

# Marketing Strategy using Information Technology in Consumer Buying Interest

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**Abstract.** The purpose of this study is to discuss marketing communication strategies about consumer buying offers through social media. The method used in this research is descriptive method to review strategies that discuss about marketing communication to attract buyers. The results of this study are to promote marketing communication strategies that are used to increase consumer buying interest. This research is carried out by involving consumers in presenting products, services, offers, and how to order and promote through social media. Consumers who have product information through social media will be more intensive in showcasing products, services, offers, and how to order them. The conclusion is that customers have a high interest when viewing products offered on social media with all available information to make purchases.

## 1. Introduction

Marketing strategy in a company is crucial because it is the means to achieve the goals of the company. Soegoto explained in *Menjadi Pebisnis Ulung* that "Marketing strategy is the marketing mindset that will be used to achieve marketing goals. The marketing strategy contains specific strategies for target markets, positioning, marketing mix, and the amount of marketing expenditure" [1]. Currently, product marketing is not done only in the conventional form by displaying products through a shop's window, but can also be done through online activities through the internet that has the ability to create unlimited online stores.

One of the methods to implement its benefits is by directing market activities through various online media using social media because social media is a medium that is easy to access, practical, friendly, economical, and contemporary. Watie explained that "Social media is defined as an online media, with users being able to easily use, share, and create contents in the web such as blogs, social networks, wikis, forums inside the virtual world" [2]. Kurniawati and Arifin said that social media also allows sellers to communicate with fellow producers, consumers, and prospective consumers [3]. Mangold and Faulds claimed that social media is a hybrid of the promotion elements. In conventional ways, it allows companies to communicate with their customers, while in a modern way it allows customers to talk directly to each other. The content, time, and frequency of social media conversations that occur between consumers are beyond the manager's direct control; this is very contrary to the stricter traditional marketing communication paradigm. Therefore, managers must learn to form consumer discussions in a stable manner with the organization's mission and performance goal which include providing consumers with a network platform and using social media or other promotional tools to engage customers [4].

Consumers now prefer shopping online. Cross-country use of solid social media has become a part of everyday user life. The research aims to explore how social media is used to provide product



information and promotions as one of the executors of marketing strategies in increasing the interest and purchasing power of consumers.

## 2. Method

This study used descriptive methods to further describe product information and advertisement as a marketing strategy that is aimed to increase the interest and purchasing power of consumers. Direct and participatory observation involves consumers in providing exposure to products, services, promotion, offers, and ways to order through social media. Social media marketing strategies in the consumers' interest of buying is an event involving perception in communicating. To understand this activity, phenomenological approach is used to understand and interpret social actions and explore various meanings and derivatives to gain other meanings in a social phenomenon.

Research on the Marketing Strategy through Social Media in Consumers' Buying Interest will explore the forms of marketing through social media and the experience of consumers. According to Polkinghorne, phenomenological studies interpret life experiences as a concept or phenomenon. Everyone is structurally aware of the practice involved in dealing with a phenomenon [5].

## 3. Results and Discussion

To attract consumers in having an interest of making a purchase, marketers should give an explanation of the products, offer prices and services, as well as the ways to order and interspersed with intensive promotions through social media especially Instagram. Various products that are offered through social media as a form of online transactions are clothing, bags, shoes, and other accessories. The first thing to do is to create a dedicated marketer account in the social media, then upload the products as well as the description and offer it by providing several options to the customer. After that, the marketers should provide services to build trust so the consumers are interested in buying the products. According to Burton, the media is related to the culture in which the media can create cultural experiences as part of social practice [6]. Social Media is an intermediary for social interaction with the practice of community life on current trends or consumption.

Offering products is based on conducting promotions and sales. The marketing strategy conducted across social media provides flexibility and proximity to consumers to interact while providing information and promotion intensively by presenting many other forms of services. Marketers need to pass stages in communication so that goals can be achieved. In its implementation, communication can be held when messages are understandable to each other. According to Lasswell, communication is messages conveyed from the communicator to the communicant through certain channels or media that directly or indirectly has an impact as expected by communicators [7] as seen in Figure 1.



