NEW MEDIA AS INTERNET MARKETING COMMUNICATIONS IN RETAIL COMPANY

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ABSTRAK

A franchise company is PT. Indomarco Prismatama, better known as Indomaret, with the assistance of more than 500 distributors, Indomaret has developed a minimarket business with 16,000 locations, a full product inventory, 60% company-owned stores, and 40% franchise-owned stores. Both physical and online marketing initiatives are part of Indomaret's marketing plan. The expansion of the market for Indomaret products is the aim of this marketing strategy. The marketing strategy has been modified to meet market demands because of the existence of the internet, and Indomaret's success cannot be separated from the marketing strategy. This study attempts to understand and analyze the Internet Marketing Communication strategy used by Indomaret Batam to manage its business. In this form of research, a qualitative descriptive methodology is employed. Interviews were employed to acquire data and study of the literature. Data collection, data reduction, data display and conclusions, and a credibility and transferability test are the four processes in a Miles and Huberman data analysis. The study's findings revealed the three methods of online marketing communication they employed: (1) applications, such as Indomaret's klik Indomaret, I-Saku, and Indomaret Point; (2) social media platforms including Instagram, Youtube, Facebook, and Twitter; and (3) websites. Indomaret. The emergence of new media includes these three forms of communication. Indomaret can shape its target audience both offline and online thanks to these three new media genres that produce digital natives.
Keywords: New Media, Internet Marketing Communication, Indomaret, Retail Company.

INTRODUCTION

The Salim Group owns Indomaret, a retail business active in the wholesale industry. One of the larger businesses is Salim Group, which owns Indomaret, a chain of minimarkets that cater to daily requirements and are run out of structures that are little more than 200 m2. Retail is a type of business that sells products and services to customers for both domestic and personal uses (Berman et al., 2018). Indomaret is a franchise organization, and its operational standards are governed by Central Indomaret. Only investors and a location to conduct Indomaret business are sought after by Indomaret. Franchising is a business that makes more or special profits since it combines the words "wara," which means more or special, and "laba," which means profit (Manalu, 2022). The right to use the name and market goods or services to investors has been granted to PT. Indomarco Prismatama, also known as Indomaret. Consequently, it is possible to construe franchising as a license granted by the owner of a trademark or trade name to another party allowing them to market goods or services under that name or brand (Manalu, 2022), There are two types of franchises: business franchises and product and trade franchises. A business franchise is when the franchisor provides the entire business concept, including marketing strategies, guidelines, business operating standards, and assistance with operating the franchise. However, the franchise's identity cannot be separated from the franchisor. Product and trade franchising is where the franchisor grants licenses to the franchiser to sell franchisor products.

Indomaret has worked with over 500 distributors to create a minimarket corporation with a full product inventory, 16,000 points, 60% company-owned stores, and 40% franchise-owned stores. 33 dealers of Indomaret have distributed 5,000 different product varieties. Records show that Indomaret Kota Batam will feature businesses at 194 sites in 2022.(Reza & Purwanti, 2021). Indomaret actively promotes their products both online and offline, using personal selling and sales promotion for offline promotions, and digital media or online media as a kind of digital marketing for online promotions (Reza & Purwanti, 2021). Digital marketing is a tactic that has sufficient influence to raise consumer numbers across a variety of industries (Anggelina & Purwanti, 2022) According to Sanjaya and Tarigan (2009) in (Nidilah & Purwanti, 2021) digital marketing, often known as internet marketing, is a type of marketing that involves building brand recognition through media that is both web- and internet-based. Because it is one of the groups responsible for attracting and keeping clients, marketing is the backbone of a business (Purwanti, 2018). The marketing strategy of Indomaret includes both offline and internet activities. The goal of this marketing plan is to increase and broaden the reach of Indomaret products. Since the internet exists, the marketing strategy has been adjusted to the needs of the market, and Indomaret's success cannot be isolated from the marketing plan. Using digital marketing as a kind of marketing communication can help you promote and sell more product (Rizaldi et al., 2021).

