

Analysis on marketing communication mix of public relations for marble products in PT Jaya Abadi Granitama Jakarta

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Abstract: Marketing Communication is very important in communicating this natural stone product, whether it involves stages with a series of transactions or processes engaging the public to control their environment by developing human relations by sharing information to strengthen the attitude and behavior. The aim is to analyze the Public Relations Marketing Communication Mix for Marble Products at PT. Jaya Abadi Granitama Jakarta. This research uses the 7p marketing mix theory to apply aspects of marketing: product, price, place, promotion, people, process, and physical evidence. The approach in this research is qualitative. Suggestion: Consumers should be more active in seeking more information to discover what products they are interested in and create innovations.

Keywords: Marketing Mix, Marketing Communication, Public Relations.

INTRODUCTION

Indonesia is a country that is famous for its natural wealth which makes the Indonesian people able to utilize this natural wealth for something that is beneficial to others. One example is utilizing natural stones which are then processed to meet construction needs such as building roads, houses, and others. Natural stones are very common and have their own qualities in terms of shape and color. Some places in Indonesia greatly utilize the abundance of natural stone resources. Stone is one of the indispensable materials in the world of construction. One of the stones used in building construction is marble.

Philip and Duncan (Lamb Hair, 2001), in their book Public Relations Management, describe marketing as an activity that involves the steps necessary to get products into the hands of consumers. Sales activities are designed to generate consumer interest in the products you offer. PR is more concerned with the task of building and maintaining relationships with the company's stakeholders, which include not only its customers but also its employees, investors, the environment and its surroundings, as well as interest groups and the government. PR also serves to support sales. Since it will have a greater impact and help buyers remember it longer, the concept is more advanced and comprehensive than regular advertising.

Natural stone products produced at PT Jaya Abadi Granitama Jakarta that are marketed in the market include: marble, is the most elegant and luxurious stone. Marble comes in a variety of colors ranging from milky white to red and black which is the result of impurities present in the structure of the stone; granite, is a very hard and durable stone and comes in a variety of colors. It has been used since ancient times for indoor and outdoor applications; Travertine, one of the stones composed of calcite that is much softer than other stones; limestone, a calciferous stone that hardens through time and tectonic action. This makes it one of the most



resilient stones for outdoor use; onyx, is a form of marble composed of marble-like calcite that is much softer than granite and less likely to stain or scratch.

The following below is a table of natural stone sales at PT Jaya Abadi Granitama Jakarta, which is as follows:

Table 1. Sales data of natural stone at PT Jaya Abadi Granitama

No.	Year	Type			
		Marble	Granite	Onyx	Travertine
1.	2019	-+ 1800 m	1100 m	200 m	600 m
2.	2020	1000 m	600 m	90 m	300 m
3.	2021	800 m	300 m	30 m	150 m
4.	2022	600 m	200 m	-	50 m

From the table above, it can be analyzed that during the pandemic it had a huge impact on the sale of natural stone, especially marble. Where in 2019 marble stone sales reached approximately 1800m², and experienced a decline in sales volume until entering 2022 very drastically decreased to 600m². The company continues to strive to improve the sales situation that is greatly impacted by this pandemic by conducting product promotions, advertisements and exhibitions. So that it can restore marble sales at PT Jaya Abadi Granitama Jakarta.

Marketing communication is very important in communicating these natural stone products and both have symbolic steps/signs related to transactions and processes that invite people to control their environment by developing relationships, sharing information to strengthen attitudes and behaviors. Therefore, communication can be said to be the transmission of thoughts from one medium to another. As Tjiptono (2015) in his book Marketing Strategy says that "The development of communication is so fast and rapid, commonly found in the field of communication. Spread, influence, persuade, and remind your target market about the company and its products that they are ready to accept, buy, and remain loyal to what they offer".

Marketers influence human wants rather than creating needs. Demand for marble will increase only if buyers can afford it, which will motivate businesses to be more enthusiastic about making natural stone. Marble prices are generally more expensive, and there are still some specific locations that have few places to buy goods, making it difficult to reach all levels. The marketing communication mix that companies can use includes product, price, location, advertising, people, process, and physical evidence. The ability to establish itself as a communicator, use media, compose targeted messages, understand communication tools, utilize sources, and monitor and evaluate results is essential for effective communication. The essence of a communication is not always clear, such as the promotion of products in the form of audio visuals on Tik Tok and other platforms. The purpose of this study is to analyze the Marketing Communication Mix of Public Relations on Marble products at PT Jaya Abadi Granitama Jakarta.