**Figure 1.** Form of product promotion on Instagram social media

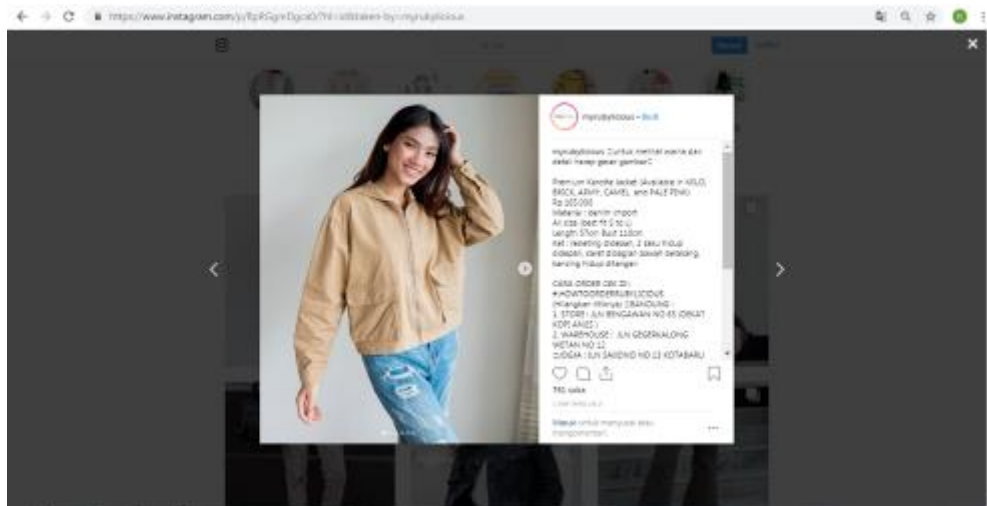
The marketing strategy done by Rubylicious through Instagram is providing promotion and sales through developed content. Rubylicious has a website as a base marketing activity that provides complete information from the profile for the product catalog that is being sold. However, having a website is not enough if there is no support for socialization or promotional activities that lead consumers to open the site. Instagram as a social media is one of the effective alternatives for promotion and sales. On the main screen there is a lot of information displayed from the brand name, contact information, products, how to order, until the event performed. Consumers can easily extract information from the home page to access as seen in Figure 2.



**Figure 2.** Rubylicious's main profile page on Instagram social media.

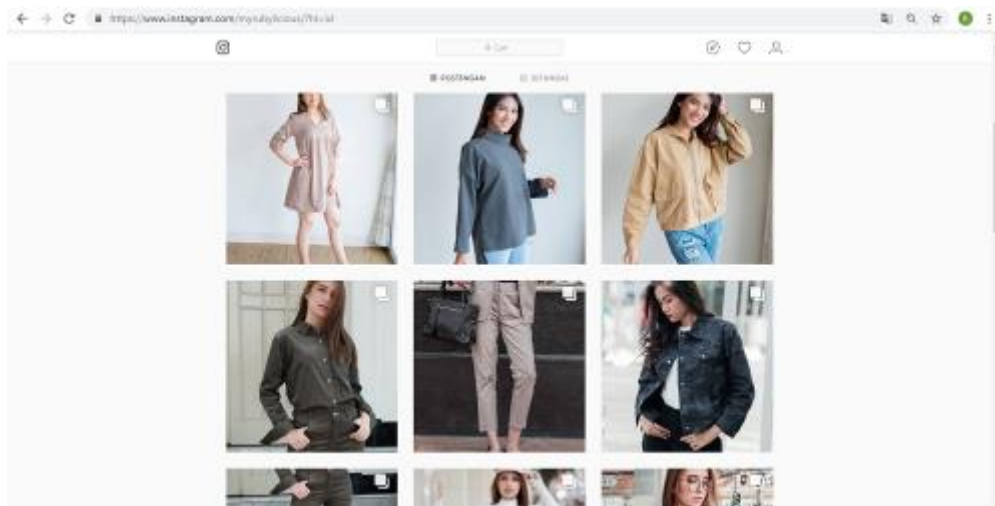
The front page contains a product catalog, which is the main information about products when accessed by consumers. Marketers should provide detailed explanations about the product starting from the product's image, item name, size, and price that makes it easier for consumers to choose products.

Consumers can also find out about available products with ease. When accessing a product, consumers get product details from prices, materials, sizes, colors, and how to order it. In addition, consumers can interact directly with sellers regarding information of the offered products (**Figure 3**).



**Figure 3.** Detailed details of each product variant when accessed by a product catalog.

After that, marketers will provide offers and services. After the consumer seeing the product details, they will be returned to the offered product catalog, this is done in order to attract consumers to buy more than one type of product. Efforts to provide information as well as sales from the main menu catalog. The information presented can be updated at any time on Instagram social media, regarding the addition of new products and new variants to be offered (**Figure 4**).



**Figure 4.** Product catalog that contains various types of products offered.

When consumers start to be interested in the products offered and want to buy them, sellers can provide services in the spotlight on how to order. So that consumers do not have to ask again how to buy it. Social media provides sales services but the orders are accessed through conventional methods or directed to official sites to order online directly. Sellers provide promotions through discounts such

as those available in the rightmost spot, namely promos. So, consumers will be more interested because they see a large selection of discounted products (Figure 5).

