

BABA PERFUME MARKETING STRATEGY USING DIGITAL MARKETING IN MEDAN DENAI COMMUNITY

Muya Syaroh Iwanda Lubis¹, Asrindah Nst², Buyung Solihin Hasugian³
Communication Science Study Program, Faculty of Social Sciences and Political Sciences
Dharmawangsa University, Indonesia
Email : muyasyaroh@dharmawangsa.ac.id

ABSTRACT

This study aims to determine the marketing strategy for people's interest in buying in the Medan Denai area for this Baba Parfum product. The data collection technique chosen to process the data is qualitative, which is given a form and made to be selected as a sample of 25 respondents. The data collection method is in the form of a questionnaire. Baba Parfum, a local perfume brand that adopts a management system that involves a team network in their product sales efforts. This network system has proven effective in increasing sales of Baba Parfum products. Marketing strategy by mastering social media to see the products marketed as many as 93.5% of consumers are satisfied with the digital marketing of Baba Parfum and its marketing strategy. Consumers also use payment technology such as e-money through Gopay Ovo, and funds can be seen that consumers know the product in the era of digital marketing and sales that are developing well. Therefore, the development of Baba Parfum products in the current era has a great influence on the company's profitability so that the selling price is quite good and is able to attract consumers.

Keywords: Digital Marketing, marketing, Baba Parfume, Medan Denai community

I. INTRODUCTION

Marketing strategy is used by a manufacturing company that functions as a marketing tool to be used as a company strategy in competition in the existing market. Marketing strategy is also a marketing method to achieve profits that will meet the market in sales. Marketing is used for a combination of basic management and decisions used to meet opportunities and threats in a dynamic environment that offers a basis for satisfaction and needs and consumer desires for the company's vision and mission.

In the world of entrepreneurship, as explained (Mashuri, 2019), marketing strategy is like a driving force that drives the success of a business. The era of revolution is an inevitable and crucial phenomenon. This means that companies need a solid strategy and the ability to transform and innovate to maintain their time every day and not cost anything. According to (Dewi, 2021) when many people were still actively discussing the development of Industry 4.0 which includes the use of Big Data technology, artificial intelligence (AI), robots, and others, the world was shocked by the statement of Japanese Prime Minister Shinzo Abe at the World Economic Conference (WEF) in Davos, Switzerland, on January 23, 2019.

Baba Parfum, a local perfume brand established in 2018, uses a management system involving a team network to increase sales of their products. This strategy has proven effective in increasing sales of Baba Parfum products, resulting in rapid public recognition. Its ability to attract buyers with affordable prices is one of Baba Parfum's main advantages. As a result, sales of Baba Parfum products increased rapidly compared to the previous year, even outperforming competing brands such as IM Parfum and MJ Parfum. (Parinduri & Rahmat, 2022).

(Dewi, 2021) takes into account several factors, such as increasing attention to environmental issues and scarcity of natural resources. Therefore, it is considered that corporate social responsibility is becoming increasingly important in an effort to raise

awareness of the concepts of green marketing, sustainable marketing, and environmental marketing. This effort can be started by finding and analyzing marketing management in Indonesia.

II. LITERATURE REVIEW

A. *Strategy*

According to Chandler's understanding of strategy, strategy is a way of moving towards a company's goals related to long-term goals, follow-up plans, and resource priorities. According to Porter, strategy is a very important tool for gaining competitive advantage. According to Stephani K. Marrus, strategy is defined as the process of identifying senior leadership plans that focus on the organization's long-term goals while preparing the means or efforts to achieve those goals. Strategy can be created by leaders by designing what needs are the main sources that they want to run, both from that leaders can see how mature implementation and execution in a business activity can also be done by survey.

B. *Marketing strategy*

In a study conducted by Assauri (2015:167) said that a company has a goal to survive and develop, a goal that will be achieved by trying to maintain and also increase the company's profits. This can be achieved by working hard to find and also develop customers and working together to maintain and also increase product sales such as for example by dominating the market because this can be achieved if the company's marketing department can implement a strategy that can take advantage of existing opportunities such as in marketing opportunities so that it can maintain the company's position.