METHODS

Using qualitative methods. the target audience is PT Jaya Abadi Granitama Jakarta and company consumers (Marketing Director) of marble products. This research was conducted at PT Jaya Abadi Granitama Jakarta, Jalan. Cideng Timur, No. 73 Central Jakarta. Phone number: 021-639 9088. This research is focused on "How to analyze the Marketing Communication Mix of Public Relations on Marble Products at PT Jaya Abadi Granitama Jakarta". Data collection through primary data collection with interviews from PT Jaya Abadi Granitama and customers and secondary data collection through photos and marble sales documents.

RESULTS AND DISCUSSION

Public Relations in Suratman, Wulandari, 2017: 9 said that Edward I. Bernays, PR has three meanings: (1) information to the public (information), (2) persuasion (invitation) to change public attitudes and behavior, and (3) efforts to change and strengthen attitudes and behavior. Attitudes and behaviors of institutions, society, and vice versa.

According to Philips and Dunchan (in Alma, 2017: 1), marketing includes all activities related to the delivery of goods to consumers (home) and commercial consumers. Marketing activities do not include changes in the form of products encountered in industry. However, according to Kotler (Kharisma, 2016), marketing is a process in which individuals or groups get what they need or want by creating, offering, and freely exchanging value with other products. For successful brand marketing, effective marketing ideas have a purpose.

Here are some effective marketing concepts to use: (1) Production Concept, The marketing concept is to realize the goals of an organization by understanding the wants or needs of the target market. This concept is more production-oriented, aims for high production efficiency, and can be widely applied; (2) Product Concept, The marketing concept is to realize the goals of an organization by understanding the wants or needs of the target market. This concept is more production-oriented, aims for high production efficiency, and can be widely applied; (3) Since the sales concept prioritizes customer satisfaction, companies need to carry out aggressive brand sales and promotions to ensure that consumers are fully aware of the products being sold through various advertising methods; (4) This concept is the key to achieving business goals consisting of marketing wants and needs. Marketing communication acts as a bridge between producers and consumers, creating a communication center where information exchange occurs between producers and consumers, creating a mutually beneficial relationship.

Communication Models

The communication process is not an easy task. This is due to possible distractions (noise) that can interfere with physical performance (e.g. phone ringing, semantic issues, cultural differences and lack of feedback). Below is an example of a marketing communication model described by Kotler and Keller, cited by Tjiptono and Chandra (2012, 3).

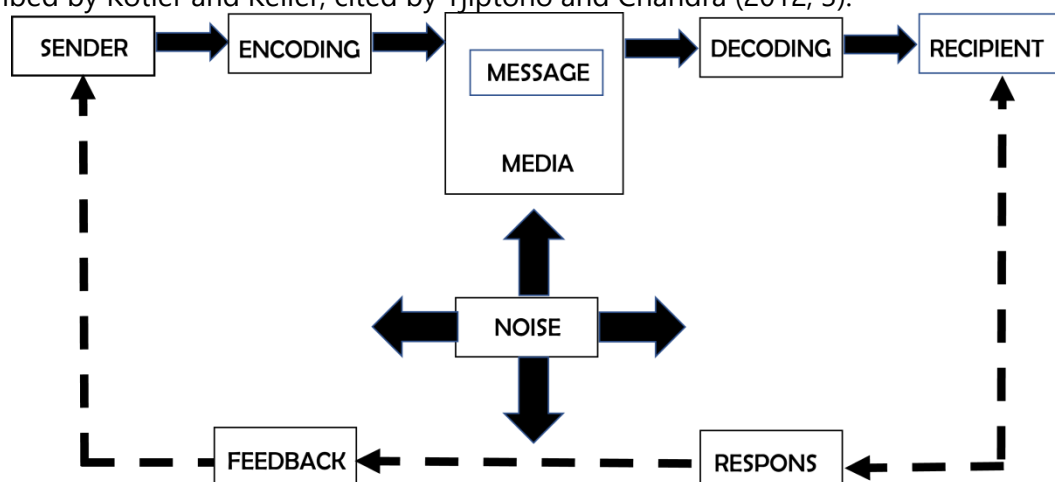


Figure 1. Marketing Communication Model (Tjiptono & Chandra (2012:344)

Marketing Mix

According to Farida and Tarmiz (2016), the higher the level of development, the more elements of 7p in the marketing mix, the product (product), price, place (location), promotion,

people, process, and physical evidence. The explanation is as follows: (1) Product, according to Tjiptono (2015: 95), considers products that are perceived, demanded, purchased and consumed in the market as the fulfillment of the needs and desires of the market in question, all of which are provided by producers and defined as an object of improvement. (2) Price, the financial sacrifice made by customers to obtain a product or service. (3) Place, is all activities for distributing products in the form of goods or services from producers to consumers (distribution).

