area Jatim 1 has the aim of attracting interest and building relationships with prospective resellers to be able to join and register in the RedSeller programme. In the sales promotion position, the provision of meal vouchers, e-money or additional incentives in certain periods such as religious holidays, company anniversaries will encourage the success of the programme. With this strategy, the Sales & Marketing Division managed to attract 3,540 people to sign up for the reseller programme from January to September. Sales promotion programmes are deliberately directed by the company to potential customers, customers or partners as well as company employees. Sales promotions include price discounts or cashback, free samples, holiday gifts, and coupons (Yanurianto, 2019).

3. Public Relations

The implementation of public relations activities carried out by the Sales & Marketing Division of RedDoorz Area RedDoorz Jatim 1 is one of the tips to attract people to join the RedSeller programme. Public relations is related to work that is carried out globally, structured and sustainable in order to create communication and goodwill and mutual understanding between an organisation and all audiences (Hakanna et al., 2018). According to the results of an interview with the Area Manager who stated that:

"To maintain the company’s reputation we have to give a positive message to prospective resellers or resellers, because RedSeller is our extension programme, so they also understand what positive messages they will give to their
customers or consumers. The positive message is that RedDoorz has eight different products that can target the low-end to high-end, in terms of more varied prices and ease of using the RedSeller application”.

In public relations activities, the Sales & Marketing Division of RedDoorz East Java Area 1 seeks to create a good relationship between the company and resellers or prospective resellers, packaged with activities or activities to introduce the company's products (product knowledge) to prospective resellers, this is done by the company. Related to the function of public relations as product publicity which emphasises publicising products to be more specific. Public relations are also related to publication activities, this is done by Merdeka Belajar Program Students of Communication Science Study Program, Muhammadiyah University of Sidoarjo, which can reach other audiences or attract attention in the college area.

![MBKM Cooperation with RedDoorz Batch 4 Partners](image)

**Figure 2. Ikom's MBKM Cooperation with RedDoorz Batch 4 Partners**

Public relations can contribute to various activities such as building a brand image that is useful for product or service sales benefits, media publications, launching and introducing the company's latest products and helping reposition a product (Sumiyati et al., 2019).

4. Personal Selling

**Personal selling** activities carried out by the Sales & Marketing Division of RedDoorz Area RedDoorz East Java 1 are two-way communication where a senior corporate tries to convince by explaining the programmes, features, and promotional media of the RedSeller application for the benefit of prospective resellers. Personal selling requires proper business communication, so that the message can be well received and understood by potential customers or partners (Puspa et al., 2021). Based on the results of interviews with Senior Corporate Sales & Marketing who stated that:

"To further convince the reseller programme to prospective resellers who will join, of course I will explain or present the programme, features, benefits that will be obtained, I also try to position myself as them so that we can get benefits together".
The role of personal marketing carried out by the Sales & Marketing Division of RedDoorz Area RedDoorz East Java 1 is how to provide messages, understanding and a good approach to prospective resellers. as one of the implications of personal selling conducted to Communication Science Study Program Students of Muhammadiyah University of Sidoarjo and Communication Science Study Program of Universitas Merdeka Madiun who are participants in the Merdeka Belajar and Internship programs at RedDoorz Area RedDoorz East Java 1, in that period there were 22 Merdeka Belajar students and 30 students in the internship program. Each sales or mentor has a very important role in Merdeka Belajar and Internship activities, while participating in the ongoing programme, they are also expected to register in the RedSeller application. Personal selling seeks to approach partners or prospective partners, with the hope of being able to sell to them. accepted. The approach has the aim of establishing a good relationship between the company and potential customers, partners (Pebrian, 2021).

5. Advertising

The fifth strategy is advertising, RedDoorz Sales & Marketing Division RedDoorz East Java Area 1 also advertises the reseller programme. The implementation of this advertisement has the aim of disseminating messages or information related to the reseller programme to the public, which is carried out digitally with the Instagram and Facebook social media platforms. Digital advertising includes the delivery of promotional messages and advertisements through e-mail, websites, social media, online advertising through search engines, banner ads on smart phones or websites and other programmes (Yogantari & Widyaswari, 2019). Based on an interview with the Area Manager who revealed that:

"For advertising, we use digital advertising because it is happening and now it is indeed the era in the digital world. So besides promoting RedDoorz products, we also promote the RedSeller programme, one of the social media platforms for digital advertising we use Instagram Ads".

Advertising used by the Sales & Marketing Division of RedDoorz Area Jatim 1 uses digital advertising means with the Instagram social media platform, advertising through digital with Instagram Ads has several advantages including more affordable costs, target markets or audiences that we can set ourselves specifically and easy features or accessibility that are easy to use and easy to understand consumer changes. With a budget value of Rp150,000 once a month that can reach 7,600 - 20,000 people to see RedSeller programme ads, with this budget and duration as many as 5,784 people signed up for RedSeller from January to September.
Instagram Ads or Instagram advertising has the advantage of setting target criteria by advertisers, so that advertisements can be received by the audience as expected (Tranggono et al., 2020).

