

INTEGRATED MARKETING COMMUNICATION OF DAILY PHOTOWORKS SERVICES DURING THE COVID

Kelvin Stepanus^{1*}, Hilda Yunita Wono²

^{1,2} Universitas Ciputra Surabaya

E-mail: kstepanus@student.ciputra.ac.id; hilda.yunita@ciputra.ac.id

*corresponding author

ABSTRACT

Article history

Received : April 4, 2024

Revised : December 18, 2024

Accepted : December 27, 2024

Keywords:

Integrated Marketing
Communication
Strategies
Photography Services
Social Media

This study aims to uncover the integrated marketing communication (IMC) strategies implemented by Daily Photoworks in response to the impact of the COVID-19 pandemic on the photography business. The pandemic, caused by SARS-CoV-2, affected various sectors in Indonesia, including the photography sector, which was first impacted in March 2020. This study analyzes how Daily Photoworks adapted by utilizing technology and communication strategies to sustain their business operations.

Through structured interviews and qualitative data analysis using Nvivo 14, the research findings reveal that Daily Photoworks successfully implemented effective IMC strategies, such as collaborating with event organizers and local influencers, as well as leveraging social media to increase brand visibility and build closer relationships with clients. These IMC strategies also include enhancing client satisfaction, managing brand image, offering appropriate discounts, and strengthening client relationships through a family-oriented approach. The qualitative analysis indicates that IMC played a key role in building brand awareness, maintaining customer loyalty, and adapting the business amidst the changes brought on by the pandemic.

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1. Introduction

The Covid-19 disease has become the fifth pandemic identified after the 1918 flu pandemic. As a result of phylogenetic investigation and taxonomy conducted by the International Committee on Taxonomy of Viruses (ICTV), the coronavirus virus causing Covid-19 is officially known as Severe Acute Respiratory Syndrome Coronavirus 2 (SARS-CoV-2) (WHO, 2020). This pandemic was first identified on December 31, 2019, by the World Health Organization (WHO) and has become one of the epidemics that have shaken the world (BPMI Setpres, 2022). On March 2, 2020, the Indonesian government announced the first case of Covid-19 in the country (Halodoc, 2023). In response to the spread of the Covid-19 virus in Indonesia, the government implemented Minister of Health Regulation Number 9 of 2020 regarding the Large-Scale Social Restrictions (PSBB) policy to reduce the risk of transmission and slow down the spread of the virus. This policy also significantly impacted

the economy, especially the service sector, with an economic contraction of minus 5.32% in the second quarter of 2020 (Julita, 2020). The impact of the Covid-19 pandemic includes various aspects of life, including changes in consumer behavior and the use of technology. During the pandemic, technology became key to survival, ranging from video conferences, online learning, to digital payments. According to Jacques Ellil (2021), the concept of technology encompasses a comprehensive approach that guides human activities efficiently, especially in terms of communication and access to information. Technological advancements, particularly in the Information and Communication Technology (ICT) sector, experienced significant growth during the pandemic. Data from the National Bureau of Statistics of Indonesia recorded double-digit growth of 10.58% in the ICT sector (Yusuf, 2021). The internet became a primary key in managing market shifts and saving businesses, especially in the service sector.

Based on a survey by the Indonesian Internet Service Providers Association (APJII) for the period of 2019 to the second quarter of 2020, the number of internet users in Indonesia increased significantly. The use of the internet and social media became powerful instruments in offering photo services (APJII, 2020). The majority of consumers prefer freelance photography services for various events such as weddings, parties, birthdays, and other events (Baihaqqi and Hardyanto, 2022). However, despite the rapid adaptation of technology in businesses, there is limited research on how photography businesses specifically employ Integrated Marketing Communication (IMC) strategies to survive and thrive during a pandemic. Most studies focus on general business adaptation or the role of digital technologies but not on the specific strategies used by businesses in the photography industry, especially in terms of marketing and client relationships.

Table 1.

