

The 6th International Conference on Entrepreneurship
**PROMOTIONAL STRATEGY PLANNING
TO INCREASE SALES OF RASIO PHOTOGRAPHY**

Budi Santoso¹, Damelina Basauli Tambunan²

Universitas Ciputra Surabaya
INDONESIA
Emails: budi.tom87@gmail.com

ABSTRACT

This study was conducted based on the fact that the company's sales that did not reach the target. The purpose of this study is to arrive at a promotion strategy in an effort to increase the sales of Rasio Photography. There are five stages in promotional strategy planning which consists of: deciding the target market; defining promotional goals; determining promotional messages; assigning promotional budget; and choosing promotional media. This study uses qualitative approach, where the sample is determined through purposive sampling method by interviewing five informants. The results of this study yields the following promotional strategies that can be applied to Rasio Photography, namely: upload; promo (special price offerings); advertisement; and collaboration.

Keywords: Promotion, Stages of Promotion, Promotional Planning.

Introduction

Business in the photography sector experienced a very rapid development. As the world shifts towards a more digital world, the demands for personal and corporate use of photography services increased accordingly. The aforementioned phenomenon created a huge business opportunity in the world of photography, which comes from companies requiring services such as product photography, company profile, as well as from the personal photography needs.

Data from Central Bureau of Statistics (BPS) shows that in 2015, Indonesia has 1,958,394 married couples, in which 313,150 of them are from East Java. Its capital city, Surabaya alone showed an average of 181 married couples per month. This figure shows that there is a big market opportunity for photography businesses to fill, which in this case is wedding photography.

A survey conducted by Bridestory in 2017 discovered that couples rely primarily on family and friends recommendations (23.9%) to choose the most suitable vendor for their wedding events. Online sources such as Bridestory (18.8%) and other social media (18.8%) experienced an increase in percentage compared to the previous year, which proves that media presence and online portfolio are some important aspects that vendors shouldn't ignore. Wedding exhibitions (17.5%), internet searches (8.5%), and recommendations from other vendors (7.1%) make up for the remaining source of discovery. The same survey also provided some numbers about the important factors that help couples determine which vendor to choose for their wedding event, namely their price (40.3%), portfolio (25.9%), and reviews (12.9%).

Rasio Photography is a photography service company that was established in early 2018, located in Surabaya. Rasio Photography offers photo and video documentation services on marital events such as engagement, pre-wedding, wedding, and post wedding. Rasio Photography had a sales target that it failed to reach in execution, therefore a promotional strategy planning is needed to ensure the company reaches its goal.

Previous Studies

In a study conducted by Jiang, *et al.* (2015) it is discovered that price promotions, and product recommendations must be discussed together and decided optimally. Through attractive price cuts, companies can motivate customers to buy products that are being promoted along with an online recommendation system. Best promotional results can be achieved by simultaneously optimizing price promotions and product recommendations, because losses from discounts can be recouped through profits from the sales of other products. These findings can be used as a reference for building the plans for promotional strategy in this study.

A research conducted by Dong Hong Zhu, *et al.* (2018) discusses online consumer reviews (OCR) that affect other consumers and the sales performance. This study aims to investigate the effect of price discounts towards the OCR of restaurants by comparing reviews from consumers who receive discounts and consumers who do not. It is discovered that the review rating is generally higher when coming from the consumer who receives a discounted price. The study concludes that feedback from consumers in the form of online reviews can indirectly possess an effect towards other consumers.

Literature Review

Philip Kotler and Gary Armstrong (2008:62) defines promotion as activities that communicate the merits of the product and persuade target customers to buy it; whereas according to William Shoel in Alma (2018), promotion is an effort from the marketers to communicate with prospective audiences. Thus, the purpose of promotion is to get attention, educate, remind and convince potential customers (Alma, 2018:181). Tjiptono (2008:233) stated that promotion strategies are about planning, implementing and controlling persuasive communication with customers; while according to Cravens (1996:77), promotion strategy is the planning, implementation and control of communication from an organization towards its consumers and other targets.