6. Word of Mouth Marketing

The sixth strategy is Word of Mouth Marketing or can also be called word of mouth marketing communication. The Sales & Marketing Division of RedDoorz East Java Area 1 applies Word of Mouth Marketing from resellers who have joined to help promote or recommend the RedSeller application. Word of Mouth marketing communication is a communication process with efforts to provide good recommendations individually or in groups for a product or service with the aim of providing information personally and reliably (Saputra & Ardani, 2020). This statement is in accordance with the results of an interview with the Area Manager who revealed that:

"My resellers who have joined and successfully run this programme, can also tell and recommend to their friends that joining the RedSeller programme is profitable and can be used as additional income. There is also a referral programme, so resellers who can influence the RedSeller programme to others with their referral code, we will give points that can be exchanged for attractive vouchers".

Word of Mouth Marketing applied by the Sales & Marketing Division of RedDoorz East Java Area 1 has a good function and is quite effective, because the recommendation information is obtained from friends or colleagues who have had previous experience in the programme, so that indirectly the reseller becomes a sales agent in disseminating the RedSeller programme. From the Word of Mouth Marketing strategy, the Sales & Marketing Division of RedDoorz East Java Area 1 managed to reach 2,449 people to register for RedSeller. Word of Mouth Marketing has great power that can have an impact on purchasing behaviour and influence, because recommendations and references are
considered reliable compared to advertisements or a salesperson (Rezeky, 2018).

7. Event and Experience

The implementation of events and experiences carried out by the Sales & Marketing Division of RedDoorz Area Jatim 1 is an activity or programme activity designed by the division to interact with customers or potential customers. Events and experiences, namely programmes designed and sponsored by companies to create special bonds with customers related to the brand, include product promotions, programme offerings (Astuti & Kaligis, 2021). Based on the results of an interview with the Area Manager who revealed that:

"For events and experience, we often have collaborative events or become sponsors, at the tenant booth besides we offer RedDoorz products, we also offer visitors who are willing to register for the RedSeller programme during the event".

Event and experience activities or programs carried out by the Sales & Marketing Division of RedDoorz East Java Area 1 are by collaborating or sponsoring events, with event activities, sales and marketing can offer RedDoorz products and the RedSeller program to visitors, with the hope of exchanging experiences, presentations and questions related to the RedSeller program. As an implementation of Event and Experience activities, the Sales & Marketing Division of RedDoorz East Java Area 1.

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8. Interactive Marketing

Interactive marketing or interactive marketing for the Sales & Marketing Division of RedDoorz East Java Area 1 is by building relationships and maintaining interactive communication with resellers or prospective resellers. Interactivity can be interpreted that there is a relationship or interaction either directly or indirectly, where consumers or potential consumers can interact with the company (Lancia, 2019). From the results of interviews with Senior Corporate Sales & Marketing who revealed that:

"As a senior corporate if the prospective reseller is not sure or there are problems with the RedSeller program, as much as possible I call or chat Whatsapp to follow up, for prospective resellers who are not sure it is more often due to a lack of understanding of the program offer and for obstacles or errors more often
related to identity verification or bank accounts, this can prevent prospective resellers from entering the RedSeller application system”.

Interactive marketing carried out by the Sales & Marketing Division of RedDoorz Area East Java 1 to the reseller is an effort to further convince prospective resellers by following up or interacting via telephone or chat, this is intended for a good relationship or interaction between senior corporate and prospective resellers. With this interactive follow-up process, the Sales & Marketing Division of RedDoorz East Java Area 1 was able to attract 878 people in the January - September period.

4. Conclusion

Based on the results of the research that has been conducted, the researcher can draw the conclusion that the integrated marketing communication strategy carried out by the Sales & Marketing Division of RedDoorz East Java Area 1 to inform and promote the RedSeller application as a reseller programme. Overall, the IMC elements have been used by the Sales & Marketing Division of RedDoorz East Java Area 1 and are related to each other and run well in informing and promoting the RedSeller programme, but also have advantages and disadvantages. According to the Area Manager and Senior Corporate Sales & Marketing in terms of the eight IMC elements and their implementation, direct marketing, sales promotion, advertising, word of mouth marketing and interactive marketing strategies are considered effective in informing and promoting the RedSeller application reseller programme. While the public relations, personal selling, event, and experience strategies that have been implemented are considered ineffective.

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W: http://spektrum.stikosa-aws.ac.id/index.php/spektrum | E: spektrum@stikosa-aws.ac.id