The Number of Clients of Daily Photoworks from 2018-2023

No.	Year	Total Client
1.	2018	34 Client
2.	2019	57 Client
3.	2020	26 Client
4.	2021	39 Client
5.	2022	52 Client
6.	2023	70 Client

Source: Processed by the researcher, 2023

Based on the table of client numbers from 2018 to 2023, Daily Photoworks' strategic approach emphasizes the importance of building consumer loyalty and maintaining business growth even in uncertain times. As stated by Smith and Zook (2019), IMC strategies play a critical role in ensuring the effectiveness of marketing campaigns and business sustainability. Furthermore, communication plays a crucial role in conveying information and insights to the audience about products and services (Sumiyati & Murdiyanto, 2018). It can also help in communicating with potential buyers about the company's offerings (Widodo & Zulianto, 2022). This research aims

to bridge the gap in existing literature by exploring how Daily Photoworks' IMC strategies have influenced its marketing efforts during the pandemic. The research objectives are: (1) to identify the IMC strategies implemented by Daily Photoworks, (2) to analyze the extent of these strategies, (3) to evaluate the effectiveness of the IMC strategies, and (4) to provide concrete recommendations for improving these strategies. Therefore, this research contributes to the understanding of IMC in the photography service industry and can serve as a reference for similar businesses facing market and technological shifts.

2. Method

This study employs a quasi-qualitative approach using the Simple Research Design (SRD) methodology. According to Creswell, as cited by Burhan (2020), the quasi-qualitative approach is often referred to as a combined research design. Unlike conventional qualitative research, which focuses on developing new theories through direct engagement with the research environment, the quasi-qualitative approach emphasizes the collection, analysis, and confirmation of data using literature references such as previous studies, books, and journals.

The SRD methodology, as explained by Bungin (2020), consists of five stages:

1. Analyzing social context and determining research questions: This stage identifies the problem context in the photography service industry, particularly related to the implementation of Integrated Marketing Communication (IMC) strategies by Daily Photoworks.
2. Literature review: The study reviews prior research, books, and journal articles to provide a theoretical foundation for analyzing IMC strategies.
3. Determining research methods and data collection: Data were collected through documentation analysis, structured interviews with key informants such as Daily Photoworks staff and clients, and observations of the company's marketing practices. These methods ensure comprehensive data collection to answer the research questions.
4. Data analysis using NVivo 14: The data collected were organized and coded using NVivo 14 software. Open coding was applied to identify key themes,

axial coding to explore relationships among themes, and selective coding for final analysis. The qualitative findings were supported by pattern frequency and thematic trends observed in the data.

5. Reporting research findings descriptively: The research results are presented in a descriptive narrative, adhering to principles of validity, reliability, and research ethics.

NVivo 14 software was utilized to ensure accurate data coding and minimize potential bias, enabling structured analysis and exploration of IMC strategies employed by Daily Photoworks. The quasi-qualitative approach was chosen due to its flexibility in combining qualitative and quantitative elements, which align with the study's objective of evaluating IMC strategies effectively. The SRD methodology simplifies the information-gathering process while maintaining research accuracy and validity, ensuring that the findings are reliable and replicable.

3. Results and Discussion

The research findings are based on analysis using Nvivo 14 of interview results from three respondents related to the Integrated Marketing Communication (IMC) Strategies of Daily Photoworks, a photography service. Additionally, one expert has validated all the data provided by the respondents. These data will be visualized through the Project Map in Nvivo 14 to provide a clear overview of the observed marketing communication strategies. Some key points obtained by the researcher in this discussion include:

Advertising

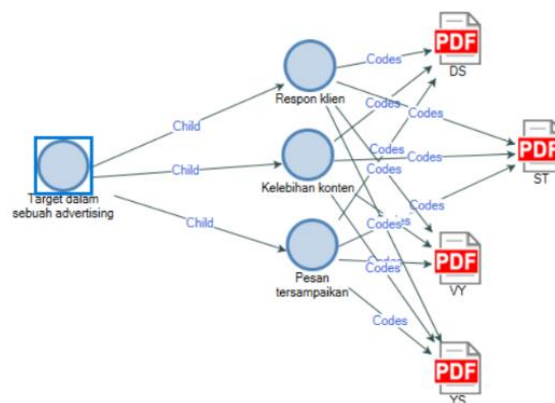


Figure 1. Target Audience in Advertising

In advertising, there are three key aspects that need to be considered before launching a campaign. First, client response to the advertisement is crucial to evaluate whether the audience is interested, understands, and interacts with the content. For example, Daily Photoworks received positive feedback through Meta Ads on Instagram, where clients expressed satisfaction with the photo results they received.

