



IMPLEMENTATION OF INTEGRATED MARKETING COMMUNICATION IN MARKETING THE COMPANY (CASE STUDY ARIMBA AT BISMA)

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Abstract

This research examines the application of Integrated Marketing Communication (IMC) in marketing Arimba at Bisma company in the accommodation sector. Through a qualitative descriptive approach, the research analyzed the effectiveness of IMC strategies before and after they were implemented, using observation and interview techniques. The results show that Arimba at Bisma has carefully implemented the five elements of IMC, especially in the utilization of social media such as Facebook and Instagram to expand its reach. Direct marketing strategies and collaboration with local parties have also successfully expanded market share. From this study, it is concluded that the application of well-integrated IMC has successfully increased brand awareness, customer interaction, and direct sales. This approach is the key to success in effective marketing strategies at Arimba at Bisma, and provides important insights in the context of the accommodation industry.



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1. INTRODUCTION

In 2020, the tourism industry sector in Indonesia was faced with a number of significant challenges [1]. The decline in the number of tourist visits and changes in consumer behavior have had a significant negative impact on various companies in the accommodation sector. Factors such as a decrease in the number of tourists, changes in consumer behavior, as well as the inability of some companies to adapt to market changes have caused a negative impact on the country's tourism economy. In this context, the tourism industry has experienced a significant decline, and many accommodation companies have been forced to close or abandon their businesses due to reduced revenue.

This phenomenon creates a difficult situation that many tourism companies have to face in order to maintain their business viability, due to the inability to deal with market dynamics in the absence of an effective digital marketing strategy. Smaller companies, left behind as larger companies shift to more widespread and practical online marketing

methods, are seizing the opportunity in the midst of rapid digital technology [2].

One sector of the tourism industry that has been seriously affected is the accommodation sector, including companies like Arimba at Bisma. Arimba at Bisma, which operates in the Ubud area of Gianyar, has been established since 2015 by Mr. Nyoman Arimbawa as its owner. The company provides 10 rooms with three types of rooms, namely Deluxe Room, Superior room, and Grand suite room that offer special luxury. In addition, Arimba at Bisma offers complete facilities, including a restaurant, swimming pool, parking area, and a variety of other services to ensure guests' comfort. Although the company has been established for several years, Arimba at Bisma initially relied solely on traditional marketing methods to promote its accommodation services. In its efforts to attract tourists, the company relied more on the services of travel agents and promotion through word-of-mouth. Such marketing, while it may have yielded sufficient results at times, has turned out to be less effective in the face of

changing marketing trends and consumer preferences that are increasingly moving towards digital media.

In an effort to increase competitiveness and achieve success in an increasingly competitive industry, the Arimba at Bisma company is now committed to marketing transformation by utilizing a comprehensive and targeted Digital Marketing strategy. Thus, it is expected that the company can maximize its business potential, gain more customers, and improve economic performance in the face of future changes and challenges. In this dynamic and evolving era of marketing, companies must consider an integrated communication strategy to ensure continuity and consistency in delivering messages to the intended audience.

One form of digital marketing that has proven effective is Digital Marketing, which involves using digital technology and online platforms to promote and market a company's products or services. This marketing strategy has proven to be able to reach customers widely and evenly, overcoming the constraints of geographic location, age, and consumer habits. With Digital Marketing, companies can easily target relevant audiences and practically increase their brand visibility. Integrated Marketing Communication (IMC) is marketing done digitally to help companies market their products. In addition, digital marketing techniques are also very effective to do, because they can reach customers widely and evenly. In addition, digital marketing also helps companies to target a range of locations, ages, and customer habits. Making it easier to do marketing practically. Integrated Marketing Communication (IMC) or commonly called integrated marketing communication is a marketing strategy for your business to communicate the same message across all marketing channels [3].

Marketing strategies can be in the form of Integrated Marketing Communication (IMC) Integrated Marketing Communication can reduce the risk of messages and advertisements from brands being ignored by potential customers. One of the main benefits of IMC is that companies can effectively increase brand awareness. Of course, by utilizing various channels. A strong, consistent, and clear message is an important key in marketing. Besides being effective or saving time, Integrated Marketing Communication can also save costs. By having a consistent and clear message, companies will save more resources. Companies do not need to drain their pockets for too many campaigns with unsatisfactory results. The key is to be efficient and also social media is also a digital media that can connect everyone.