Promotional strategy is one of the key factors that determines the success of a marketing program in a business. This study aims to discuss the promotional strategy planning to increase sales of Rasio Photography by using the theoretical basis on stages of promotion according to Craven (1996), which consists of: deciding the target market; defining promotional goals; determining promotional messages; assigning promotional budget; choosing promotional media; and also to implement said programs and measure its effectiveness. The measurement of effectiveness will not be performed in this study as it exceeds the scope of this research. After obtaining data in the field regarding the stages of promotion, an analysis and discussion will be carried out which will result in a plan. Hence, this study aims to arrive at a promotional strategy plan to increase the sales of Rasio Photography.

Research Method

This study uses qualitative research. According to Creswell (2009:4), qualitative research is an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. This study applies a qualitative descriptive format which is generally used on a research involving case studies, especially in applying theories to the the data obtained in the field. A qualitative descriptive approach focuses on a particular unit of various phenomena, allowing it to be more of an in-depth research, where the depth of the data becomes the main focus of the study (Burhan, 2017).

Data gathering was conducted using in-depth interviews with informants that include: wedding photography owners; potential consumers; actual consumers; and promotional experts. The informants was selected according to their roles and relevance regarding the object of the study using purposive sampling technique. The validity of this study is verified through triangulation technique where the triangulation process is carried out continuously throughout the process of data collection and analysis, up to the point where there are no more differences in information that needs to be confirmed with the informants. (Burhan, 2017:260).

Analysis and Discussion

The discussion of this study will analyze the data obtained from interviews with the research informants, to ensure the data used is obtained directly from the sources in the field associated. The processed data then will be applied to the stages of promotion theory used in this study, based on the current state of the company as the object of research to reach an end result in the form of a promotional strategy plan.

□ Deciding the target market

Choosing a specific target market is an important step because picking the target market can be really beneficial for Rasio Photography because the chosen specific target market will become the ones that buys the service while also act as the main source influence for other potential customers.

Based on some data obtained through interviews with the informants about the target market, it is discovered that there are several factors that affect the process of deciding on target market for wedding photography services; some of which are that the target market can be determined by geographical demographic factors. The findings of this study confirms Tjiptono's theory (2015:177) about target markets, in which it can be determined based on geographical and demographic factors.

By referring to the findings mentioned above, the following target market strategy can be formulated: choosing Surabaya and its surrounding areas as the geographic target; while demographically the company will target the consumers around 20 to 35 years of age, with more focus towards the female gender. In order to accommodate the different buying power of the consumers, the company will offer the service in various price packages for each category of the consumers buying power.

□ Defining promotional goals

From the results of the interview concerning about promotional goals it is shown that in the world of wedding photography services, the main goal of the promotion is to increase sales of the business or service itself. However if the business or service is newly established, the main thing to focus on first is to make sure that the public is well aware about the existence of the company. Then the next step would be to keep marketing good quality of products and services while also keeping the price attractive and competitive, building a level of consumer trust that will hopefully lead to increase in sales.

According to Alma (2018; 183), promotion should be done with the purpose of providing information, attracting attention which in turn will increase the number of sales; similarly according to Philip Kotler and Gary Armstrong (2008: 125), a promotion must inflict Attention, Interest, Desire, Action, or AIDA in short. The result obtained from the interviews is in line with the theories mentioned above, but it also depends on the field of business and the time of establishment, primarily in the world of wedding photography services.

Based on the results discussed above, it was discovered that the proper strategic move in regards to defining and achieving the promotional goals is by first informing the public, especially the chosen market target about the existence of the company by publishing the products or services through promotional media. Then the next step would be optimizing the quality of products and services as well as offering attractive price that are appropriate to the target market to build a level of consumer trust, due to the fact that Rasio Photography is relatively still a newly established company. Therefore it is expected that this strategy will perform better than the previous one and hopefully will lead to an increase in sales.