Second, the strength of the advertisement's content must offer added value to the audience, whether through creativity, relevance, or emotional elements. Engaging content can differentiate the advertisement from competitors and build an emotional connection with the audience, as Daily Photoworks did in promoting the quality of their photos.

Third, the effectiveness of the message is crucial to ensure that it is clearly conveyed and can influence the audience's behavior according to the campaign's objectives. Daily Photoworks successfully communicated a consistent message about the quality of their photography services, encouraging the audience to take further action.

By carefully evaluating these three aspects, advertising becomes not only a promotional tool but also an effective means of achieving communication and marketing goals. Daily Photoworks demonstrated this success by utilizing Instagram ads to reach the right audience and generate positive responses.



Figure 2.

Daily Photoworks Advertising Screenshots

This image shows one of Daily Photoworks ads, which received positive feedback from clients. ST states, "Client responses help measure the effectiveness of the advertisement message and allow advertisers to adjust their strategies for better results." The Daily Photoworks campaign is an example of successful advertising implementation.

Sponsorship

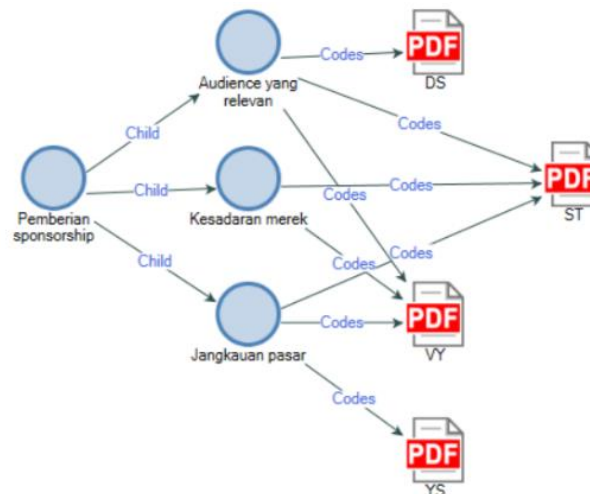


Figure 3.

Sponsorship Provision

Based on the project map above, in sponsorship strategy, it is important to consider three interrelated factors: relevant audience, brand awareness enhancement, and market reach expansion. Firstly, sponsorship should be directed towards a relevant audience or one directly related to the market or market segment being targeted. By selecting the right audience, sponsors can maximize their impact and ensure that the invested funds are not wasted. Furthermore, through sponsorship, companies can achieve increased brand awareness. This can be accomplished through carefully designed integrated marketing communication (IMC) to introduce the brand to a wider audience. With a combination of effective marketing strategies, sponsorship can be an effective way to expand market share and reach audiences that may not have been reached previously. The impact of increased brand awareness and wider market reach is the growth of existing market segmentation. By introducing the brand to new audiences or market segments that have not been explored before, companies can expand their customer base and increase sales potential. Therefore, the cost expenditure for sponsorship not only becomes a meaningful investment but

can also significantly contribute to the overall growth and development of the company.

Similar to what Daily Photoworks has done, which has had a slight impact, here is a response from a client who has used Daily Photoworks' services:

"I haven't received any sponsorship yet, but my younger sibling's friend once used Daily Photoworks services and got free photos during their Pre-Sweet 17th, as they chose the platinum Sweet 17th package. I also hope to get something free." said DS.