This study differs from (Kurnianti, 2018) in that it calls for a digital marketing communication strategy to boost tourist visits efficiently and effectively in growing tourist cities. As a result, POKDARVIS was established, which not only serves as a venue for cultural events in tourist villages but also boosts tourism through social networking and cultivating positive relationships with media partners, including the press, electronic media, and online communications are required to generate interest among the general public or prospective tourists in the Wonosobo Tourism Village area.

The consumer may get all the information they need about a firm online, including: a company overview, a description of the products and services, a pricing, contact details, and even customer reviews. It enables a business to draw in and pique the curiosity of potential clients. (Sozinova & Fokina, 2015).

The most prosperous e-commerce companies use platform business models to capitalize on the benefits of two-sided markets and to implement robust digital platforms for their application services (Wulfert & Karger, 2022). The entire range of company planning known as marketing strategy has as its ultimate objective acquiring customers and generating repeat business for enterprises that are being or have already been marketed (Martono, 2015). It would be better to advertise if we first decided on the strategies we would employ, then conducted a preliminary survey to learn more about the market's dynamics and the intended audience for the product. It will be simpler for a business to attract clients and obtain high added value if all strategies have been planned out and are being properly implemented (Anggelina & Purwanti, 2022). This study aims to know and analysed about strategy Internet Marketing Communication run the business in Indomaret Batam.

METHODS

A qualitative descriptive method is used in this kind of research. Investigating social phenomena and human issues using a qualitative approach is a process of inquiry and understanding. When conducting descriptive research, the researcher does not attempt to identify or clarify correlations or test hypotheses. When conducting descriptive research, data is gathered based on the variables supporting the study item, which is then used to determine its function (Mujianto et al., 2021). PT Indomaret in Batam City District serves as the study's research object. Researchers were the study's participants, and other informants helped them by choosing a sample specifically for the study (Sugiyono, 2016). This study took into account

a number of factors, including administration, marketing, and consumers of internet services to gather information.

This study used a variety of methods for gathering data, including observation of the websites, apps, and social media platforms that Indomaret Batam uses to do online sales. This observation attempts to ascertain whether Indomaret Batam uses social media, applications, and websites in its internet-based marketing communication strategy. Literature reviews from earlier studies were used to collect data for library studies. Interviews were conducted to gather information from sources on the data the researchers wanted. There was also documentation on the social media platforms, applications, and websites that Indomaret Batam utilised. Interviews with people who have a direct connection to the marketing, administration, and service users of Indomaret Batam. This conversation was This interview was done to learn more about Indomaret Batam's marketing communication tactics used online, including information about the company's history, a summary of its business, its products, services, limitations, marketing strategies, communication strategies, relationships, training, rivals, and marketing initiatives.

The Miles and Huberman model is applied to the data analysis in this study. This data analyst is employed to continuously analysed the study's data, preventing it from becoming saturated and challenging to further describe. The stages of data analysis for the Miles and Huberman model include (1) Data Collection, which is a research component by gathering data directly or indirectly, to address the existing problem formulations. Researchers gather this data to create numerous sources, including books, interviews, observations, and scientific publications, (2) Data Reduction, A summary and selection of the data that are crucial and have a big impact on research will be made from the plethora of information that was gathered. To facilitate researchers' and writers' ability to draw conclusions from the research that has been done, the data will be categorized into certain groupings. (3) Data Display, the method of grouping the information into categories, patterns, and relationships that make the information easy to grasp. The way the data are presented in a research project serves as a description and justification of the findings of the analyst's analysis. Following the presentation, to facilitate easier planning using the data (4) Conclusion/Verification: Verification is accomplished by drawing conclusions after gathering data from the research; these conclusions may take the shape of a statement or an overview of the data. This conclusion is still tentative and subject to revision and re-evaluation. It will alter in response to new evidence that is corroborated by instances of the phenomenon under study that are observable throughout time. The conclusions presented become credible conclusions if the claim or conclusion has been verified as true and reliable according to Sugiyono in (Anggelina & Purwanti, 2022).

The credibility and transferability tests were used to determine how credible the data was. The Credibility Test verifies whether the information generated by the research can be relied upon to be accurate. The contacts between Indomaret Batam-owned media and user comments discovered on Indomaret's digital media were observed. Test for transferability. An external validity test for qualitative research is a transferability test. Whereas external validity demonstrates the validity of the demographic sample employed in the study (Sugiyono, 2016). The study concludes that the transfer employed depends on the user, can be applied under many circumstances, and can be justified for continued usage.


