

**INTEGRATED MARKETING COMMUNICATION (IMC)
STRATEGIES AT SHARIA SYAFAAT MARCOMM DIGITAL
AGENCY IN YOGYAKARTA IN 2021**

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ABSTRACT

Integrated Marketing Communication play a key role in managing marketing strategies. IMC itself focuses on marketing its product, services and facilities to gain good public opinion and maintance a positive image.the purpose of this study is to describe the work system of IMC at sharia Syafaat Marcomm Digital Agency itself. The constructivist paradigm is the mainstay of this research because the truth of reality which is seen as a result of social construction and the truth of realyty are relative. This is support by a target sampling technique, namely looking for relevant informants such as directors and general managers to ensure the data obtained are valid. This study use qualitative research, which describes the problem under study obtained through interviews with interview tehniques, observation and collection of documentation. Syafaat Marcomm uses IMC such as advertising, Consumer Sales Promotion, Trade Sales Promotion, Public Relation, and Publications, Sponsorship and Event, Direct Marketing in serving clients and applying to clients. In accordance with thw vision and mission of improving product quality and quality to develop following technological civilization and becoming a creative company in every information technology service.s.

Keywords: *Integrated Marketing Communication, Digital Agency, Advertising*

INTRODUCTION

In this digital era, entrepreneurs must be able to adapt to the times to become more creative and innovative in competing in maintaining the viability of their business because not a few startup businesses have gone out of business due to the current tight competition. In fact, many businesses that have been running for years suddenly go bankrupt due to competition from new businesses.

One of the important marketing communication mix is advertising. Advertising is a form of promotion that is inseparable from today's modern business world. But in fact, currently the rise of business advertisements has also resulted in new problems in society, namely making people increasingly bored with the various types of advertisements offered. So that at this time various innovations in advertising are needed combined with communication, namely integrated synergistically and in harmony from all existing components, generally known as Integrated Marketing Communication (IMC).

Integrated Marketing Communication or IMC according to The American of Advertising Agency (Hemawan, 2012) as a marketing communication planning concept that recognizes the added value of comprehensive planning that examines the strategic role of each form of communication such as advertising, sales promotion and public relations and supports it to achieve clarity, consistency, and maximum communication impact through integrating messages.

Advertising is a special form of communication to fulfill the marketing function. The function of advertising in marketing is a message that offers a product aimed at the public through a medium. Advertising promotion also requires adequate knowledge of behavior patterns, needs and market segments. Advertising is needed in the business world, so many companies are competing to make advertisements as attractive as possible in order to attract the attention of consumers. However, not all companies are able to create advertisements or promote their own company products. So that many of them rely on the services of a creative digital agency to compare their products through the content they create.

Every company wants to be closer to their consumers. There are many ways to get closer to consumers and one of them is using the services of a digital agency. With a Digital Agency, companies don't need to bother and go directly into the field to be close to



consumers, of course, with the right segments and a structured strategy. Companies certainly really need services to handle this, in order to maintain communication with their customers and build loyal customers. In Yogyakarta itself there are quite a number of Digital Agencies that perform similar services, one of which is Marcoom's Syafaat which is present as a response to a shift in civilization and faced with increasingly competitive and increasingly fluid global changes, demanding the creation of an effective, efficient and communicative advertising system with support for syar'i contracts. Making Syafa'at, which was built with the obsession of Asia Pacific's Largest Islamic Advertising, be more enthusiastic to participate in contributing its abilities for the advancement of Jogja advertising in particular and the development of national advertising in general. Syafa'at Advertising is trying hard for that. Sharia-based, alternative solutions, brilliant concepts, visually unique are four things that are offered to realize mutual progress. In this case the researcher took a study on Integrated Marketing Communication at Digital Agencies in Yogyakarta. Researchers are interested in the Integrated Marketing Communication run by Digital Agency Syafaat Marcomm in attracting companies to use its services, where Syafaat marcom itself is an IMC service provider company in accordance with sharia provisions.

