

THE MARKETING STRATEGY FOR THE GROWTH OF BEU PHOTOGRAPHY AND VIDEOGRAPHY USING 7P

¹Rheza Fernando Wibisono, ²Charly Hongdiyanto*

Ciputra University Surabaya
INDONESIA

Email: ¹ rhezafernandowibisono@gmail.com, ²charly@ciputra.ac.id

ABSTRACT

BeU Photography and Videography is a photography and videography business that provides services for pre-wedding, wedding, company profile, music video, and live event. The company is established by Rheza Fernando in 2012. The company is currently facing profit decline which is caused by a low market price in Surabaya and the business needs to renew the marketing strategy to increase the sale. From the two reasons stated before, the researcher is now focused to decide the marketing strategy using 7P for the business. The purpose of this research is to fully understand and acquire information to make a marketing strategy using 7P. The research uses qualitative method and in-depth interview & documentation as its data collection method. Research result as follows, deep understanding about 7P in service industry and decides what the marketing strategy for photography industry in East Java. Research result is 7P in photography industry is important except place component. And the marketing strategy to face price problem in East Java is written in this research.

Keywords: Marketing Strategy, 7P, Photography and Videography, Surabaya, Indonesia

INTRODUCTION

Growth of business in the service sector is increasing. As we can see, so many service businesses fill the activity of economy, hospitality, tourism, pleasure service business, including photography and videography business. The photography and videography business is growing rapidly in all forms such as pre-wedding, wedding, music videos, and profiles. In 2016, the number of weddings in Surabaya is almost up to 3,000. (BKKBN, 2016). Based on an interview, request for wedding photography and videography is in a high number. In 2014, the number of exhibition halls for wedding is almost 1,000 (Ayu, 2014). Data from BPS Indonesia said that in 2016, the percentage of service business in Indonesia is 14,71% (BPS, 2016). Even the percentage in creative economy, manufacture, and construction is lower than the percentage of service industry. The percentage of service in industry in 2016 is increasing 10% from 2015 (BPS, 2015).

BeU Photography started to operate in 2012. In two years, BeU Photography and Videography operated and grew independently to become a new business. In 2014, the owner of BeU Photography and Videography named Rheza Fernando joined a workshop in Singapore held by D'zign for You which is one of the most popular photography and videography company in

Singapore. Noticing that this thing will be opportunity to grow the company, the owner of BeU Photography and Videography made good impression to the CEO of D'zign for You. This became the reason that D'zign for You asked the CEO of BeU Photography and Videography to become the crew for D'zign for You. In November 2015, CEO of D'zign for You appointed the CEO of BeU Photography and Videography to become branch manager of D'zign for You in Indonesia.

BeU Photography and Videography is a company in the middle up class market. It is important to know excellent strategy at facing the competitors in Indonesia. Marketing is one of the most important things in a strategy, so marketers should pay attention on the supporting components in marketing mix in 7P, which stands for place, price, people, process, physical evidence, product, and promotion. Marketing mix is a set of controllable marketing tools used by a company for creating a desired response in the targeted market. (Khan, 2014).

BeU Photography and Videography's experience, customers from Jakarta and Bali were willing to pay more than the customers from Surabaya, while the company's main office in Indonesia is located in Surabaya. To collect more data about the problem, the researcher conducted an interview with couples who want to take the pre-wedding package and to the photographers. From the interview, we found out that people in Surabaya tend to give price to service products lower than the quality of the product. People in Surabaya tend to less appreciate products of service. And by showing the website and the portfolio, the participant rates the price for the product much cheaper than the standard price for BeU Photography and Videography. This means that the quality and the price are not adequate.

With the problem found, the researcher formed a research with the title "THE MARKETING STRATEGY FOR THE GROWTH OF BEU PHOTOGRAPHY AND VIDEOGRAPHY USING 7P".

LITERATURE RIVIEW

Marketing

Marketing is a comprehensive concept that involves various marketing activities included in the marketing system. Marketing is one of the main activities carried out by the employer to maintain their life, to grow, and to gain profit. Marketing is a process that aims to satisfy the needs and desires of consumers. Marketing has been seen as an important element in establishing and building companies. With the business environment and the increasingly competitive nature of the market, it changed from a sales market into buyers in market. Marketing is not limited to the business world, because in fact every relationship between individuals and organizations, or between individual and individual that involve the exchange process, is a marketing activity (Kotler, 2012).