RESULTS AND DISCUSSION
RESULTS
Website

A website is a group of pages with various types of information that are read or used by internet users in a certain domain. Direct access to the Indomaret website is available at

Indomaret.co.id. Several catalogues, including those for homes, promotions, services, partners, news, and professions, are available on the Indomaret website. Super Savings, the product of the week, exhilarating pricing, Indomaret points, HTH incentives, and this month's promotions are all included in the promotional catalogue. iPayment, iTiket, tokens/vouchers, i.saku, and Indopaket are among the services offered by Indomaret. Partners include leasing real estate, working with ATMs, renting out terraces, and franchising. News includes headlines about CSR initiatives and customer donations.
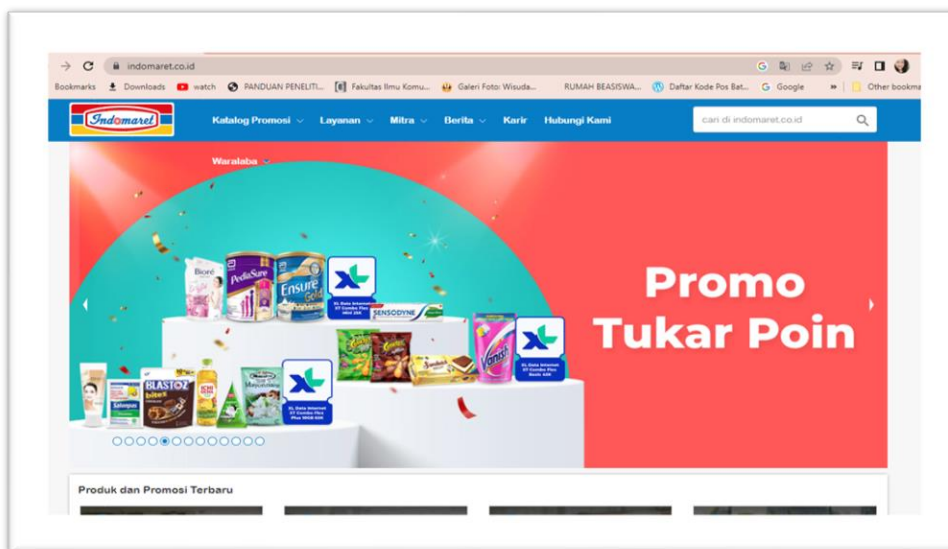

Source: www.indomaret.co.id
Picture.1 Indomaret Website (indomaret.co.id)

Klik Indomaret

Over 1 million individuals downloaded Klik Indomaret, which received 67 thousand reviews, 67 thousand of which had three stars or above. The Klik Indomaret program offers food catalogs, virtual goods, transport, and vehicle tickets, according to the findings of the documentation and observations made about it. Existing products on Indomaret are divided into categories by product names such as Puspita Nusantara, fashion, moms and children, fresh products, food, drinks, health and beauty, and home and lifestyle. Additionally, Kik Indomaret offers details about items that may be sales, new products, private brands, gifts for kids, or promos.
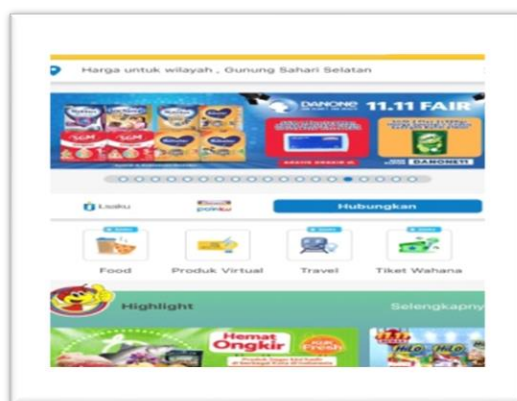
Source: Klik Indomaret Apps
Picture.2 Klik Indomaret

I Saku

According to the information from the documents, interviews, and observations regarding the i.Saku application, i.Saku offers a variety of payment services, including balance top-ups, cash withdrawals, transfers, other credits, PLN, drinking water, online shopping, installment credit, shopeepay, shopee, and see all. More than 5 million users have downloaded the i.Saku program, which has a rating of 3+, 50,000 reviews, and 3.9 star reviews. This demonstrates that PT Indomaret offers i.Saku as a product designed exclusively for conducting financial transactions. Customers will find it simple to conduct payment transactions without leaving their homes.