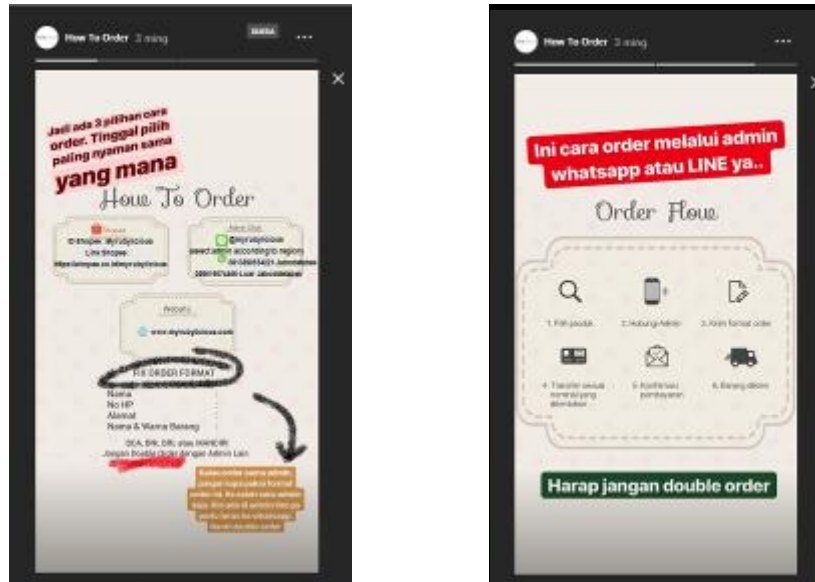


Figure 5. Special page for ordering products.

The seller provides other services to attract buyers by making an activity such as a selfie with prizes with terms and conditions in force. Consumers are given a challenge and the winner will be given a shopping voucher. This form of activity will have a contagious effect on other Instagram social media users. The winner will be announced on the Instagram story and enshrined in the highlight menu (Figure 6).

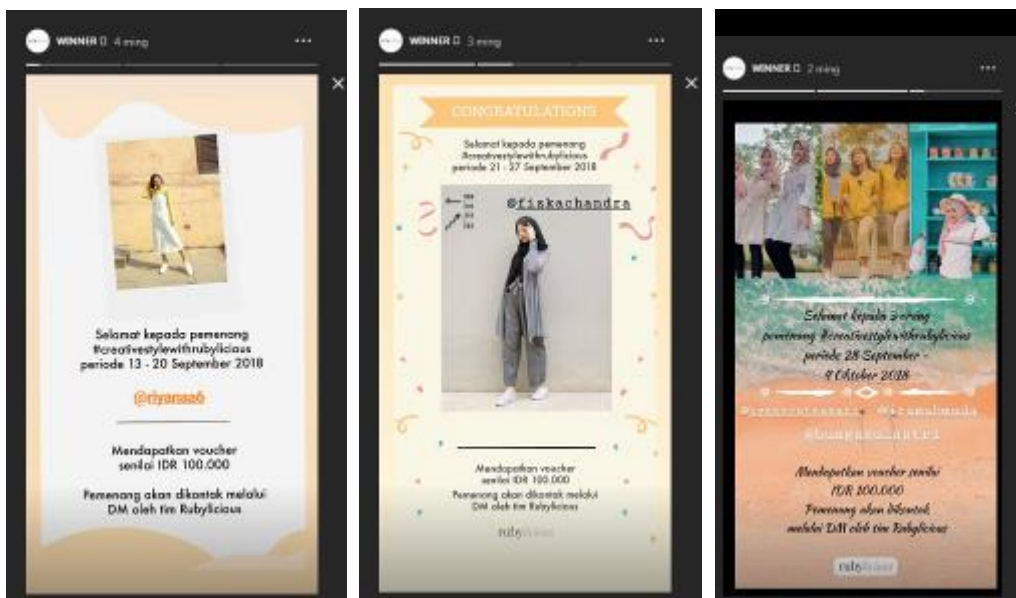


Figure 6. The marketing activity page shows the winners of a shopping voucher



#### 4. Conclusion

Marketing strategies continue to open up great opportunities in selling their products through social media. Social properties are easy to use, practical, economical, friendly, and consumers can access at any time. As a personal media, social media becomes an important part of the information directed at each individual, including in marketing a product. Marketing products through social media with complete information details makes it easy for consumers to be interested in making purchases. Promotion and sales can be done directly through social media, especially Instagram.

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