In addition, digital marketing strategies can also be carried out by using the Integrated Marketing Communication method or can be abbreviated as IMC. Basically, Integrated Marketing Communications is focused on building the image of a company brand so that it can help companies retain

customers and also retain company customers [3], [4]. Integrated Marketing Communication is also carried out by considering the needs of each company and allows the company to facilitate in building the company's brand awareness.

Brand awareness is very important to help companies to be known by many people, just like marketing. For example, what Arimba at Bisma does is by implementing IMC in the form of making advertisements to help the company to be known by many people and get branding and broad reach so that later it will get customers effectively.

II. LITERATURE

2.1. Integrated Marketing Communication (IMC)

Digital Marketing can be said as marketing that is done digitally in order to reach customers widely. Usually Digital Marketing is also a marketing that uses gadgets as the medium. By using gadgets, business actors can connect directly and instantly with customers. Basically, marketing is divided into two, namely marketing carried out traditionally and the second is digital marketing [5]. IMC or Integrated Marketing Communications is a method that uses integrated marketing techniques so that later the business carried out is known and delivered with messages similar to all marketing strategies [6] [7].

The flow of Integrated Marketing Communication (IMC), namely [8]:



Figure 1. *Integrated Marketing Communication (IMC)*

a. Advertising

Advertising or can be said as advertising is a marketing process used by about your company, product, or service to your target customers without using advertising intermediaries. It is a form of targeted marketing that presents information of potential interest to consumers who have been determined to be potential buyers.

b. Sales Promotion

Sales promotion is a marketing strategy that involves offering short-term incentives to increase brand awareness and promote sales for a particular product or service.

c. Public Relations

Public relations can be said to be someone who will later assist in building the company's image, besides that, there are several tasks that are carried out,

namely of course building good relations with the company environment, helping to create company events. and communicating well with company stakeholders.

d. Direct Marketing

Direct Marketing is a promotional method that involves presenting information about your company, product, or service to your target customers without using an advertising intermediary. It is a form of targeted marketing that presents information of potential interest to consumers who have been determined to be potential buyers.

e. Sales Promotion

Sales promotion is a marketing strategy that involves offering short-term incentives to increase brand awareness and promote sales for a particular product or service. Companies typically use this type of strategy to introduce new products to their target demographic, attract new customers, temporarily increase sales, or sell all existing inventory.

2.2. Social Media

Social Media is a platform created to help each other communicate with each other. Not only that, social media can be defined as technology that is facilitated to create and share information and ideas virtually. Social media itself has many things or features that can help in various ways, a small example is advertising [7]. Social media also has many types including Facebook, Instagram, Whatsapp and so on.

2.2. Marketing Strategy

Marketing is an activity carried out in order to help a company to increase the economic value contained in the company. Where there are several factors that affect the economic value of the company, fulfilling the value of these factors will later help in increasing the economic value of the company so that the company becomes profitable and does not experience losses. The concepts of the marketing strategy are [6], [8]:

1. Marketing Communication

Marketing communication occurs in the exchange of communication and information carried out in two directions, namely between institutions and several parties.

2. Promotion

If marketing communication is an exchange of information from two directions, then promotion is an activity carried out to promote goods and products owned by the company so that it is known by a large audience. Promotion is also a place or container that is often used as a place to attract consumer interest.

3. Promotional Mix

Mixed promotion is a combination of the most interesting promotions because usually this promotion has many variables so that it attracts a lot of consumer interest. Because this Promotional Mix helps companies to achieve several programs,

including the first, namely later being able to find out the type of product easily, then there are stages that exist in the life cycle of the product owned so that it can be said that this mixed promotion has a very high value in promoting the company, because it has various types of promotional methods.

2.3. SWOT Analysis

SWOT analysis is an analysis carried out by companies to determine strategy development, product or service sales, and new business ideas. SWOT analysis is a planning method by evaluating four components, namely Strength, Weakness, Opportunity and Threat. SWOT analysis is an analysis that has been widely used by companies. SWOT analysis is the development of relationships or interactions between internal factors, namely, strengths and weaknesses against external factors, namely opportunities and threats [9]. SWOT analysis helps to determine the strengths and weaknesses of the company before setting.