Source: I Saku Apps
Picture.3 I-Saku

Indomaret Point

Users have used this program quite a bit, for example, indomaret Poinku, which has received more than 5 million downloads, 45 thousand reviews, 3+ ratings and 4.3 stars. Discounts on Indomaret goods are available when Indomaret points are used. As a result, we can use Indomaret points to accumulate points that can be used to exchange for goods or credit points.
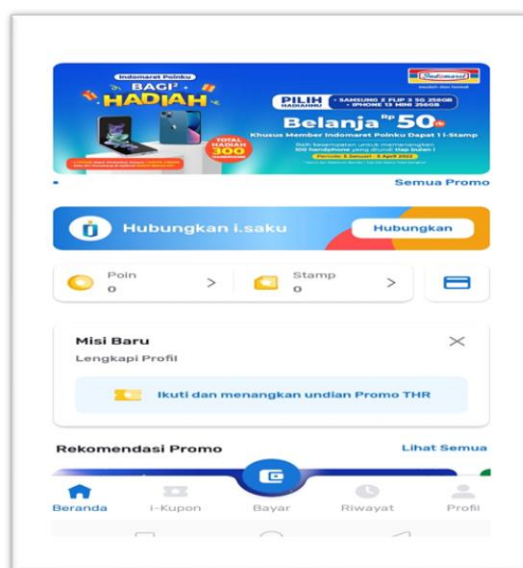
Source: Indomaret Point Apps
**Picture.4** Indomaret Point

Instagram

Indomaret Batam City uses Instagram, which offers super-saving features, a product of the week, the ability to pay taxes, and the ability to place delivery orders, according to the findings of the documentation and observations. 10.8 thousand followers, 201 followers, and 3,100 posts are on Instagram Indomaret Batam.

Source: Instagram/Indomaret Batam
**Picture.5** Indomaret Instagram

Youtube

While the findings of the documentation and observations on Indomaret YouTube indicate that the platform has 592 videos and 111 thousand subscribers.
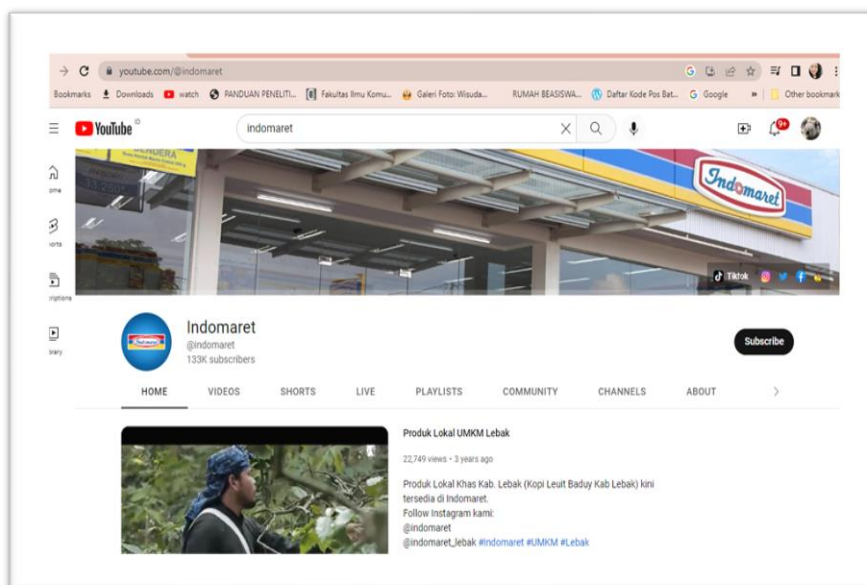
Source: https://www.youtube.com/@indomaret
**Picture.6** Indomaret You Tube