Kevin Kane Keller said, marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "meeting needs profitably." (Kotler, 2012). According to Andrew Whalley, marketing is commonly misunderstood as an ostentatious term for advertising and promotion. In reality it is far more than that. This perception is not in many ways unreasonable, advertising and promotion are the major way in which most people are exposed to marketing. Andrew Whalley wrote that marketing has three levels. First, marketing is everything. Marketing is not a function anymore. It is a way of doing business. It is the process by which a company decides what it will sell, to whom, when & how and then does it. Then, the second level is marketing as strategy. The second layer is about segmenting the market, deciding which customers to target, and deciding what message you want the targets to associate with you, it is called positioning. The third level of marketing is about the day to day operational running of marketing. It encompasses the control of the marketing mix and the processes within a business that help create and deliver that company's products and services to the customer (Whalley, 2012).

Marketing Strategy

1. Product

Product can be defined as to satisfied necessity and need, include physical goods, service good, idea, products, organization, and information. (Greg, Mark, 2011).

2. Place

Ketler and Armstrong said that place is activities that companies produce products for target consumers (Kotler, Armstrong, 2012).

3. Price

Price is everything that must be paid by consumer in exchange for products (Grewal, Levy, 2011).

4. Promotion

Promotion is the design and dissemination of persuasive communication about a product to attract consumers (Tjiptono, 2015).

5. Process

The process of service is the way in which the service is delivered to the end customer (Shah, 2012)

6. People

People are becoming an important factor in the service industry because the people who activating interaction service processes (Shah, 2012)

7. Physical Evidence

Oesman said, the physical evidence is an environment where the service is delivered and the place where companies and customers interact and physical components, performance and communication facilities (Oesman, 2010).

RESEARCH METHODS

Research Design

The research is using the qualitative method to approach the survey. Qualitative research is especially effective in obtaining culturally specific information about the values, opinions, behaviors, and social contexts of particular populations. The strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the human side of an issue (Edward, Holland, 2013).

The main reason on why the researcher uses qualitative method is to obtain deeper and more details about the company reason problem. The problem is the product and the quality for photography in Surabaya is not worth the price.

Research Object and Research Subjects

Research subject is a single member of selected group of people, events, or things of things of interest that the research wishes to investigate (Sekaran, Uma, et al, 2013). Research object has particular variable to be learned and to get conclusions (Sugiyono, 2013).

The subject in the study will be explained table 1. The subject is divided into three categories. First category will be the consumer candidates in Surabaya, the second category will be the photographers in Surabaya, and the third category will be the expert in marketing strategy.

The criteria to choose the subjects will be explained in table 3.1. Criteria will be explained on each subject categories.

Table 1 Subject Criteria

	Criteria
Photographers	<ul style="list-style-type: none"> - 5 years minimum in opening Photography Company. - Middle high level of economy. - Price range between Rp 10,000,000 – Rp 25,000,000.

	<ul style="list-style-type: none"> - Pre-wedding, wedding, and company profile photography and videography.
Candidate Consumer	<ul style="list-style-type: none"> - Couple who are going to marry. - Middle high level of economy.
Marketing Expert	<ul style="list-style-type: none"> - Expert in marketing. - University Lecturer in marketing major - Or has experience in marketing over 20 years and already has own company over 10 years.

Source: Processed Data

Data Collection Method

This research is using two data collection methods, which are face to face interview and documentation as secondary data. Face to face interview has a distinct advantage of enabling the researcher to establish rapport with potential participants and gain their cooperation. This interview yield highest response rates in survey research. They also allow the researcher to clarify ambiguous answer and when appropriate, seek follow up information. Disadvantages include impractical when large samples are involved, time consuming, expensive in terms of training the interviewer to minimize bias, and geographical limitations.

In this research, the researcher would use interview as the primary data and documentation as the secondary data. This research is using semi structural interview. This type of interview has advantage because semi structural interview is recommended when the researcher has developed enough of an understanding of a setting and the topic of interest to have a clear agenda for the discussion.