III. RESEARCH METHODS

This research uses a qualitative descriptive approach that aims to compare and analyze before and after the implementation of digital marketing strategies, namely Integrated Marketing Communication (IMC). This research method also aims to describe the object in detail and evenly so that later it will achieve the desired results. And in this study the author took and made direct observations on the object, namely at Arimba at Bisma.

The observation and interview process carried out at Arimba at Bisma will certainly be used as a reference for the implementation of digital marketing strategies at Arimba at Bisma. The strategy that will be carried out is by referring to the IMC (Integrated Marketing Communications) strategy by using social media marketing as a supporting forum. Where Integrated Marketing Communications basically helps companies make it easier to market and retain customers [4], [10].

IV. RESULTS

4.1 Integrated Marketing Communication Results

IMC or Integrated Marketing Communication is a method in which this method focuses the use of marketing on the object of the problem that occurs at the Arimba at Bisma inn. At the Integrated Marketing Communication stage, Arimba at Bisma uses 5 stages of the method including Advertising, Direct Marketing, Public Relations, Personal selling, and finally Sales Promotion. All of these stages are focused on answering the problems that occur at the Arimba at Bisma inn.

1. Advertising

At Arimba at Bisma inn, this advertising stage is carried out on social media Facebook and Instagram. Where Arimba at Bisma Inn also regularly

posts content about hotel facilities in order to support the sustainability of marketing that occurs. The following is a table mapping the target market characteristics of Arimba at Bisma:

Table 1. Mapping of Target Market Characteristics

1	Age	17 – 60 years old
2	Geographical Location	Indonesia, Asia, Eropa
3	Gender	Male dan Female
4	1x Ad Cost	Rp500.000
5	Reach Before Advertising	19
6	Reach After Advertising	11.400
7	Accounts that interacted before advertising	2
8	Accounts that interacted before advertising	69

Source: Personal Documentation (2023)

Arimba at Bisma uses Instagram and Facebook social media in advertising. Before running the ads, the number of accounts reached was only 19, while only 2 accounts interacted.

After running the ad, the number of accounts reached reached 11,400 accounts, which previously only reached 19 accounts. While the interacting accounts have reached 69 accounts, which were previously only 2 accounts. So with this ad, it is able to increase the target reach of advertisements on Arimba at Bisma Instagram.

2. Direct Marketing

Direct Marketing is one of the marketing strategies that will usually involve customers directly and direct marketing also aims specifically to get a direct response from customers. Arimba at Bisma Inn conducts marketing using part of the Direct Marketing method by getting walk in guests, these walk in guests are tourists who are looking directly for the hotel they will stay in without making a reservation at the hotel first.



Figure 2. Walk In Guest at Arimba at Bisma
Source: Personal Documentation Arimba at Bisma Cottages (2023)

Figure 2 above is a picture of Walk in Guest after advertising. After advertising Arimba at Bisma got 11 Walk in Guest guests. Where at Arimba at Bisma after advertising, there are a total of 21 walk in guests, of which 11 of the other

guests know information about Arimba at Bisma through advertisements on Social Media Arimba at Bisma.

3. Personal Selling

Personal selling is a stage of the IMC or Integrated Marketing Communication method where personal selling performs expertise in displaying products so as to attract customers to buy company products. At Arimba at Bisma uses the personal selling stage by using the help of their staff to help promote Arimba at Bisma Cottage lodging. Later the staff from Arimba at Bisma will help to upload promos or other related content on their social media pages to help market Arimba at Bisma lodging.

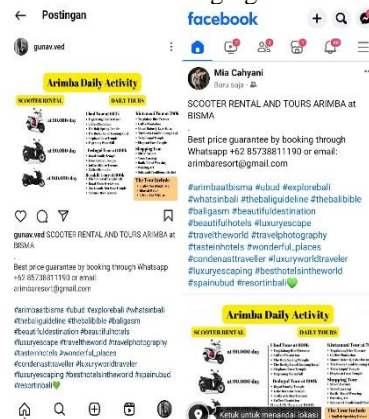


Figure 3. Personal Selling by Employees
Source: Personal Documentation Arimba at Bisma Cottages (2023)

Figure 3 is a personal post from Arimba at Bisma staff to promote promos at Arimba at Bisma. Where the impact obtained after using personal selling techniques is that many get personal direct messages from potential customers.

