

Marketing Communication Strategy with E-Commerce

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Abstract. The purpose of this research is to identify a marketing communication strategy with e-commerce. The method used in this research was a descriptive method, to present an overview of the related phenomena. The results of this research identify that marketing communication strategy in e-commerce, using online marketing by disseminating information through advertising, do sales promotions online on the website, promo code, word of mouth, and utilizing social media. This is due to good promotional activities. Of course, the research is that the marketing communication strategy in e-commerce is the main sales promotional tools used in e-commerce and good service.

1. Introduction

Consumers, themselves have a desire for a multichannel shopping the Experience that allows them to shop in completing the transactions they want. To maximize this, online businesses apply with e-commerce systems [1]. E-commerce is a reputation system that gives sellers a star score about how the seller can be trusted by the buyer [2].

Communication is key to business relationships [3]. Research conducted by Kliatchko explains that effective marketing communication is the result of coordination between the functions of an organization and strategies that result from both strategic goals and business strategy organizations [4]. The research conducted by Low shows that by implementing IMC (Integrated Marketing Communication) is very much related to better marketing in terms of sales, market share, and profit for an organization [5]. The research conducted by Sharma and Lijuan on the factors that influence consumers to believe in e-commerce systems and adopt e-commerce is the performance of e-commerce sites. The level of consumer confidence to shop to increase consumer commitment and loyalty in buying products online [6]. The presence of e-commerce has created convenience and innovation in human life [7]. In Lu et al research, explained that the product recommendation system or providing personalized online services as a form of increasing online information and improving management relations to customers [8]. The benefits of e-commerce transactions can be done 24 hours a day, without requiring direct interaction and quick access to access information on the website [9]. Research conducted by Shanthakumari and Priyadarsini explained that online promotion strategies using the internet are suitable for promoting measurable and targeted products [10].

The purpose of this study is to identify a marketing communication strategy in e-commerce. The method used in this research was a descriptive method, to present an overview of the related phenomena. The results of this research identify that marketing communication strategy in e-commerce, using online marketing by disseminating information through advertising, sales promotions do sales promotions online on the website, promo code, word of mouth, and utilizing social media. This is due to good promotional activities.



2. Method

This research used a descriptive method to find out variables related to marketing and e-commerce communication strategy and used the previous research related to marketing and e-commerce communication strategies. So that it can analyze how much influence the marketing communication strategy with e-commerce.

3. Results and Discussion

Progress in the era of globalization in the field of ICT (Information and Communication Technologies). Bringing profits is one of them for business people who will no longer experience difficulties in supporting business activities [11]. With this progress, one of them is the internet. Efforts to support it, especially in increase sales of products utilizing electronic commerce systems or commonly referred to as e-commerce. E-commerce is used to market a variety of products and services. With e-commerce doing business activities can be more efficient and effective in increasing profits. The benefits of implementing e-commerce as a support in a success in a product from a company. With the presence of e-commerce services, customers can access and make orders without constraints in time and space. It will not run when it is not supported with marketing communication strategy, is the means used at the company to persuasive, enhance and inform consumers about the products that are for sale and is an important aspect in determining the success of a marketing. With the existence of a marketing communication strategy, consumers can be affected so that consumers have the attraction to buy services or products promoted by the company.

One such e-commerce is Lazada one e-commerce moving in the realm marketplace business to consumer (B2C) and Lazada is also one of the reporting companies e-commerce is noted to be quite fast in developing especially in Southeast Asia such as Singapore, Indonesia, Vietnam, Malaysia, and Thailand. Lazada offers a variety of products including gadgets, household products, and fashion [12]. From this phenomenon, it is proven that the need for people to shop instantly, easily and can be done without time and space is the choice for the community. Lazada is certainly good enough to pay attention to its customers with the conveniences, services it provides. Below are some services carried out by Lazada:

- 1) On-site payment or COD (Cash on Delivery). After the customer orders the product online, the customer himself can pay in cash when the item reaches the place.
- 2) Free shipping. At Lazada itself you can get free shipping for shopping with a few minimal depending on Lazada in several countries. For example, Lazada Indonesia is free shipping with a minimum shopping of Rp. 120,000.
- 3) Product protection guarantees that buyers have bought. Lazada will exchange or refund within a certain time according to Lazada in several countries. If there is a damaged product.

The services provided by Lazada, of course, will be very optimal if supported by a marketing communication strategy that is closely related to the promotion strategy. This is useful to improve the success of business activities carried out. Here are some marketing communication strategies that Lazada uses:

- 1) Advertising
Promotional efforts made by a company to attract consumers' attention. Advertising is usually done through electronic media, print media and social media. One of them is Lazada's ad on Youtube (See Figure 1).



Figure 1. One of the Lazada Singapore Ads on Youtube. Figure was adopted from youtube.com/ on Dec 3rd, 2018.