Based on the background above, this study aims to take a study on Integrated Marketing Communication at Digital Agencies in Yogyakarta 2021. Researchers are interested in Integrated Marketing Communication carried out by Digital Agency Syariah Syafaat Marcom in attracting companies to use their services. Therefore, the researcher drew a research title, namely "Qualitative Descriptive Study of Integrated Marketing Communication at Syafaat Marcom's Sharia Digital Agency in Yogyakarta in 2021"

RESEARCH METHODS

This study uses a case study method in qualitative research with descriptive analysis. According to Creswell, (2009) "Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem". The choice of this approach is because the descriptive approach is in accordance with the purpose of this study, which is to describe empirical reality behind the phenomenon in

depth, detail, and comprehensively. This research is located at Syafaat Marcomm Digital Agency. Determination of participants in this study was carried out using a purposive sampling technique with the criteria of participants understanding IMC where the participants included the Chief Strategic Planner and one of his clients. Secondary data sources in this study are reference books and journals. Data collection techniques using observation techniques, interviews, and documentation. Checking the validity of the data using triangulation.

RESULTS AND DISCUSSION

In accordance with the formulation of the research problem, in the discussion the researcher will only discuss the Integrated Marketing Communication (IMC) used by Syafaat Marcomm in dealing with clients. The aim is to find out how Syafaat Marcomm deals with prospective clients or clients, where Marcomm's Syafaat itself is a provider of supporting services from Integrated Marketing Communication in marketing according to client needs. Digital Agency Syafaat Marcom which provides several services including web development, branding and design, digital strategy and Media Handling. of the four services provided to realize the concept of Integrated Marketing Communication to clients.

Applying the right IMC strategy will make the message that will be conveyed to consumers be right on target and well received, this will lead to increased purchases. In establishing communication between Syafaat Marcomm and clients, Syafaat Marcomm implements IMC with a shari'ah system such as not accepting products that violate Islamic shari'ah. From the theory used in this study, there are six indicators that explain Integrated Marketing Communication in a Digital Agency Syafaat Marcomm Yogyakarta.

Advertising

The large number of advertisements sprinkled in the community has resulted in the public being bored with these advertisements, therefore in the process companies are guided to be more creative and innovative in making advertisements. Advertising is simply selling a product, announcing a new or existing product, the maker, and where it can be purchased. In advertising indicators there are elements of identification, information, promotion and sales. (Sandra Moriarty, 2015)



Integrated Marketing Communications which is used by Syafaat Marcomm in the form of Advertising (Advertising), in advertising Syafaat Marcomm maintenance of the website by issuing scheduled articles so that Syafaat Marcomm always appears in the top searches when searching for Google and always actively promotes its social media accounts such as Twitter, Instagram, and Facebook is used in accordance with the elements of advertising indicators, namely identification, information, promotion, sales. In its application, Syafaat Marcomm also utilizes social media and websites to carry out advertising strategies. By uploading a portfolio, information related to Sharia Branding and Marketing. Syafaat Marcomm in advertising and increasing his insights is to upload more posts on his social media. In carrying out Integrated Marketing Communication with the advertising method (advertising) at Syafaat Marcomm, it always provides actual information according to what is available. Syafaat Marcomm applies one of the principles of advertising, namely honesty and releases works that do not come out of sharia corridors, such as products that draw animate creatures or photos that show genitalia, beer advertisements, riba banking, etc. Syafaat Marcomm considers that Islam does not forbid us to work,

This application is in accordance with the Islamic view, that an advertisement must have the following criteria: not exaggerating, using clothes that cover the genitals (as self-decoration), not committing acts of *tadlis* which is a form of fraud which is not justified in advertising and promotion activities. Marketers must provide complete information and not lie in advertisements or promotions. As in the word of Allah SWT in sura al Hud: and do not harm humans against their rights and do not create evil on earth by doing damage. This is in line with research which says that sharia advertising strategies have a conformity impact by increasing the profits earned by companies by consumers who also have sharia-compliant products. (Meldi, 2016)

Consumer Sales Promotion

Consumer sales promotion is aimed at users of goods and services. This promotion intends to provide incentives for consumers to be loyal to a brand. Islam allows sales promotions, as long as the process does not go outside the corridors of Islamic law, such as not causing danger and *gharar*. Khalid in his book explains that consumer sales

promotion is a communicative relationship between sellers or producers to buyers with the intention of informing them, persuading and encouraging them to buy such as giving samples, coupons (price reductions), prizes, contests or sweepstakes.