Although not a client who received sponsorship, the client also utilized Daily Photoworks services. In addition to receiving positive reviews from the client's relatives, the client also hopes to receive bonuses as additional benefits. This is related to the opinion expressed by expert Singgih Tamadi (ST):

"The right target market must be considered so that sponsors can reach audiences aligned with their marketing goals, maximizing the influence and return on investment from the sponsorship budget." said ST.

Therefore, by providing sponsorship, beneficial impacts are expected, so it is important to maximize its influence so that the investment or budget used can yield the desired effects. Thus, what Daily Photoworks has implemented is appropriate.

Packaging

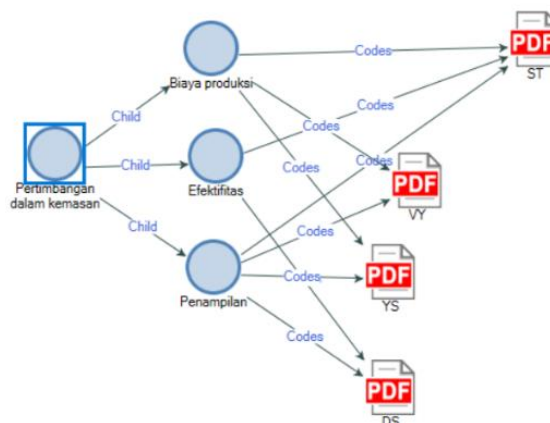


Figure 4.
Considerations in Packaging

In the context of the project map above, the aspects to be considered in packaging design are production costs, effectiveness, and appearance. The packaging owned by Daily Photoworks, a photography service company focused on digital services, has specific characteristics because its products are digital photo results sold to clients. Packaging in this case refers to the presentation of these photo results on the

Instagram platform, which is designed to be attractive and suitable for their target market's preferences. As stated by experts, it is important to ensure that the packaging used is effective and can meet the needs of both the business and consumers. Daily Photoworks demonstrates this by allowing clients to directly view each of their works through the packaging they present on their digital platform.

"Ensuring effective packaging that satisfies both business and consumer needs," said ST.

The quote from the expert emphasizes the importance of packaging that is not only visually appealing but also able to satisfy the needs from both business and consumer perspectives. This highlights that packaging is not just a physical container but also a representation of the values and quality offered by a product or service to the market. Therefore, appropriate packaging design can be a key factor in achieving success in businesses as demonstrated by Daily Photoworks.

Social Media

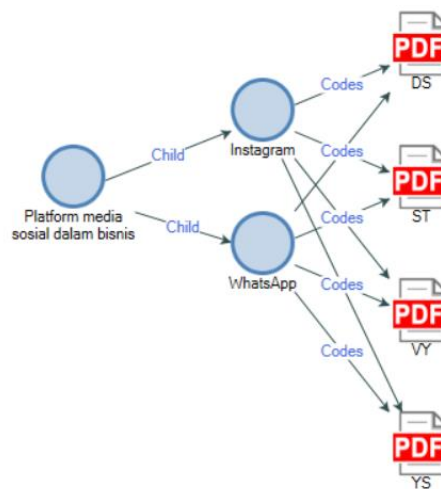


Figure 5.

Social Media Platforms in Business

Social media platforms have become the primary means of communication with clients, and utilizing the available features on social media can significantly contribute to business management. As seen in the previous project map, Daily Photoworks utilizes social media platforms such as Instagram and WhatsApp as communication tools with their clients.

"We leverage platforms commonly used by many people across various demographics," said YS.

The CEO's opinion regarding the popularity of Instagram and WhatsApp among audiences is the main reason for Daily Photoworks to choose these platforms. This is supported by the expert's view stating:

"Features like stories, live streaming, and paid advertising on WhatsApp and Instagram allow business owners to deliver engaging and relevant content to the right audience," said ST.

This highlights that features such as stories, live streaming, and paid advertising available on these platforms can attract the attention of many audiences according to the established target market. Therefore, using the right social media platforms and leveraging existing features becomes an effective strategy in achieving communication and marketing goals. Thus, being present on these popular platforms provides an opportunity to interact directly with clients, promote their services, and expand market reach in an effective and efficient manner.