Facebook

According to the findings of the documentation and observations, Indomaret Facebook had 2,134,180 friends and 2,232,131 followers at the time of the analysis, while the total number of likes on Indomaret Facebook posts was 2,134,183.
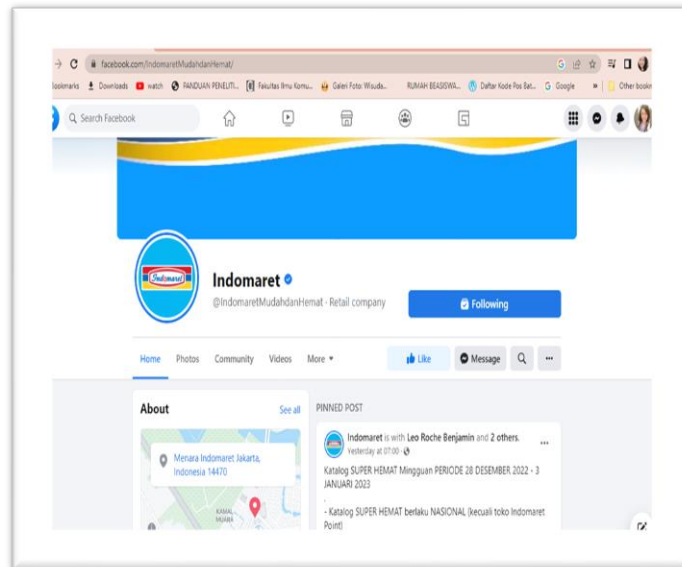
Source: https://www.facebook.com/IndomaretMudahdanHemat/
Picture.7 Indomaret Facebook

Twitter
Indomaret Batam City joined Twitter in February 2016 and now has 11 followers and 32 total followers.
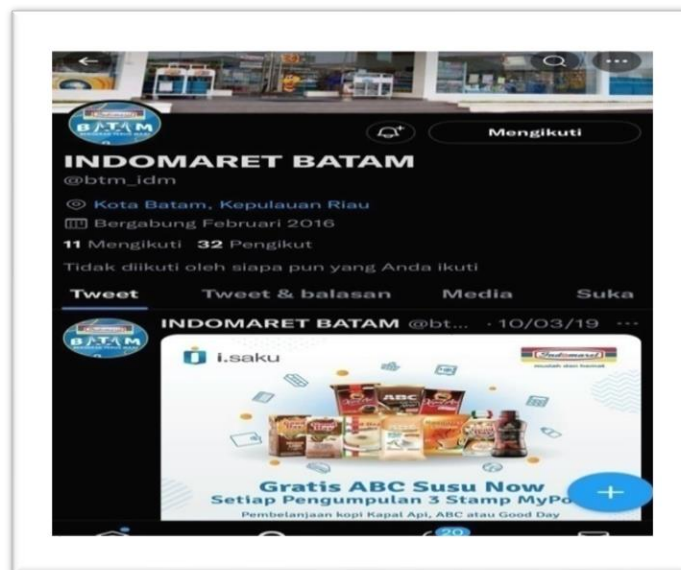
Source: Twitter/Indomaret Batam
Picture.8 Indomaret Twitter

DISCUSSION

In business operations, marketing is crucial. Effective marketing can result from good communication. Therefore, it is impossible to separate communication from marketing because marketing is easier to do when there is communication. Based on the result, there 3 styles of internet marketing communication that Indomaret used is ;

1. **Applications**

A software program called an application contains a code or instruction that can be modified as needed (Syani & Werstantia, 2020). The application makes using the

service more convenient. So that the program may make finding different information or the needed needs easy and comfortable for all application users. Klik Indomaret, i.saku, and Indomaret point are the applications utilized by Indomaret. Users of the service have also backed up this argument, which is in line with data from the marketing division. Applications for Indomaret include Indomaret Point, Klik Indomaret, and i.Saku (Novita), as well as Click Indomaret (Tinah). Applications are pieces of software that internet users can access and utilize to access specific functionalities. Applications from PT Indomaret Batam City include i.Saku, klik Indomaret, and Indomaret point. Through the Android play store or googleplay and has downloaded more than 15.000 downloads (Azhar et al., 2020) .