Regarding prices, Marcomm's Syafaat has prepared a pricelist. Prices must be in accordance with circumstances or reality and competitive. Having the understanding that prices must be standard with entrepreneurs or other business people so as not to harm other parties, for example by setting prices below market prices. Islam agrees with competitive pricing. Islam allows traders or entrepreneurs to take profits or profits from the results of their sales, but the profits are not excessive. Marcomm's Syafaat does not implement a coupon strategy, but Marcomm's Interval implements a Price Deal strategy in the form of giving special prices to prospective clients through lobbying and negotiations when prospective clients conduct consultations. The agreed price is also adjusted to the existing price list and also adjusted to the budget owned by the prospective fabric. The sweepstake and sampling, refund and rebate strategies were also not implemented by Syafaat Marcomm considering that Syafaat Marcomm is a service company, it's just that related to sampling clients can see or observe works or content that has been worked on by Syafaat Marcomm as a reference.

However, even though the above strategy elements are not implemented, Syafaat Marcomm has its own way of implementing consumer sales promotions. The consumer sales promotion strategy at Syafaat Marcom is to provide treatment services in the form of consulting to attract clients. This is done so that the company must also understand the client and understand the client's intentions so that they can adjust requests according to the client's experience so that they can provide an appropriate service model. Clients will feel satisfied from what is provided and feel that the company provides good and comfortable service for its clients. Thus, the way Syafaat Marcomm manages relationships with its clients as a work partner is to maintain good relationships with clients, know the client's needs, and client satisfaction can create loyal clients to the company. Customer insight will create a positive impression on the client and shows that the company knows the client's wishes, the company respects the client, and can anticipate the client's needs.

Customer insight basically aims to bridge company goals with customers and understand customers in depth.

This method is more effective for service companies such as Marcomm Intercession in maintaining the trust and enthusiasm of the target audience to use Marcomm's services. This is proven by the Al-Qur'an Waqf Board (BWA) which is still one of Syafa'at's oldest clients, namely BWA has been a loyal client of Syafa'at Marcomm for 10 years since 2010 until now. So this is not fully in line with Sandra's theory which has explained that consumer sales promotion in terms of indicators is not only in the form of price deals but also in the form of price deals, coupons, refunds and rebates, sampling, sweepstake and specialties.

Trade Sales Promotion

Trade sales promotion is not very useful if the product is not available when consumers look for it. So, in trade sales promotion it is also important as part of a marketing communication strategy such as point of purchase displays, retailer kits, trade incentive and deals contests and trade shows and exhibits. Islam also allows acts of trade sales promotion carried out by syirkah (companies or manufacturers) to increase sales results.

IMC in the form of trade sales promotions carried out by Syafaat Marcomm, namely point of purchase displays, where Syafaat Marcomm shares portfolios through the social media platform Instagram and the web. The second is retail kits in the form of recommended offers to prospective clients to increase awareness of new companies that are not yet known by the public. The third is trade incentives and deals, namely by providing special prices according to the client's budget with programs offered through consultations. Fourth is the contest, Syafaat Marcomm does not use contests in promoting its trade sales, because Syafaat Marcomm is more focused on finding partners to work with in promoting its products and services. However, on this indicator, not all of these strategies are used by Syafaat Marcomm in carrying out trade sales promotions. This is in accordance with the theory put forward by Sandra Moriarti regarding trade sales promotion.

Public Relations and Publication

Public relations is an important part of the management function in building and establishing mutually beneficial relationships between the organization and the public



which is the basis for the success or failure of the company. It is intended that companies can communicate with various stakeholders, manage their image, create positive public attitudes and build strong relationships between the organization and its constituents. Public relations has existed since the time of the Prophet Muhammad SAW, which is known as public relations, namely exchanging information, persuading and integrating society that has been going on for a long time. We can see how harmonious the relationship between humans, groups and people with groups is in their association.

Syafaat Marcomm, which has good relations with employees by treating employees well, has been proven by many old employees who still feel comfortable working with Syafaat Marcomm. and media relations, which is what Syafaat Marcomm did, namely working with Google in carrying out its services and also relations with several print media are also a factor in having a good image in the eyes of the public, because in the case of news related to the company it really influences how the public evaluates the company, therefore intercession must maintain good relations with the media because there is no guarantee that all or part of the story will appear. This has similarities with the results of research conducted by Harits Suryo Nugroho who also said that the implementation of public relations was able to increase sales, establish friendships and form a good image in society. (Nugroho, Penerapan Strategi IMC Syariah hotel Solo, 2022)

Sponsorships and Events

In order for a company to be better known by the wider community, companies usually carry out sponsorship. Sponsorship means the company supports an event or event, for example sports, concerts or charity events either financially or donating services or products.