C. *Digital marketing*

The concept of digital marketing comes from the internet and search engines on websites. When internet usage exploded in 2001, the market was dominated by Google and Yahoo as search engine optimization (SEO). The use of internet searches grew in 2006 and in 2007 the use of mobile devices increased internet usage and people from all over the world began to connect with each other through social media. Digital marketing is defined as marketing activities including branding that use various web media such as blogs, websites, email, AdWords, or social networks. Digital marketing as a promotional media aims to convey or disseminate or market a product so that it can influence consumers to buy it.

Digital Marketing is producing and distributing value-added content, whether done through digital direct marketing or targeted social media marketing. Digital marketing reaches a worldwide audience that is highly targeted, creates brand awareness, and delivers on its objectives. Digital marketing is reached either through SEO, email, social media, or other digital outreach to build brand awareness, brand loyalty, inbound traffic, and revenue. And as a consequence of the rapid development of the Internet will increase the use of digital marketing which is considered a strategic goal of any company. Digital Marketing covers all stages from determining a plan, concept, pricing, promotion, distribution of ideas, goods, and services that provide satisfaction to a particular audience. In other words,

marketing is how to position a product or service in the market to get buyers and generate profit.

III. RESEARCH METHODOLOGY

The method used in this study uses a descriptive qualitative method. Qualitative is a research method that examines natural objects (as opposed to experimental concepts). This descriptive research method uses a literature review approach. Data collection techniques by collecting information and sources related to the subject matter. Data collection sources are taken from magazines, books, the internet and libraries.

IV. RESULT AND DISCUSSION

Baba Parfum management, a team network system is applied to sell its products. This approach has succeeded in increasing Baba Parfum product sales rapidly. With this strategy, people can easily recognize this brand because Baba Parfum is able to attract buyers with affordable prices. This success has made Baba Parfum sales skyrocket, even surpassing other competitors such as IM Parfum, MJ Parfum, and so on.

It can be seen from the questionnaire data that has been distributed and with a total of 25 respondents, namely the Medan Denai community and its surroundings, Baba perfume customers and resellers that 90.3% master social media to see the products being marketed, as many as 93.5% of consumers are satisfied with the digital marketing at Baba perfume and its marketing strategy. Also reviewed from the next data, Baba perfume customers use social blogger outreach, consumers also use payment technology such as e-money through Gopay, Ovo, and funds. Therefore, the development of Baba perfume products in the current era has a great influence on the company's profitability so that the selling price is quite good and is able to attract consumers. Society 5.0 is a continuation phase of the industrial era 4.0, where there is technological harmony between e-commerce and the two eras. In its development, e-commerce technology follows and adapts to the technology in the industrial era. The positive impact of the industrial era is very large on the progress and development of e-commerce (Hendarsyah, 2019).

Technology has become a basic need in various aspects of human life, and everything is integrated through smartphones. Even in people's business transactions, technology has become a basic need, so that people no longer conduct business transactions conventionally. Therefore, e-commerce is the main choice in business transactions, and its prospects are increasingly bright. This phenomenon has also encouraged the emergence of many new start-up companies that are trying to meet the needs of society more broadly through technology. In the context of e-commerce, people are an integral part of Society

V. CONCLUSION

The rapid development of business in Indonesia, including in the perfume industry, has increased competition between business actors. Perfume is now an important need to increase individual self-confidence. In facing tight competition, perfume business actors such as Baba Parfum implement a team network strategy to increase sales of their products. In the context of the Medan Denai Community who use Baba Parfum where technology is a basic need, perfume business actors must face challenges by adopting technology and utilizing it in marketing and sales. This article examines the important role of technology in facing the Society 5.0 era. For example, Baba Parfum, a local perfume brand that has successfully used a team network system to introduce and sell its products at affordable prices. The Society 5.0

era presents the integration of technology in everyday life, including in the perfume business. Marketing and advertising perfume through e-commerce is getting easier thanks to internet connectivity that involves the majority of society. The challenges in the Society 5.0 era force perfume business actors to continue to innovate in marketing strategies, establish partnerships using technologies such as IoT and mixed reality, and understand the important role of technology in supporting their business. This article explore literature reviews and literature study approaches to provide in-depth insights into the dynamics of the perfume business in the Medan Denai Community.