2. **Media Social**

Regardless of whether it is used for conversation or just content, social media is an online platform that encourages its users to interact and form friendships (Josi, 2017). Social media is a platform that is accessible to everyone, at any time, from anywhere, with no constraints on who can use it. PT Indomaret utilizes Instagram, Twitter, Facebook, and YouTube as social media platforms. The following quotes from various informants provide evidence in support of this: "The social media users are YouTube, Twitter, Facebook, and Instagram (Novita)" "Instagram, YouTube, Twitter, and Facebook (Ayu Dewi)" "Instagram, Twitter, and Facebook (Pratiwi)" "Facebook, Instagram, and youtube (Tinah)". Social media is an online platform that enables its users to connect with one another and form friendships, whether it is used for communication or merely for content. Facebook, YouTube, Instagram, and Twitter are just a few of the social media platforms that Indomaret Batam uses in its online marketing communication plan. Social media platforms like Facebook and YouTube are utilized to present and advertise products to people all across Indonesia. Because of its ability to disseminate information broadly, Instagram social media is a perfect medium to be used in marketing communication strategies via the internet. Additionally, marketers can create connections or interactions between their brands and customers or target markets that make it convenient for them to use Instagram (Nidilah & Purwanti, 2021). This demonstrates that social media is an option for those in business and is very effective at disseminating information. Instagram, in particular, is a popular social media platform that business actors use to promote their products and services, especially online or on social media (Rasyid & Purwanti, 2020). The transmission of positioning statements in every Facebook and Instagram post, as well as the development of relationships with customers through prompt social media responses, were both components of the two company actors' communication strategy through digital marketing (Rizaldi et al., 2021) and build personal branding (Mujianto et al., 2021).

3. **Website**

A website is a collection of pages that are read or utilized by internet users in a domain and contain varied information in the form of text, photos, video, audio, or other animations (Josi, 2017). Google Chrome or Google can be used to view Indomaret.co.id, the official website of Indomaret. These findings are substantiated by data from the marketing division and Indomaret Batam City service users, specifically: "The official Indomaret website, namely Indomaret.co.id, should be used to visit the Indomaret website. Google Chrome or Google can be used to visit (Novita)" "Indomaret.co.id. (Tina)".A website offers the company's major pertinent information, including contact details, information about its goods and services, prices, and discounts. It may also include vivid images with a description of the item, its specifications, and its features (Morgan, 1996). The following criteria are provided by

Indomaret Website for a company's website: congruence with the website's goals; consideration of the target audience's characteristics; distinctiveness; timeliness; objectivity; and dependability (Sozinova & Fokina, 2015). To prevent wasting their customers' time, businesses should design websites that are distinctive, educational, interesting, and challenging. The homepage should also be brief, uncomplicated, and clear. The information they provide should be clear and simple to find, constantly updated with the most recent information, and updated on the website (Yazdanifard et al., 2011).

CONCLUSION

i.Saku, Klik Indomaret, and Indomaret Points are just a few of the millions of people who have downloaded the Indomaret app. The social media platforms with the most users are Facebook, YouTube, Instagram, and Twitter. This demonstrates that Facebook is the social media platform that Indomaret's customers utilize the most frequently. In the meantime, Indomaret's website offers useful details on the business and the franchise process. Indomaret uses the internet to disseminate information about their products in three different ways: through applications, social media, and websites. These three types of communication are a part of the development of new media, which connects individuals or groups in a virtual setting through the use of computers, mobile phones, or other connected devices and acts as a medium similar to the settings and circumstances of face-to-face interaction. (Nasrullah, 2016). According to Jan Van Dijk, media convergence—the merger of telephony, data communication, and mass communication into one medium—defines new media. (Nasrullah, 2014). Additionally, it creates new types of customers called "Digital Natives" who are distinct from earlier consumers. Digital natives are linked, have the knowledge to use these technologies, and are born at the same time as online digital social technologies. Additionally, they are connected to friends throughout the world through social networking sites and have a large number of pals both offline and online. (Fauzi, 2017).These three new media genres create digital natives, allowing Indomaret to mold their target audience both offline and online.

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