Direct Marketing

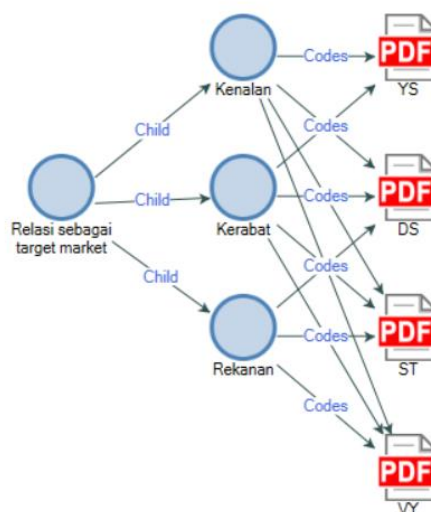


Figure 6.

Relationships as a Target Market

In the context of the target market, relationships with partners, relatives, and business associates play an important role as an extension to expand market reach. Experts in this field believe that through business relationships:

"Relationships within a target market are crucial because they allow companies to better understand the needs, preferences, and behaviors of clients. Having strong relationships with the target market can increase customer loyalty, expand brand reach, and gain valuable feedback for product or service development. Good

relationships also enable the building of a supportive community and sharing of information, strengthening the company's position in the market," said ST.

According to experts, having relationships enables companies to better understand the needs, preferences, and behaviors of clients. Additionally, these relationships can strengthen the target market, increase customer loyalty, and expand market reach. By building good relationships, companies can also form a supportive community to strengthen their position in the market.

"He then congratulated and offered his photo package," said DS.

Daily Photoworks has implemented this strategy effectively. Through their relationships, they can easily understand client needs and approach them accordingly. Like the quote above, their clients not only received congratulations but also were offered bundled packages that suit their needs. Thus, relationships with partners, relatives, and business associates are not only a bridge to expand market reach but also a strong foundation for building sustainable relationships and strengthening the company's position in the market.

Public Relations

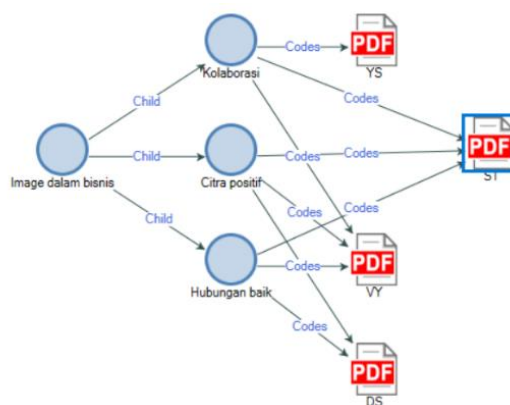


Figure 7.

Image in Business

Based on the project map above, it can be concluded that a positive image in business is formed through effective collaboration, positive perceptions from external parties, and harmonious relationships. Good collaboration, both within and outside the company, has a significant impact on a positive image. This is also reinforced by the expert's opinion:

"A positive image in business is often based on good relationships with external parties, collaboration, and a good brand image. Good relationships with customers, partners, and communities strengthen the business's reputation," said ST.

Whereas the better a company's image, the more it will increase its market share. This is evidenced by the response from the client,

"From what I've experienced, Daily Photoworks is quite good compared to other photographers in their field. And for me and my sister, they are quite famous because of their family treatment and fast response, which is most important," said DS.

Based on DS's response as a client, it can be seen that Daily Photoworks positive image is quite good, making it one of the reasons DS uses Daily Photoworks services.