Or you can also do Event marketing which describes marketing practices that can connect an event or event with a brand. Event marketing also means branding, along with sampling, coupons and other incentives. Islamic event marketing is a strategic business discipline that directs the process of creating, offering and changing value from one initiator to its stakeholders which in the whole process is in accordance with the contract and sharia principles. Based on the research results, Syafaat Marcomm is a company that often conducts marketing events in the form of milads, workshops and seminars related to

sharia marketing and branding. This makes Syafaat Marcomm better known by its target market, namely people or companies that need branding services and social media management services from Syafaat Marcomm. This has similarities with the research conducted by Rahardy namely the effectiveness of implementing event marketing strategies in increasing the number of consumers and corporate image. (Rahardy, 2017)

Direct Marketing

Direct Marketing is direct contact with carefully targeted individual consumers to obtain an immediate response and foster lasting customer relationships”. (Amstrong, 2007) For digital agencies, direct marketing or direct marketing is an interactive marketing system that utilizes one or several media to advertise and provide clear responses and can also transact at any location.

Marcomm's benefit in direct marketing (Direct Marketing) is to provide information to the public regarding existing products and service programs. The communication process is carried out using various media in the form of direct mail and Whatsapp. In addition to information about products, Direct mail and Whatsapp are also used to contact clients a month before the client's contract is completed, offering recommendations or an overview of future work programs if the client wants to continue working with intercessors, this is done so that the client can consider stopping or extending the contract with the intercession of marcomm. In carrying out direct marketing through the via, it should not be coercive, instead the client must first know what is being offered and know what it is used for.

The author observes that Syafa'at's success in conducting IMC, one of which can also be seen from the 56 clients displayed by Syafa'at on her website. Nearly 90% of the 56 clients are companies that also have a shari'ah concept in their management. Starting from Dompot Dhuafa, Al-Qur'an Waqf Agency, UIN Sunan Kalijaga and many others. It is the clients with the concept of sharia companies who come to intercession themselves. This indicates that Syafa'at's reputation as Marcomm Shari'ah is widely known. This is in line with the results of research conducted by Febrian Nur Hidayat that sharia-based advertising has a positive impact on purchasing decisions. (Hidayat, 2018)

CONCLUSION



Based on the results of the research and discussion of the formulation of the problem How to Integrated Marketing Communication at Digital Agency Syafaat Marcomm in Yogyakarta 2021, the writer can provide the following conclusions:

Integrated Marketing Communications which is used by Syafaat Marcomm in the form of Advertising. In advertising Syafaat Marcomm maintenance of the website by issuing scheduled articles so that Syafaat Marcomm always appears in the top searches when searching for Google and always actively promotes its social media accounts such as Twitter, Instagram, and Facebook is used in accordance with the elements of advertising indicators, namely identification, information, promotion, sales. In carrying out consumer sales promotions, Syafaat Marcomm has his own way, one of which is by providing treatment in the form of consultations to clients, this method is very effective because clients really need this treatment when clients are blind with marketing strategies and can persuade clients with the treatment, this is in accordance with price deals, premiums, specialties but in carrying out consumer sales promotions, Marcomm's Syafaat does not use coupons, refunds and rebates, sampling, or contests. Furthermore, trade sales promotion, Syafaat Marcomm has several partners who are invited to cooperate in marketing Syafaat Marcomm's products and services such as videotron and intercession digital media that have collaborated with Google according to POP displays. In expanding the Marcomm Intercession relationship including companies that often conduct public relations, such as holding seminars, workshops and also collaborating with existing events. Syafaat Mrcom also has a service to handle events. And the last one is direct marketing, Syafaat Marcomm in direct marketing they contact their consumers using e-mail media, this activity is often carried out by Syafaat Marcomm for the sake of maintaining relationships with clients about product information, creating sales, maintaining relationships, developing leads, creating traffic, testing offer.

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