BIBLIOGRAPHY

- Abendaño, ART, Quimada, R.T., & Coloquit, L.M.P. (2022). The Effectiveness and Utilization of Social Media as Academic Medium in the UNC College of Education. *International Journal of Research in Education*, 2(2), 142–154. <https://doi.org/10.26877/ijre.v2i2.12053>
- Amoah, J., Bruce, E., Shurong, Z., Bankuoru Egala, S., & Kwarteng, K. (2023). Social media adoption in social media sustainability: evidence from an emerging economy. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2183573>
- Bruce, E., Keelson, S., Amoah, J., & Bankuoru Egala, S. (2023). Social media integration: An opportunity for SMEs sustainability. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2173859>
- Cendana, M. (2019). Utilization of Social Media as a Promotion Strategy for. Sustainability of MSME Business. *ETHOS: Journal of Research and Community Service*, 7(2), 163– 169.
- Dewi, HP (2021). Determination of Green Marketing Strategies Through Marketing Communication in the Business World in the Society 5.0 Era. *Advances in Economics, Business and Management Research*, 180(Insyma), 181–187.
- Fitri, A. ., & DwiYanti, SA . (2021). The Effectiveness of TikTok Media and Influencers in Boosting Raecca Lippie Serum Sales during the Covid19 Pandemic. *Journal of Economics and Business (EK&BI)*, 4(1), 345–353.
- Hien, N. N., & Nhu, TN. H. (2022). The effect of digital marketing transformation trends on consumers' purchase intention in B2B businesses: The moderating role of brand awareness. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2105285>
- Lailiyah, NI (2023). KOL Marketing as a Digital Marketing Strategy. *Journal of Business Economics Informatics*, 5(3), 1055–1058. <https://doi.org/10.37034/infeb.v5i3.576>
- Mashuri, M. (2019). Analysis of MSME Marketing Strategy in Era 4.0. *IQTISHADUNA: Jurnal Ilmiah Ekonomi Kita*, 8(2), 215–224. <https://doi.org/10.46367/iqtishaduna.v8i2.175>
- Maya, S. (2016). Strategy to Increase Sales of Small and Medium Enterprises Through E-Commerce Case Study: SME Partners of Company X. *Journal Of Applied Business And Economics*, 2(3), 271–279.
- Nasrullah. (2023). PRODUCT QUALITY AND PRICE ON PURCHASE DECISIONS AT UD. AIRA 'S JAYA BERSAMA PRODUCT QUALITY AND PRICE ON PURCHASE DECISION AT UD . AIRA ' S. *Scientific Journal of Economics and Taxation*, 3(2), 13–19.
- Nufus, H., & Handayani, T. (2022). Promotion Strategy by Utilizing TikTok Social Media to Increase Sales (Case Study at TN Official Store). *Jurnal EMT KITA*, 21(34), 159–172.
- Parinduri, AT, & Rahmat, M. (2022). The Influence of Price and Brand Image on Public Purchase Interest at Baba Parfum Indonesia in Bandar Selamat Village, Medan. *All Fields of Science Journal J-LAS*, 2(1), 115–130. <http://j-las.lemkomindo.org/index.php/AFOSJ-LAS>

- Ramadhon, GS, Fauzi, RUA, & Kadi, DCA (2023). ANALYSIS OF VIRAL MARKETING, PRODUCT QUALITY, PRICE AND LIVE STREAMING OF POPCORN PERFUME ON THE TIKTOK MARKETPLACE ON PURCHASE DECISIONS OF GENERATION Z IN MADIUN. *Journal of Innovation Seminar in Business Management and Accounting* 5, 5(September), 1–15.
- Setiawan, AB (2018). Platform-Based Business Revolution as a Driver of Digital Economy in Indonesia. *Telematics and Information Society: Journal of Information and Communication Technology Research*, 9(1), 61–76.
<https://doi.org/10.17933/mti.v9i1.118>
- Sukmawati, RP, & Huda, AM (2022). Effectiveness of Applying TikTok Media as a Means of Promoting Bittersweet Products By Najla. *Ejournal.Unesa.Ac.Id*, 05(01), 146–158.