According to Philip Kotler distribution is: "The various the company undertakes to make the product accessible and available to target customers". Various activities undertaken by the company to make its products easily obtainable and available to target consumers. (4) Promotion, one of which is Advertising is the activity of providing information from sellers to consumers or other parties in the sales channel with the aim of influencing attitudes and behavior. (5) People, the most important asset in the service industry, and the best employees are people. Consumer demand for great employees leads to satisfied and loyal customers. (6) Process, the sequence of steps required to provide the best product or service to consumers. (7) Physical Evidence, the physical appearance of a company greatly influences consumers to buy or use the service products offered.

This discussion concludes that the analysis of the PR marketing communication mix on marble products that is applied is in accordance with the wants and needs of company consumers. According to 5 (five) consumers who gave their opinions on the marble products offered by PT Jaya Abadi Granitama. Conducting PR marketing communication is to create consumer desire for product categories that we do not offer to consumers, to find out which types of marble this grade has advantages and benefits for users of the marble products we sell, encouraging positive attitudes towards these products. products have the potential to influence purchase intentions and make consumers realize that we provide comprehensive services to consumers who transact both price, product and quality information that we provide to avoid disappointment.

Based on the research findings above, future researchers can consider marketing communication strategies as communications aimed at making programmatic products or services available to consumers. Marketing strategy is a company plan to select and analyze target markets in order to develop and maintain a marketing mix that meets consumer needs (Kereh and Tumbel, 2018). The marketing strategy needed is the marketing mix or marketing mix.

The marketing mix is one of the core concepts of modern marketing, a set of controlled marketing tools. The marketing mix is (1) Product, PT Jaya Abadi Granitama Jakarta has a variety of natural stone products consisting of Marble, granite, Travertine and Onyx. The product itself is produced according to consumer tastes, at an affordable price so that consumers prefer marble products. (2) Price, Price requests are adjusted for bags with lower middle and upper middle prices. Therefore, the price varies depending on the segment targeted. The price offered depends on the quality of the product and the quality of the service. The price range of PT Jaya Abadi Granitama starts from IDR 150,000 to tens of millions. (3) Place, PT Jaya Abadi Granitama is located at Jl. Cideng Timur No.73 RT 004 / RW 004, Petojo Selatan Gambir, Central Jakarta Postal Code 10160.

The Corporate Office has produced marble samples that are displayed in the lobby room for the convenience of customers. Designed with a simple appearance. Please choose the type you want. There is a marble gallery in front. This gallery is intended to show examples of marble types that can be selected during the ordering process. The opening hours for this business

service are from 09:00 WIB to 17:00 WIB. (4) Promotion, Marble Products uses flyers in print media and social media on online media such as Instagram, website and Tiktok.

In conducting promotions, PT Jaya Abadi Granitama Jakarta prioritizes marketing elements such as advertising, promotion, personal sales, public relations and direct marketing so that consumers can easily find information about Marble products. (5) People, human resources (HR) of a company are the people who make products and deliver them to consumers, so they are a key factor in the quality of a company's products. Employee appearance, speech voice, body language, facial expressions, and speech. On the other hand, employees need to be motivated to deliver the expected level of news and service delivery. (6) Process, a fast, easy and friendly service process allows consumers to get more value from their products. Because when processing orders, PT Jaya Abadi Granitama is very reliable, the service is also very good for consumers. This service system also makes it easy for consumers to find the desired marble products. Services are provided in cash or non-cash.

(7) Physical Evidenc is an addition related to the environment, color, appearance and appearance of the product / service offered. A form of packaging that is presented to attract consumer attention One of the marketing strategies of service companies can be seen from the marketing mix (product, price, place or distribution and promotion). This is very helpful in marketing products. However, marketing efforts that involve people first have a direct impact on customer satisfaction. Therefore, service marketing must consider other factors such as people, physical evidence, and processes.

CONCLUSION

The marketing communication mix of PT Jaya Abadi Granitama Jakarta's marble products describes marketing aspects such as product, price, place, promotion, people, process and physical evidence). Analyzing an integrated marketing communication strategy that includes elements such as advertising, sales promotion, personal selling, public relations, and direct marketing. Suggestions, creating new innovations, namely creating natural stone products, especially marble, opening outlets outside the area for sales development and distribution of the final product so that consumers can fulfill their wants and needs for secondary discounts produced by PT Jaya Abadi Granitama Jakarta.

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