□ Determining promotional messages

From the results of the interview regarding promotional messages, it was found that good quality products or services when presented in good packaging that can be easily understood by consumers, coupled with an attractive price and interesting tagline, as well as promos or discounts could attract consumers' attention and in time build trust in a company especially in the world of wedding photography. When linked with the theory according to Kotler and Armstrong (2008: 125) about promotional messages with an easily understandable messages, it lines up with the data in the field obtained from interviews with informants of this study.

Based on the results discussed above, it was discovered that the proper strategic move for Rasio Photography in this aspect is to rearrange the gallery display or portfolios on promotional media, especially on Instagram to make sure they are well categorized and can be easily understood by the market. Another thing that will be carried out in a certain time is that there will be special offers in the form of discounts along with promotional messages that are expected to attract consumers' attention and generate consumer trust towards the company.

□ Assigning promotional budget

From the information that was obtained by interviewing the informants regarding promotional budgets, it is discovered that the promotional budget of each owner is different or varied. According to Tjiptono (2015:397) as well as Kotler and Armstrong (2008:132), it is very difficult to determine and decide the amount of funds to spend on promotional activities. This theory is in accordance with the information obtained in this study.

From the analysis of interview data and discussion of theories related to promotional budgets, as well as by reflecting on the current state of Ratio Photography which so far does not have a set budget for its promotions, it can be concluded that the promotional budget cannot be defined specifically in advance instead it needs to adapt and adjust to market conditions as well as the state of the company, while also considering the policies of the business owner.

□ Choosing promotional media

When choosing promotional media, Rasio Photography needs to do a proper planning because promotional media is a tool used to communicate product or service photography ratio to be better known to the wider community, especially to ensure it reaches the target market. From interviews with informants it was found that in deciding promotional media, companies should follow current trends in the social media, especially on Instagram; while direct promotions or participations in wedding fairs should only be done when the company have possessed the capability and resources to do it well, with the aim to broaden the target market and improve reputation.

According to Fandi (2008; 233), the promotional media needs to be based on what products or services that are being marketed, as well as the current market conditions of the business. This theory is in accordance with the information obtained in the study.

Based on analysis from interviews with the informants, literature reviews, and the current state of Rasio Photography, the strategic planning regarding promotional media will more likely focus on social media promotion, mainly through Instagram; while direct promotion will be done through collaborations with other wedding vendors such as makeup studios, makeup artists (MUAs), and other photography vendors because in a wedding event all the vendors will have to collaborate.