2) Sales Promotion on the Website

The website is used as a sales promotion media that has the ability to reach a wide and unlimited range of time and place. Of course, the website can be accessed 24 hours non-stop anytime and anywhere. This in terms of promotional costs is cheaper than other media (See Figure 2).

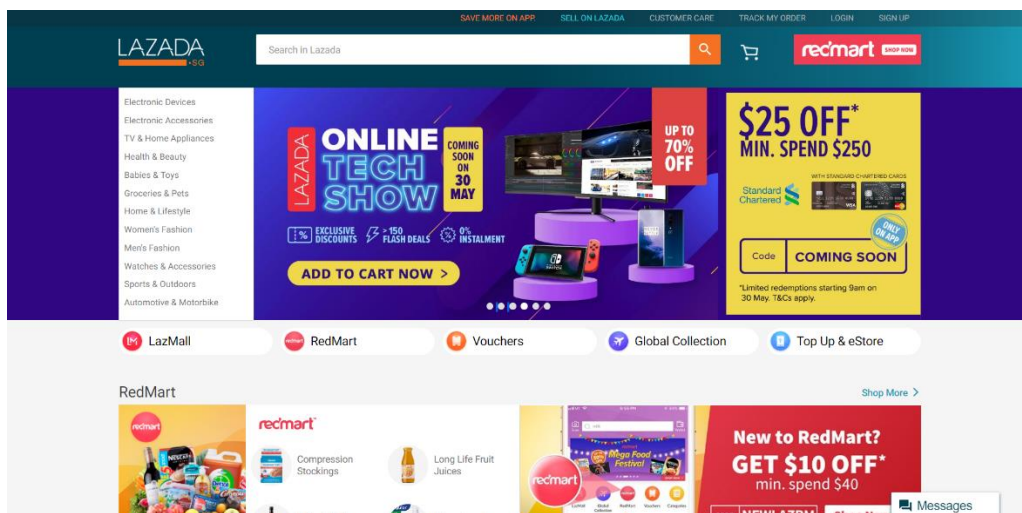


Figure 2. Singapore's Lazada website. Figure was adopted from lazada.sg/ on Dec 7th, 2018.

3) Promo Code

Lazada always provides promotions not only for products but Lazada also provides promotional codes for Grab users. If Lazada customers are Grab users. Then the user will get a discount as shown in the picture (See Figure 3).

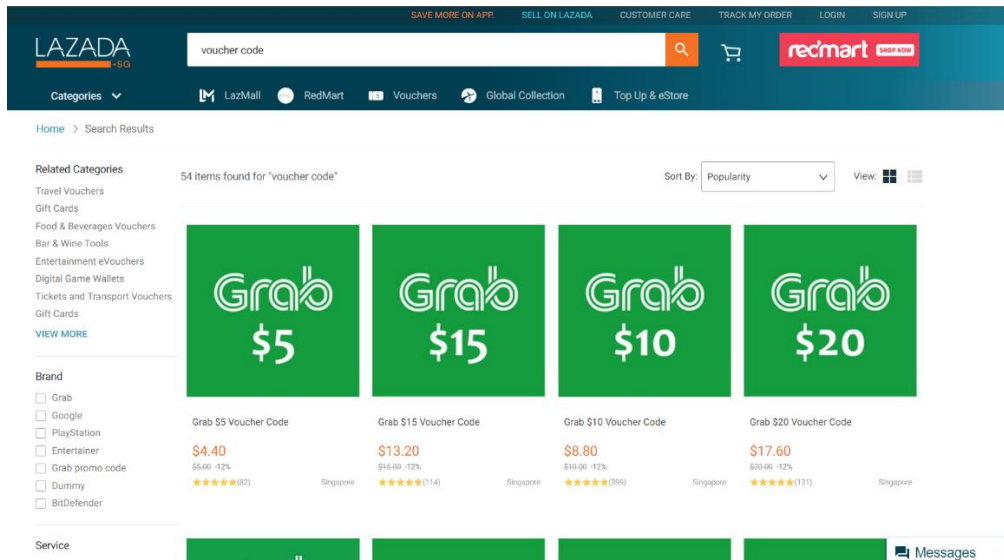


Figure 3. website deals with the promo code. Figure was adopted from lazada.sg/ on Dec 7th, 2018.

4) Word of Mouth

Word of mouth strategy is a means of marketing communication strategies that are effective enough to increase sales because this marketing communication strategy is carried out personally. In influencing consumers to buy. Especially if this strategy tool is carried out by consumers' relatives or acquaintances, of course, they will buy the product because the product information is trusted. This technique is considered persuasive compared to other advertising media. One of them is on the website www.sitejabber.com regarding a review Lazada (See Figure 4).