4. Public Relations

Public Relations is someone who will help build a good image of the company, where public relations focuses on helping companies get good attention from the public. In addition, public relations is also tasked with maintaining the company's good relations with other companies and stakeholders related to the area. At Arimba at Bisma cottage, it uses the public relations stage by maintaining good relations with guides from the nearest tourist information and cooperating with tours for guests who stay overnight or pick up to the airport.

Before using the MoU, Arimba at Bisma had difficulty in finding tour guides who could be present when needed, because there was no MoU bound. After using MoU, Arimba at Bisma has no difficulty in finding tour guides and already has a regular work shift.

5. Sales Promotion

Sales Promotion is one of the stages of Integrated Marketing Communication where at this stage sales promotion is tasked with offering promos with short-term incentives, where this sales promotion focuses on increasing sales of the company's products. At

Arimba at Bisma sales promotion is carried out by bundling products provided by Arimba at Bisma lodging. Where at Arimba at Bisma conducts sales promotion by offering spa packages provided by the hotel.



Figure 4. Spa Package

Source: Personal Documentation Arimba at Bisma Cottages (2023)

Figure 4 is a Sales Promotion in the form of a Spa Package provided by Arimba at Bisma. Before providing this Spa Package, when there were guests who asked about the spa or treatment that Arimba at Bisma had, the hotel could not provide it. Because there were many requests that came in so Arimba at Bisma made this Spa Package. Arimba at Bisma also has several skilled therapists.

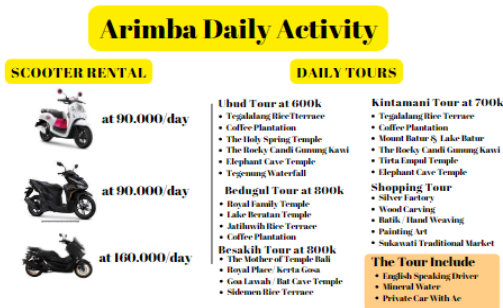


Figure 5. Arimba Daily Activity

Source: Personal Documentation Arimba at Bisma Cottages (2023)

In addition to the SPA Package, Arimba at Bisma also provides Arimba Daily Activity where the impact obtained after using Arimba Daily Activity is that visitors from outside the city and abroad will be able to consider tourist destinations if they do not have ideas or plans to visit which tourist areas while in Bali. In addition, the existence of Arimba Daily Activity makes it easier for visitors to rent a motorbike while on vacation to Bali.

4.2 Results of Advertising Implementation at Arimba at Bisma

Based on the advertising that has been carried out by Arimba at Bisma, there is an increase in occupancy obtained by Arimba at Bisma, which can be seen from

the difference obtained from September, October and November of 2022 with September, October and November of 2023, namely:

Table 2. Occupancy In 2022

No	Month	Occupancy	Persentase
1	September 2022	217	70%
2	October 2022	205	66%
3	November 2022	179	60%

Source: Personal Documentation Arimba at Bisma Cottages (2023)

Table 2 shows the reservations obtained in September, October and November 2022. The results obtained are that in September 2022 there were a total of 217 occupancy per night, with a percentage of 70%. The results obtained are in November 2022 there is a total occupancy per night reaching 205 occupancy, with a percentage of 66%. While the results obtained are in December 2022 there are total occupancy per night reaching 179 occupancy, with a percentage of 60%.

Tabel 3. Occupancy In 2023

No	Bulan	Occupancy	Persentase
1	September 2023	248	83%
2	October 2023	271	87%
3	November 2023	286	92%

Source: Personal Documentation Arimba at Bisma Cottages (2023)

Table 3 is a reservation obtained in September, October and November 2023. The results obtained are that in September 2023 there were a total of 248 occupancy per night, with a percentage of 83%. The results obtained are in November 2023 there is a total occupancy per night reaching 271 occupancy, with a percentage of 87%. While the results obtained are in December 2023 there is a total occupancy per night reaching 286 occupancy, with a percentage of 92%.

Based on the occupancy gain above, it can be said that the implementation of Integrated Marketing Communication (IMC) has an effective impact on Arimba at Bisma.

V. CONCLUSION

The research results show that Arimba at Bisma has carefully implemented the five elements of IMC, especially in the use of social media such as Facebook and Instagram to expand reach. Direct marketing strategies and collaboration with local parties have also succeeded in expanding market share. From this research, it is concluded that the implementation of well-integrated IMC has succeeded in increasing brand awareness, customer interaction and direct sales. This approach is the key to success in an effective marketing strategy at Arimba at Bisma, and

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