Sales Promotion

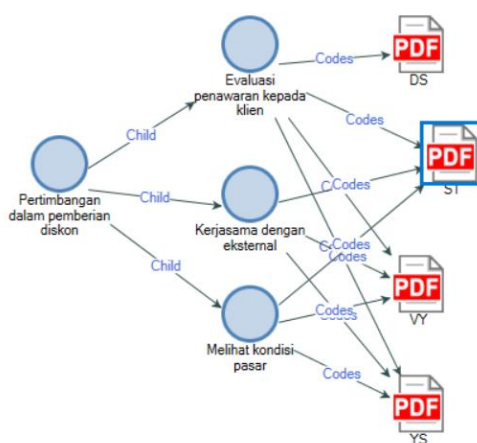


Figure 8.

Considerations in Offering Discounts

When providing discounts, it is important to consider the goals to be achieved. This includes evaluating offers to clients, collaborating with external parties, and analyzing market conditions. First, evaluating offers to clients involves understanding their needs and determining the appropriate discount amount, as done by Daily Photoworks:

"In considering client requests, I evaluate the tools and crew that will be sent to the field," said YS.

Second, collaboration with external parties considers the sacrifices of costs or profit reductions that may be required to gain additional market share or new clients.

"Collaborative partnerships, for example, with event organizers or other vendors," said YS.

As implemented by Daily Photoworks, collaborative partnerships with event organizers and vendors are aimed at expanding the target market.

"Collaboration with external parties can also help reach new clients and expand the customer base. Combining these strategies with a good understanding of the market can improve promotional effectiveness and achieve better results," said ST. As validated by experts, collaboration can help reach new clients and improve promotional effectiveness, leading to better outcomes. This is evidenced by testimonials from clients, as mentioned:

"I once got a discount, that's why I repeat my order," said DS.

DS has received a discount, leading to repeat orders. Thus, Daily Photoworks' approach has been effective and successful. Third, assessing market conditions allows business owners to adjust their discounts with current market prices without disrupting price stability or offering unreasonable discounts.

Selling and Sales Management

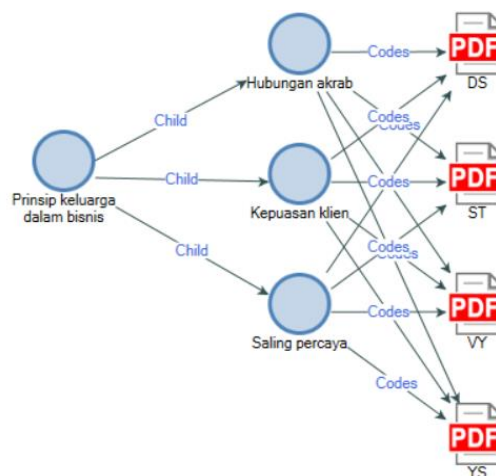


Figure 9.

Family Principles in Business

Service in business also plays a crucial role in the sustainability of the company, alongside aspects like image, discounts, and packaging. Daily Photoworks applies family principles in its business, which significantly impacts the close relationships with clients, increased client satisfaction, and the establishment of mutual trust between both parties. This has positive implications for the future of the company. This has been validated by experts:

"Family principles in work can be beneficial in the photography business. Building close relationships and mutual trust between the team and clients creates a

positive work environment. This can enhance collaboration, effective communication, and client satisfaction. By treating clients like family members, the photography business can create a more meaningful experience and gain long-term loyalty from customers," said ST.

By creating a positive environment, close relationships, and fostering mutual trust, these three factors can create a different experience and comfort during the photo or video sessions.

"My experience was quite enjoyable, it felt like being photographed by family, so it wasn't awkward, and the styling direction was also pleasant," said DS.

Through the evidence of client responses like the one above, stating that the photo session was comfortable and not awkward, it shows that what Daily Photoworks is doing is right. Not only with external parties like clients but also with internal employees, Daily Photoworks builds a comfortable working environment. This is evidenced by the CEO's response:

"At Daily Photoworks, I treat our clients and crew like family. It's not just about business but about creating strong bonds among everyone involved. This is important to us because we want every experience with us to not only be satisfying but also inspiring. When clients and our team feel like part of the family, they tend to recommend our services to their closest people. I believe this is the result of the treatment we provide, which makes our clients come back to book our services again because they enjoy the experience we provide," said YS.