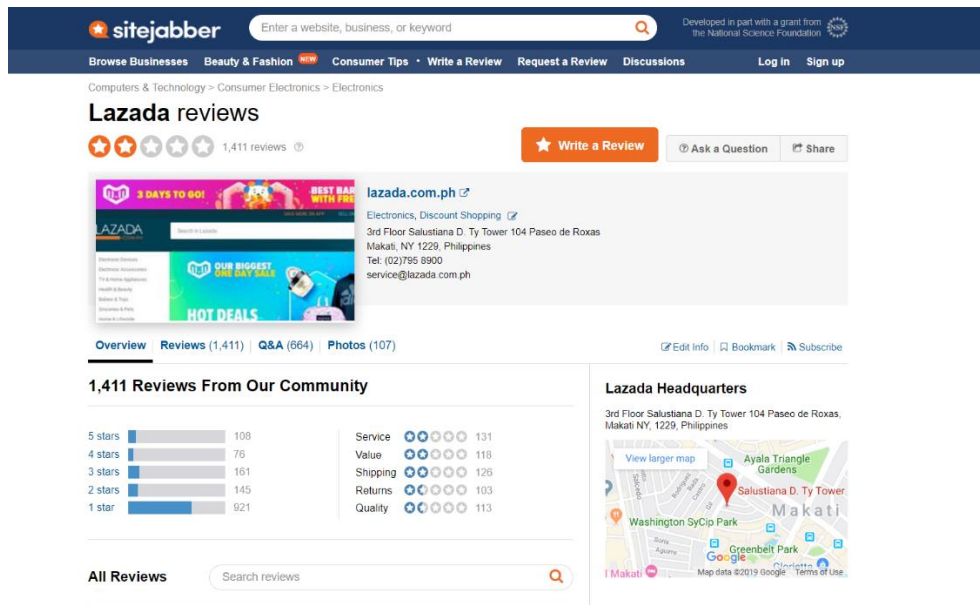


Figure 4. Review from community. Figure was adopted from sitejabber.com/on Dec 7th, 2018

5) Utilizing Social Media Well

Social media or social networking sites like Facebook, Twitter, and Instagram are now used as promotional media, which turned out to be quite effective in gaining new potential customers. Social media is used to introduce their products, services, and brands. One of the social media that Lazada uses is Instagram (See Figure 5).

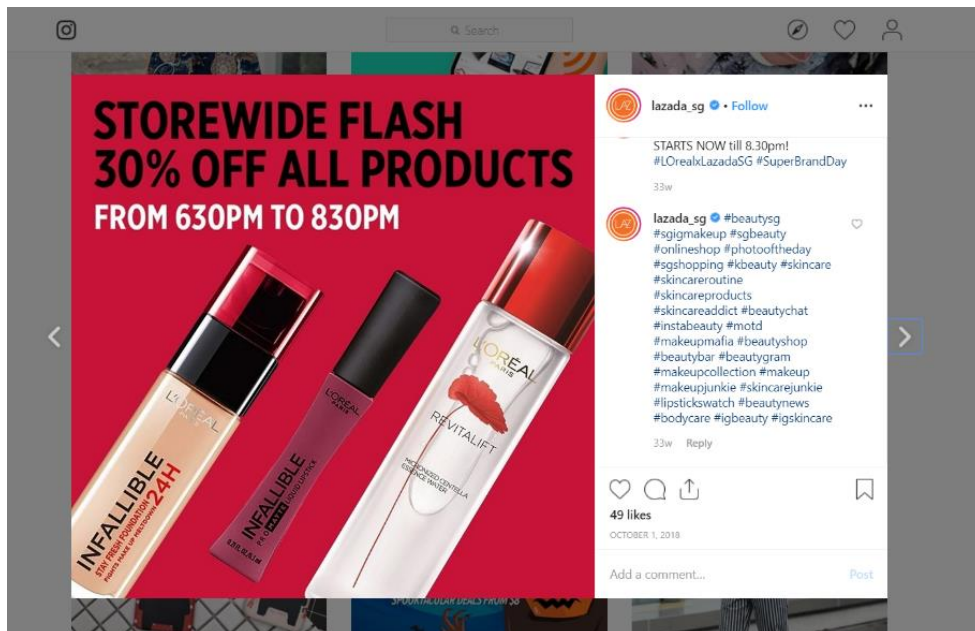


Figure 5. One of Instagram's social media that is used as a promotional medium by Lazada. Figure was adopted from [Instagram.com](https://www.instagram.com)/ on Dec 8th, 2018

The results obtained from how the influence of good marketing communication strategies in e-commerce in order to achieve good profits and survive the competition in the world of e-commerce business.

4. Conclusion

Progress in the era of globalization in the field of ICT (Information and Communication Technologies). Bring the advantages of either one for businessmen who will no longer have difficulty in supporting the business activities of one of these e-commerce Lazada, supported with marketing communication strategy, is the means used on the company to persuasive, enhance and inform consumers about the products that will be sold through advertising, sales promotions, website promo code, word of mouth and leverage social media properly and quite a good service for its customers with amenity provided.

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