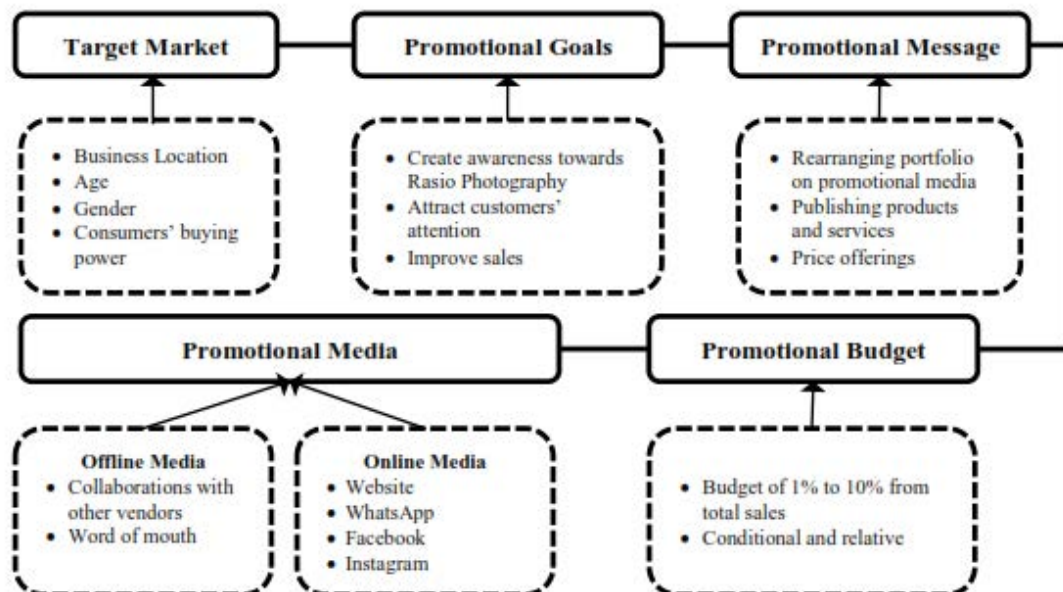


Figure 1: Promotional planning process of Rasio Photography

Conclusion

Based on the the analysis and discussion above, the researchers are able to formulate four strategies as the promotional plan to increase the sales of Rasio Photography.

The first strategy is upload. This strategy is already a part of the routine operational activity which included routinely uploading products and services offered through promotional media such as the company's website, Facebook and Instagram. It only requires some rearranging and re-categorizing of the promotional materials to improve its look and layout so that it is easier for customers to understand in hopes to attract even more customers.

The second strategy is promo or special price offerings. It will be done for a period of time with the goal to attract the customers' attention to persuade them to buy Rasio Photography's products or services. This in turn will increase the number of sales.

The third strategy is advertisement. This will be done through Instagram ads using based on age, gender, and specific location parameters, mainly within the surrounding area where the company's based; as well as through other promotional media such as the company's website, Facebook, contact person, and WhatsApp. The goal is to make it easier for the consumers to find information about Rasio Photography, such as price list.

The last strategy is collaboration. At this stage, Rasio Photography will collaborate with other wedding service providers including makeup studios, makeup artists and other photography vendors to facilitate work in certain projects while also adding new opportunities to get consumers from other vendors through the collaboration.

References

- Alma, H. Buchari. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Bungin, B. (2017). *Penelitian kualitatif*. Jakarta: Kencana.
- Cravens, W. David. (1996). *Pemasaran Strategis*. Jakarta: Erlangga.
- Creswell, W. John. (2009). *Research Design Qualitative, Quantitative and Mixed Methods Approaches*. USA.
- Kemp, S. (2018, January 30). *Digital in 2018: World's Internet Users Pass the 4 Billion Mark*. Retrieved from <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Badan Pusat Statistik. (2018). *Data Nikah, Talak dan Cerai, Serta Rujuk, 2012-2015*. Retrieved from <https://www.bps.go.id/linkTableDinamis/view/id/893>
- Bridestory. (2017). *Indonesia Wedding Industry Report*. Retrieved from <https://www.bridestory.com/id/blog/2017-indonesia-wedding-industry-report-by-bridestory>
- Jiang, et.al. (2015). *Redesigning Promotion Strategy for E-Commerce Competitiveness through Pricing And Recommendation*. Anhui: China.
- Kotler, Philip & Amstrong, Gary. (2008). *Prinsip Prinsip Pemasaran Jilid 1 & 2*. Edisi Bahasa Indonesia. Jakarta: Erlangga.
- Kotler, Philip & Keller, K. L. (2008). *Manajemen Pemasaran Jilid 1 & 2*. Edisi Bahasa Indonesia. Jakarta: Erlangga.
- Meolong, J, L. (2017). *Metodologi Penelitian Kualitatif*. Bandung: PT. Remaja Rosdakarya
- Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: CV. Andi Offset
- Tjiptono, F & Candra, G. (2012). *Pemasaran Strategik*. Yogyakarta: ANDI
- Schoell, William F. (1993). *Manajemen Pemasaran dan Pemasaran Jasa*. (Revised edition), Bandung: Alfabeta.
- Moleong J. Lexuy. (2010). *Metodologi Penelitian Kualitatif*. Bandung: Remaja Rosdakarya.