YS treats the work environment as a positive bond, which has a positive impact on the surrounding environment, especially clients and related external parties. With the hope that every service provided can impress and be liked by both clients and relevant external parties.

Merchandising

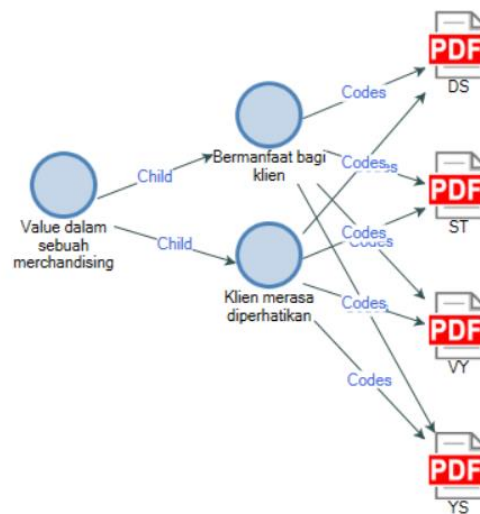


Figure 10.

Value in Merchandising

Based on the project map above, it is clear that merchandise holds significant value, providing benefits to clients or at least making them feel appreciated. Offering merchandise can create a memorable impression for clients and indirectly support soft sales efforts, which may encourage clients to reorder and recommend the service to others. As evidenced by Daily Photoworks, this approach has been validated by an expert, who stated:

"Providing gifts that add value, such as exclusive access to photo galleries, discounts on future services, or tools to organize and search for photos, can enhance client satisfaction and loyalty. This not only improves their experience but also strengthens the relationship with the photography brand, ensuring that clients feel valued and noticed," according to ST.

Furthermore, tangible evidence of the value of merchandise has been felt by clients who have used Daily Photoworks' services. One client remarked:

"So I don't need to bother looking for photo links everywhere, and downloading all the photos," said DS.

This statement highlights that the merchandise provided by Daily Photoworks serves not just as a memento but also as a helpful tool for clients to review or download the photo results from their sessions.

Exhibition

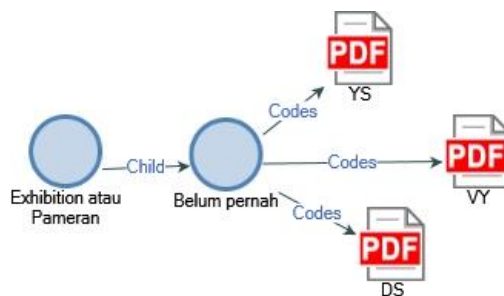


Figure 11.
Value in Exhibition

Based on the project map above, it is revealed that until now, Daily Photoworks has never held an exhibition. This has been considered by the marketing team. Here is a statement from the marketing team:

“In our opinion, our market segment is not there, but in online media. Also, seeing that most of our clients are young people, especially teenagers, hehe,” said VY.

The reason behind this decision is that the majority of Daily Photoworks clients are young, particularly teenagers. Therefore, they believe that digital promotion strategies through social media are more effective in reaching their target audience than physical exhibitions or trade shows.

4. Conclusion

Based on the data analysis, it can be concluded that Daily Photoworks has successfully implemented an effective Integrated Marketing Communication (IMC) strategy. The company consistently considers client satisfaction, brand image, and the benefits of each strategic step, including sponsorship, the use of social media, product packaging, and maintaining strong client relationships. The use of merchandise to create memorable experiences, such as sending congratulations and occasional discounts, has proven effective in maintaining long-term relationships. This has contributed to a 15% increase in returning clients over the past year and the expansion of the company's market share.

As a recommendation, Daily Photoworks could take advantage of Instagram's new features such as Reels, Add Yours, and polling in the feed to increase interaction

and expand brand reach. Keeping the account updated with the latest features will help enhance audience engagement and market share growth.

For future research, it is recommended to analyze the impact of using Instagram's new features on business account development. This study could provide deeper insights into how these features help optimize social media strategies and expand brand reach.

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