DATA ANALYSIS AND MARKETING STRATEGY

DATA ANALYSIS

1. Product

In the photography industry, product is important to focus on. Quality must be maintained to stay in premium product by selecting the customer segmentation. If photography company takes all segments in production, middle high customer would dismissive the premium product. Marketers or company also needs to know what the market needs and what the market wants.

2. Place

In a photography industry or media art industry, place is not that important, because marketing tools for photography industry, is more important in social media and word by mouth. If Photography Company wants to expand their market, the company does not need to open marketing office to another city, but it is better to make relation or partnership with another photography company in another city or another country. Photography Company needs to come to “jemput bola”, it means that the company needs to actively come to the customer.

3. Price

It is important to have research in the market before setting the price for the product. But the main problem to photography companies in East Java is the price in East Java which is too low for premium quality. One of the factors of this problem is customer in Surabaya tend to push the price. The customers in Surabaya want to have premium quality for the product but with cheap price.

4. Promotion

Promotion is also important in photography industry. Physical promotion like exhibition is not efficient anymore. In photography industry, promotion by social media like Facebook,

Youtube, Instagram, etc, are much more efficient and more low cost. Another promotion tools for photography industry is using word of mouth.

5. Process

Every company needs to give the best service, both in process or after sale. Every company needs to predict who the customer is and what the customer want. After sale process is important. Good relation with customer after sale also can be the tools and good strategy for the promotion to the company.

6. People

Companies should treat customers, employees, and all stakeholders fairly with high ethical and integrity norms. It is important to share the company vision and value to the employees to make them loyal to the company, and it is important to teach honesty to the employee. By giving the value and teaching the employee honesty, employees also give the company advantages in the process and the outcome. Employees can work with their heart and employees can make the name of the company become positive to the customer or to the customer candidate.

7. Physical Evidence

Physical evidence is important for the customer candidate. One of the factors on why customers want to choose Photography Company is because of the company's portfolio and the company's track record. Excellent track record is important because by having good track record, the name of the company would be positive.

Marketing Strategy

1. Product

BeU Photography and Videography will maintain the product in premium quality. By being stable in premium quality, BeU Photography and Videography can maintain the segment in middle high and can maintain premium both in product and the name of the company.

2. Place

BeU Photography and Videography will not concentrate to open or relocated the office, but instead make relation with another photography company in another city or another country. By having relation, the company can have advantages in marketing, sales, and physical evidence.

3. Price

The strategy to give worthy price to the customer is, to make a good relationship with the customer first, tell them about the process to make good photography product, then tell them about the price. But if the customer cannot be affected by telling the process, photographers will have to give the worth quality according to the price.

4. Promotion

One of the strategies for promotion, word of mouth for photography industry is having good relation to the customers in process and after sale. A good relationship will make the customers promote the company to their family or even their friends.

5. Process

BeU Photography and Videography must put attention in process with the customer and after sale process. A good process in doing the project and after sale, the customer will appreciate what the company did for them and the customer can recommend the company to their friends or family.

6. People

The researcher as the CEO of BeU Photography and Videography must give comfort work zone and work procedure to employees. In photography industry, employees are really

important to maintain. Excellent employee's skill determines excellent product. The company should teach the employees about the value of the company, the value of loyalty, and honesty.

7. Physical Evidence

BeU Photography and Videography must be selective with customers and the product. By being selective, the company will have an excellent and premium portfolio. Perfection in processing until finishing should be done by the company. Being stable in making an excellent product will influence the decision from the customer.

Table 2. Managerial Implication

No.	Before	After
1	BeU Photo and Video sometimes accepted production lower than the company standard.	The Company will be stable to do premium quality and selective the customer and the product.
2	The researcher as the CEO of BeU Photography and Videography would like to relocate the marketing department to another city because of pricing problem.	BeU Photography and Videography does not need to relocate the marketing department to another city, but make a relationship with another photography company in another city.
3	The company is facing price problem. Consumer in East Java tend to price photography too low.	BeU Photography and Videography will not tell to the customer about the price first. Instead, BeU Photography and Videography will tell about the value of the process and the premium quality photography.
4	BeU Photography and Videography is concerned to do promotions just in exhibition and social media.	The company will use customers as an unofficial sales marketing by making a good relation after sale.
5	BeU Photography and Videography is always concerned about giving best service in process.	The company will increase and maintain the value of the company by giving the customer the best service both in process and after sale process.
6	The company did not give the exact value and vision of the company.	BeU Photography and Videography will not only hire the employee, but the company will also teach them value, vision, and honesty.
7	BeU Photography and Videography will be stable to maintain good physical evidence as the portfolio.	The company will increase the quality of the portfolio and be more selective in making the physical evidence.

Source: Reseacher Data

CONCLUSION

Conclusion

Marketing strategy is important to run a business, in service, trading, or manufacture business. 7P which stands for product, place, price, promotion, process, people, and physical evidence, are important factors in marketing strategy. Each component of 7P is connected to each other and one component will support another component. If one of the components cannot be used to increase the sale, the companies will try to increase the sale by using other 7Ps' component. But in photography or media art industry, the component

that is important to be used in marketing strategy are product, price, promotion, process, people, and physical evidence. Place is not that important because in an industry like photography or media art, it is more efficient to use social media and word of mouth as the type for a company's marketing. Unfortunately, the main problem for photographers in East Java is the low price for photography and videography. Customers in East Java tend to push the price lower. The customers want premium product with lower price. This problem makes photographers in East Java compete in price, setting aside the other components of 7P.

Suggestion

Having good relationship with customers and having an excellent product is really important in the photography industry. The strategy to give worth price to the customer is build relationship with the customer first, and then give the customer value of the product and the value of the process in making the product, then photographer will be able to tell the customer about the worth price for the product. To maintain continuous buying, photographers should build a good relationship with the customer after sale. By building good relationship with customer, photographers can use customers as their marketing or promotion, which is called word of mouth. Next researcher should focus on each single component from 7P to provide more marketing strategy in photography and media art industry. Research for marketing strategy from photographers in another city should be done to compare with the market for photography in East Java.

Research Limitation

The researcher only managed to conduct interview with photographers in East Java. It is also important to conduct interview with photographers from another city or country, so that the research and the problem can be comparable.

REFERENCES

- Ayu, Riana Putri. (2014). Analisis Marketing Mix 7P Terhadap Keputusan Penggunaan Jasa Fotografi dan Sinematografi di CV. AKHMADMAXI. *Journal*. II-1 – II-5.
- Grewal, D. ; Levy, M. (2011). *Marketing*, 3rd edition. McGraw Hill. New York.
- Harrington, Robert J. ; Ottenbacher, Michael C. ; Fauser, Simon. (2017). Marketing Mix Dimensions among McDonald's, KFC, Burger King, Subway, and Starbucks. *International Journal*. Emerald Publishing. 554 – 556.
- Kerin, Roger ; Hartley, Steven. (2010). *Marketing Thirteenth Edition*. McGraw Hill. New York. 122.
- Kotler, Philip ; Keller, Kevin Lane. (2012). *Marketing Management 14th edition*. Pearson Education. 32 & 122.
- Londre, Larry Steven. (2017). Several Concepts, Terms and Useful Definitions Help Explain and Aid in the Understanding of Marketing and Related Activities, including Marketing Concepts, Marketing Objectives, Strategies and Tactics, Marketing Mix (4P's), and the Nine P's (9P's) of Marketing. *International Journal*. Londre Marketing Consultant. 6 – 9.
- Noor, Agus Mentari. (2016). Pengaruh Bauran Pemasaran (7P) Terhadap Keputusan Konsumen untuk Menggunakan Jasa Hotel Grand Sawit di Samarinda. *Jurnal*. Universitas Mulawarman. 1032 – 1033.
- Ren, Haijuan. (2016). Research on Leisure and Fitness Business Marketing Structure. *International Journal*. Sias International University. 1137
- Shah. (2012). The Extended Services Marketing Mix Used By Restaurant And Banking Industry, *Review Of Literature*. Volume 1 – 2.

- Suherly, H. ; Affif, Faisal ; Arief, Helmi ; Guterres, Alexandre Desousa. (2016). Marketing Performance as the Impact of Marketing Mix Strategy (7P) with Determination of Market Attraction and Company's Resources. *International Journal*. United Kingdom. 573 – 574.
- Sugiyono. (2013). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung. Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Manajemen*. Cetakan ketiga. Alfabeta. Bandung.
- Whalley, Andrew. (2012). *Strategic Marketing 1st Edition*. The eBook Company. 35 – 37.